



# Bigger, better trade expo promised

by Fidelis Zvomuya

Organisers of Africa's Big Seven expo are branding this year's event as the biggest ever since its inception a decade ago. The trade expo showcases a vast array of products, equipment, services, systems and technologies under the auspices of Agri-Food, FoodBiz Africa, FoodTech Africa, DrinkTech, InterBake Africa, Pan Africa Retail Exhibition and Retail Solutions Africa.

"The Big Seven is a composite of seven separate but co-located events that define the various stages and specific technologies required to move produce from the field through the processing, packaging and marketing phases, eventually culminating in retail sales Africa, a market of 725 million consumers," says Lineke van der Bruggen from Exhibition Management Services, organisers of the event.

Scheduled for 19 to 21 July at the Gallagher Convention Centre in Midrand, this year's expo will be spread across five halls instead of the usual four, to accommodate the close to 500 exhibitors expected to attend.

"Many new exhibitor countries such as Spain, Angola, Russia and Iran are making first time appearances"

"Already 80% of the expanded available space has been booked. Companies and businesses have seen that this is a vital base for sourcing processing and packaging equipment, technology and retail ready items," says Lineke.



1 Visitors and exhibitors attend from Africa and abroad



2 Last year's event saw many exhibitors from Turkey attend for the first time

“Many new exhibitor countries such as Spain, Angola, Russia and Iran are making first time appearances,” she adds.

Lineke describes the AB7 expo as a window of opportunity for companies to get their products exposed to nearly 20 000 visitors to the event and promises visitors a comprehensive array of the latest in innovation, products and technology in the food and beverage business.

She adds that Africa’s store of oil and mineral resources and the meteoric rise in world prices for these commodities has awakened the world to the fact that the continent is suddenly a good place to do business.

“There is little argument that Africa’s economic prospects are the best they have ever seen. The rapidly expanding middle class, their changing lifestyles and growing disposable income all add up to enormous

business opportunities for suppliers of raw produce, processing and packaging equipment, associated relevant technology, as well as retail ready products.

“Last year we had 306 exhibitors from 42 countries and 7 600 people visited the event. This year is going to be 47% bigger than the last one,” Lineke explains.

To encourage business-to-business meetings between companies, organisers have an online meeting matching system that assists companies in identifying better counterparts’ profiles in advance.

For more information, contact Lineke van der Bruggen on 011 783 7250 or send e-mail to [admin@exhibitionsafrica.com](mailto:admin@exhibitionsafrica.com). Website: [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com) **com M&J**