



The various provincial governments of South Africa also exhibited at the AB7. This is the Northern Cape provincial government's stand

AB7 – The world under one roof

by Lynette Louw

The Africa Big 7 (AB7) has become the prime showcase for the food and beverage industry. The exhibition is a presentation of co-located exhibitions, defining the various stages and specific technologies required to move produce through the processing, packaging and marketing phases, eventually culminating in retail sales. *Milk & Juice* was there to visit old friends and make new acquaintances.

This year's event was held at Gallagher Estate in Midrand, halfway between Johannesburg and Pretoria. Presented from 25 to 27 July, the expo opened its doors to over 7 500 visitors from 45 countries. A total of 238 exhibiting companies from 39 countries showed off their products and services.

International flavour

This year's event had a definite international flavour, with many exhibitions from Chinese, Turkish, Indian and Brazilian companies. Africa boasts a potential market consisting of no less than 725 million consumers, which would explain the lively interest in the continent. Exhibitors from countries such as Egypt, Zambia and Ghana were also present.

South Africa was well represented at the expo, with old favourites such as Grannor Passi, Marefa International and Sure Pure manning their stalls. The South African government was also out in full force, with some impressive exhibitions by the various provincial governments.



- 1 The 2010 AB7 had a definite international flavour, with many exhibitions from Eastern countries such as China and Turkey



- 2 Jan Weideman of Key Amino Proteiforms cc. Weideman is the manufacturer of Proteipaq range of products

Drink and bake

This year's expo saw the launch of DrinkTech Africa, a dedicated exhibition and conference designed to service the continent's growing beverage and liquid food markets. Liquids on offer included a variety of manufacturers of juice concentrates, coffee, herbal teas, sodas and even cocktail mixes.

Foodbiz Africa, the niche sector within AB7 that focuses on food service, hospitality and catering, doubled its dedicated visitor attendance last year.

This year, a number of stalls exhibited catering equipment, juice dispensers, ovens and other equipment. Other exhibitors added colour to the expo with their herbs, fresh spices and other tasty food additions.

The Interbake trade show is regarded as a one-stop shop for bakers and forms an integral part of the AB7. Interbake encompasses everything from baking ingredients, premix ingredients, ready mixes and baking

equipment to self-ready products. Products on offer included cake flour, marzipan for decoration, edible cake decorations and food colorants. Other related products on show included margarines and edible oils such as palm oil.

Packing it in

Packaging companies from across the globe were there to show off the latest in packaging, coding and filling technology. Crates and boxes in various shapes and forms were on offer and retailers had a great choice of shopping trolleys, baskets, display racks, fridges and till points to choose from.

A large number of the companies exhibiting at the expo were there to network and find new markets and even local agents for their goods. This, in a nutshell, is perhaps what makes the AB7 the successful event that it is – the opportunity to network and find new, exciting products that haven't found a market in Africa yet. **M&J**



- 1 Marefa International's stand was a hive of activity throughout the expo
- 2 Coffee beans at the Coffee Board of India's stand. Note the difference in colour between coffee beans as we know them, and coffee beans that have been 'monsooned' – grown in humid, coastal conditions
- 3 A very inviting poster against the wall of Elvin's exhibition stand. The stand also offered thirsty

- 4 visitors a taste of the juice concentrates on offer
- 4 An exhibition of olive oil produced by Turkish company, Onca. They also sell other oils and pasta
- 5 Fo Food Producers from Istanbul in Turkey, produces products for the baking industry, as well as a series of cocktail mixes, syrups and ice-cream sauces
- 6 The South African National Bottled Water Association's exhibition represented all of its members' products



- 7** The Wild Island range of Ceres Beverage Company drew a lot of attention with its colourful stand and products
- 8** The impressive stand of Acecook Vietnam JSC where exhibitors and visitors could taste freshly prepared Vietnamese food from the Acecook range
- 9** Pedro Tembe of CSB-Systems International, a business software company which specialises in traceability in the food industry

- 10** The Pacmar stand. Pacmar is a contract packager and boasts clients such as juice processor, Wilde
- 11** Some of the products on offer at the Flavorome exhibition
- 12** The Joburg Market exhibition where hungry visitors could enjoy fresh Granny Smith apples while chatting to market representatives