

Africa's Big Seven exhibition draws closer

Africa's Big Seven (AB7) exhibition, showcasing the food and beverage industry, will take place from 19 - 21 July 2009 at the Gallagher Convention Centre, Midrand, Gauteng, South Africa. The event plans to host over 300 exhibitors from 35 countries offering trade opportunities to attendees.



"AB7 is the only expo on the continent that provides a platform and facilitates wide-ranging business opportunities," says John Thomson, managing director of Exhibition Management Services (EMS), organisers of the event.

The event plans to showcase products and services from fresh and produced foods, speciality foods and beverages, export and import products, and manufacturing processes and retail solutions.

"It's not just South African companies reaping the benefits," continues Thomson. "More and more export-hungry international companies are seeing AB7 as a springboard into African markets. AB7 is providing a vital conduit for trade - both within our continent and across the globe.

"More and more international companies are seeing Africa as a good investment opportunity," he continues. "With a stable economy; Africa is looking better and better compared to other emerging markets. Business opportunities arise not just from exhibitors to visitors to the show, but a large number of deals were signed between exhibitors at last year's show," says John Thomson.

Event features include:

- **Thailand:** Thai snack food and confectionary manufacturer, JC Interfood will be exhibiting.
- **Denmark/The Netherlands:** Danish meat processing company, MPS will be using AB7 to interact with manufacturers of meat and dairy products. The company would like to meet manufacturers of meat and dairy products and interact with retailers because of its activities in the warehousing of products.
- **Ukraine:** Ichnyansky - a company in the Ukraine that produces condensed milk products - will be showcasing its product range.
- **Spain:** Aguas de Mondariz will be launching its Spanish Mondariz natural mineral water in glass and PET (polyethylene terephthalate-plastic) formats.
- **China:** Chinese companies will be showcasing their latest technical innovations. Hangzhou Ruijiang Chemical - a

manufacturer of food ingredients - will be displaying a range of products which includes sodium, erythorbate, phosphates, citric acid and vital wheat gluten.

- **Ethiopia:** Six Ethiopian companies will be exhibiting at Africa's Big Seven Expo. Products displayed include honey and coffee.
- **Germany:** German company Nölken Hygiene Products GmbH will exhibit its product range "Babyline Mom". 'Babyline Mom' is a new care line for pregnant women.

AB7 derives its name from the seven sector specific elements that make up the event. These are; AgriFood, for producers and manufacturers; FoodTech, for production processing and packaging equipment; FoodBiz, for food service and equipment; Interbake, for bakery equipment, ingredients and supplies; IFMA, for the meat industries, Retail Solutions and Pan Africa Retail for all retail ready products and sales equipment.

For more information, go to www.exhibitionsafrica.com.

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