

## Seven years on, customers still feel buzz of FoodBiz

Seven years after its inception, FoodBiz Africa is still the most popular component show of Africa's Big Seven (AB7), one of the biggest food and beverage exhibitions on the continent.



When FoodBiz Africa first appeared at AB7 in 2008, it proved an instant sensation, attracting the highest percentage of buyers in any category. Last year it won outright, with 38% of AB7 visitors primarily targeting the sector.

"Over the past five years, this component has consistently made the podium as one of the three most popular component shows of AB7," says John Thomson of Exhibition Management Services, organisers of the show. "The expo showcases hospitality, retail and institutional catering equipment and supplies; food preparation and preservation equipment; packaging, warming, heating and refrigeration equipment all massive components of the food industry.

"Since launching Africa's Big Seven as an Africa-only event in 1984, we have grown its exhibitor profile to 35 countries and 225 exhibiting companies as of this year. For 2015 we have many new first-time exhibitors from France, Denmark, Belgium and Eastern European countries such as Estonia, Ukraine, Lithuania and Russia. This year will see the best and biggest AB7 ever."

### Hospitality Association returns to AB7

The Federated Hospitality Association of South Africa (FEDHASA) will exhibit for the second time this year, following its successful debut at AB7 2014. FEDHASA represents the hospitality industry in South Africa and encompasses hotels, restaurants, conference centres, caterers, self-catering accommodation and home hosting establishments.

GM, Tshidi Mkhosana says, "I was concerned AB7 might not be the right platform for us but visitor response was highly encouraging. We generated 130 leads and over 70 stakeholder contacts; many visitors were very keen to be represented by FEDHASA and some stakeholders were interested in forming partnerships with us."

FEDHASA Membership Manager Veronica Daniels says exhibiting at AB7 2014 created great visibility for the association. "All our visitors were interested in what we do for the hospitality industry, and many signed up as members on our stands. We really appreciate the exposure from the show; it was incredible and definitely worth attending."

Africa's Big Seven takes place from 21-23 June 2015 at Gallagher Convention Centre, Midrand. For more information, go to [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com).

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