

Africa's BIG Seven!

2008 Post Show Report

* Exhibitors	239 companies
* Participating countries	China, Cyprus, Germany, Ghana, India, Indonesia, Kenya, Malaysia, Mozambique, Netherlands, Oman, Pakistan, South Africa, Swaziland, Tanzania, Turkey, United Arab Emirates, USA & Zambia
* Visitors registered	7,128 (2007- 6,731 / 2006- 6,997)
* From 43 countries	(2007- 40 countries / 2006- 31 countries)
* Conference delegates attending	374 delegates
* Visitors and delegates from	Angola, Albania, Andorra, Australia, Botswana, Belgium, China, Democratic Republic of Congo, Ethiopia, France, Germany, Ghana, Hong Kong, India, Italy, Japan, Kenya, Lebanon, Malawi, Mauritius, Mozambique, Namibia, Netherlands, New Zealand, Nigeria, Pakistan, Rwanda, Senegal, Seychelles, Singapore, South Africa, Spain, Sri Lanka, Swaziland, Tanzania, Thailand, USA, United Arab Emirates, UK, Uganda, Zambia & Zimbabwe

Visitor Demographics

2007 comparatives

* Visitors seniority of visitors were owners, MD's or directors of companies (20,6% were management)	48.2%	49.9%
* Visitors purchasing power of visitors could authorise a purchase (20.5% claimed to be able to specify and purchase)	47.0%	45.96%
* Special interests claimed by visitors:		
Kosher	21.0%	17.98%
Halaal	27.5%	30.74%
Vegetarian	16.5%	19.32%

Visitors Business profiles

* Manufacturer	27.6%	35.95%
* Wholesaler	11.4%	12.92%
* Distributor/agent	16.2%	15.63%
* Retail independent	8.0%	9.74%
* Retail chain	8.7%	9.20%
* Retail convenience	4.8%	4.91%

*	Importer	11.4%	11.65%
*	Hospitality/Food service	11.9%	No comparative

Which of the seven components was of primary interest in priority order

1.	FoodBiz Africa	No comparatives
2.	FoodTech Africa	
3.	AgriFood AGrica	
4.	Retail Solutions Africa	
5.	Interbake Africa	
6.	Pan Africa Retail Trade exhibition	
7.	Dairy Deli	

Electronic newsletters seen

1.	Food & Beverage Reporter	37.6%	26.14%
2.	Activ Retail/Retail.BizCommunity	13.5%	12.92%
3.	The Baker	13.0%	9.16%
4.	Fastmoving.co.za	12.8%	7.51%
5.	Cape Business News	5.7%	No comparative

The Top 12 magazines as rated by visitors

1.	Food & Beverage Reporter	No 1
2.	Food Review	No 3
3.	Supermarket & Retailer	No 2
4.	FMCG Retailer	No 4
5.	The Baker	No 5
6.	Food Processing Africa	No 6
7.	African Farming & Food Processing	No comparative
8.	African Review of Bus & Technology	No 7
9.	Convenience Store Retailer	No 9
10.	Traders Friend	No 10
11.	The Farm Africa	No comparative
12.	Cape Business News	No 4

Visitor attitudes to the show

How did you rate the exhibition	GOOD	46%
Do you like the idea of the 7 shows running together	YES	83%
Would you recommend a business colleague to visit the show	YES	81%
Did you find your visit worthwhile	YES	77%
Did you make any new business contacts	YES	88%
Do you believe that this exhibition is of value to the retail trade	YES	85%
Will you visit the show again next year	YES	91%

Specific products that visitors wanted to see more of

*	Diabetic products	*	Manufacturing equipment
*	Take-away equipment and packaging	*	Wholesalers
*	Frozen foods	*	Plastic packaging and labels
*	Shopfitting	*	Baking equipment

- * More African exhibitors
- * Vegetarian & non-dairy foods
- * Fish products
- * Trolley washers
- * FMCG

- * Catering equipment
- * More deli
- * Kosher products
- * Wholesale food products
- * Agents for imported goods

Visitor recommendations

- * More bakery & dairy exhibitors
- * More local exhibitors and from Africa
- * Make the expo larger
- * More emphasis on retail - non food merchandise
- * Need information kiosk
- * Major brands not represented at show

Noted by visitors for their absence

- * Nestlé
- * Macadams
- * Chipkins
- * Tiger Brands
- * Hudson & Knight
- * Unilever
- * Willards
- * SAB
- * ABI

- * Freddy Hirsch
- * Bidvest Group
- * Simba
- * Cadbury
- * Pillsbury
- * Master Foods
- * Pioneer
- * Rich's Products

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