

Helping businesses gear up for local tourism rush

Cape Town is seeing a boom in tourism activity, due to the weakening Rand, making it the destination of choice for more cost conscious foreigners, an increase in the number of flights to Cape Town and a growth in the number of multi-time visitors to the city, according to Tourism Statistics. HOSTEX Cape 2008 will be a showcase for businesses in the hospitality and catering industries.

"Not only has South Africa been named as the 31st most popular conference destination and second most favourite long-haul destination in the world, but on the international monopoly game, Cape Town has moved up to the third most popular place in the world," says Lynn Chamier, exhibition director at Exhibitions for Africa (EFA), a division of Specialised Exhibitions.

"This type of growth and development bodes extremely well for businesses within the hospitality, catering, décor, design and retail industries in this region. We believe that this type of company would do well to visit the upcoming HOSTEX Cape 2008 show in order to discover how to best harness this flood of interest."

The 2008 event will be taking place from 28 to 30 May at the Cape Town International Convention Centre. HOSTEX Cape 2008 will cover offerings from food and beverage products, beds and bedding, catering equipment, promotional items, security systems, furniture and software solutions to tableware, uniforms and laundry equipment, to mention just a taste of what can be seen at the show.

Endorsed by the South African Chefs Associations (SACA), the SACA Chefs Village (sponsored by Checkers) will see a number of exciting activities including the City & Guilds Student Skills Challenge, cocktail flaring, McCain's Tribute to Good Taste, food demonstrations by one of Thailand's top chefs in The Food Art, the National Culinary Team's Olympic 2008 Cold Table Display and the Cape Hotel Challenge.

In addition, HOSTEX Cape 2008 will feature a Home Grown Village section, a dedicated showcase for "Proudly South African" products and services, focusing on smaller businesses supplying uniquely local products and services.

- For further information on the show, please contact Lindy Taylor at EFA on, tel: +27 (0) 11 835 1565, or mail: , or visit www.hostexcape.co.za.