

Africa's Big Seven!

2008

What the exhibitors said

Lwazi Mhlongo

**Agri- Business and Marketing Manager
National Agricultural Marketing Board - Swaziland
Agribusiness Africa Exhibition**

Hall 2 was a place to be for the three days. This is not an ordinary event but a global trade tool. Exhibitors came from all walks of life including Asia and Europe. The event featured small to large businesses. To my assessment every aspect of Agriculture and/or Agribusiness was represented. What was interesting to see was the amount of trade going on, the information sharing and the networking. Interesting to not as well was the country representation. More and more African countries are participating in agriculture related trade which is very encouraging. At the Swaziland stand, I had a chance to network with many people from different kinds of business and that was a big eye opener. The fact that it was running in conjunction with Africa's Big Seven Exhibition made it a big event. I have always been an advocate of exhibitions and trade fairs and truly I was not disappointed. It is an event that has to be done yearly and sooner or later Hall 2 will not have enough space to absorb everyone.

Agribusiness Africa Conference

The conference was well organized in terms of topics and trade opportunities. Topics covered project management, financing and investment decisions as well as opportunities. The afternoons were break away sessions where different African countries presented agribusiness opportunities. The sessions were very interesting as they highlighted opportunities that could not be easily known. What came out clearly from the break away sessions was that most African countries have similar challenges. Most have natural resources but lack expertise and finance to develop meaningful business. The conference topics highlighted one important aspect or opportunity; finance is available for viable projects

Wayne Bateman

**Project Manager
JCCI – Johannesburg Chamber of Commerce & Industry**

Africa's Big Seven Agro Processing Trade Fair: The City of Joburg and the Johannesburg Chamber of Commerce (JCCI) exhibited on a communal stand that was representation of the programme that is sponsored by the City of Joburg department of Economic Development Trade and Investment promotion. This was manned by a member of the City of Joburg (Vincent Mthabela) and the JCCI (Wayne Bateman, Project Manager) as well as seven members of the City of Joburg "Export Promotion Project" SMME's. These companies have embarked on a strong training and mentorship programme that has been rolled out by the JCCI in partnership with the City of Joburg over the last 14 months and we are now starting to bear fruits from programme setup two years ago assisting SMME's become Export ready. We are very proud to announce that the SMME's Exhibiting on the Africa's Big Seven have had Export Enquiries to the value of 16,5 million rand and we are extremely happy with the outcome and the support that this particular show has awarded the "Export Promotion Programme" as well as the professionalism of the organizers of this show namely "Exhibition Management Services" and the team. For us that exhibited at this show for the first time we are proud to be the recipients of a Gold award for the best Designer Stand Highly Commended stand which for us was

extremely rewarding for the hard work that had been put in to become export ready over the last 14 months.

Jeff Rossouw

**General Manager - Africa
Heat and Control SA (Pty) Ltd**

As a 1st time exhibitor and being used to shows of a larger magnitude I am glad to say that despite initial scepticism the show really surprised us with the number of serious enquiries, despite the usual "gatherers." It is still early days to measure the real return, but we certainly came away feeling very positive.

**Natalie Pryor - Marketing
unitemp cc – Cape Town**

We had a number of visitors around Africa and the exhibition helped to make new contacts. Many repeat attendances of last year's visitors indicating sustained interest. There could perhaps have been more local exhibitors and some of the big food companies were noticeably absent.

**NÖLKEN Hygiene Products GmbH
Ernst Markus Nölken - MD
Germany**

In my view the exhibition was a big success. Especially on Monday and Tuesday the quality of the visitors was very high. We had a lot of important retailers and customers on our stand. The exhibition has a lot of different stand and exhibitors. I think we come back next year.

**Pakistan Trade Commission
Moin-Ud-Din Ahmad Wani
Commercial Secretary**

I hope this mail finds you in best of health. Please accept my congratulations on successful completion of the event. I really appreciate your efforts for accommodating all the Pakistani companies. Please send us the catalogue of the Expo to this office for record purposes. I hope next year we will work with your company in a more organized way and I will be looking forward to interact with your company in future. I on behalf of the Trade Commission of Pakistan once again assure you of our cooperation for all the future events.

DoFreeze

**Yawar Noon – United Arab Emirates
July/August 2008 newsletter**

Normally summers are slow with few activities however we have been extremely busy during these two months. Some new products have been launched and more are on their way. We participated in two major exhibitions, one in New York and the other in Johannesburg. Customer response was remarkable in both exhibitions.

Left: Fancy Foods New York. Right: Big 5 Johannesburg, South Africa



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