

Africa's Big Seven!

20 – 22 July 2008

Gallagher Estate, Midrand - South Africa

MORE BUYERS FOR YOUR BUCKS

Continent-wide, concerted and ongoing – that's the advertising and promotions campaign that's been behind the visibly growing success of Africa's Big Seven Trade Exhibition.

In 2007 buyers were recorded from 40 countries – up from 31 in 2006.

Last year for the first time the organisers registered exhibitors by way of national pavilions from Tanzania, Mauritius, Zambia and Zimbabwe, India, Malaysia and Egypt; other exhibitors came from Saudi Arabia, United Arab Emirates, UK, The Netherlands, Germany, Ghana & Brazil – all part of the total participation by 256 companies.

Already this year they are being joined by national groups from China, Indonesia and Turkey.

As a result of the proven deliverables of Africa's Big Seven the expo was last year granted a prestigious award by the **Foundation for the Development of Africa**. The Expo is one of only a handful of initiatives to receive **Special Project Status** and as such promoted around the world.



NEW FOR 2008

“Two bites at the cherry”

The introduction of FoodBiz Africa to our 2008 show line up now gives exhibitors the opportunity to address more than just our traditional buyer/visitors.

FoodBiz Africa targets a whole new category of visitors from the food service and hospitality industries. Companies that supply the retail as well as catering markets now no longer need to exhibit on two different events with double the cost and twice the time commitment. Thanks to the organisers' tie up with leading industry magazine **Restaurant Business**, Africa's Big Seven will now deliver a comprehensive attendance of buyers in all categories of the food industry per sé.

Media Partner



Food Service & Equipment

Retail & Catering Equipment
Supplies & Services
Food & Beverages

We are heading for a sell out

So don't delay

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