

**Report on APEDA's Participation in Africa Big 7 & SAITEX
Held at Johannesburg during June 24-26, 2018**

Introduction

A combo of Africa Big seven & SAITEX is one of the biggest business opportunity events of the continent. It offers a horizon to meet new business partners, find new market, enhance market & sales share & cultivate new business opportunities. African retail represents huge opportunity for international suppliers as it provides the most important meeting place for international product suppliers and buyers sourcing products. The event attracts visitors from more than 32 countries who attend to source the latest products, meet new partners and conclude export and import deals.

AB7 is the continents premier annual meeting place for the Food and Drink industry where diverse and booming market come to source new ingredients, finished products, processing and packaging. It showcased over 300 companies from over 32 countries and was visited by over 20,000 visitors. AB7 is co-located with the hotel show, which was introduced for the first time in 2017. Suppliers to the Africa F&B industry use Africa Big7 as a launch pad for new product to sell and promote to key decision makers and buyers and to build relationships. It also aims at negotiating some of the import and export deals. The exhibition spans the entire sector and presents an incredible variety of products and services including alcoholic drinks, health/energy drinks, tea, coffee, baker products, bulk commodity ingredients, canned & dried foods, cereals, frozen and chilled foods, fruit & vegetables, meat & poultry, milk & dairy products, sweets & snacks, Packaging Machinery & Material, Transport & Logistics, Cold Chain, Retail Technology, Refrigeration etc.

South Africa is one of the most stable economies of the African continent. Africa enjoys a positive trade balance with India and there is a substantial potential for trade growth between the two countries. Africa has

more than one billion potential consumers and the market is set to top one trillion dollars annually.

APEDA had taken a space of 63 sq. mtrs for participation in the exhibition. The space was allotted in Hall No. 3, where the other countries like China and Thailand were in the neighbouring stalls. Indian stalls were decorated with the posters of fruits & vegetables, processed food products, grains, etc.

Five leading exporters participated under Indian pavilion and showcased their products, especially basmati & non-basmati rice, pickles, chutneys, ready to eat, peanut & peanut products, etc. The details of the exporters who had participated in the exhibition are given below :

Sl. No.	Name of the exporter	Product displayed	Size of stall
1	AMAVEL, Mumbai	Non-basmati rice, pickles, chutneys, ready to eat	9 sq mt
2	Ankita Agro & Food Processing Pvt. Ltd, New Delhi	Processed food products	9 sq mt
3	Ken Agritech Pvt. Ltd., Hubli	Gherkins, tomatoes, chillies	9 sq mt
4	Swayambhu Impex Pvt. Ltd.,	Rice, processed food products,	9 sq mt
5.	VNKC Agrocom Pvt. Ltd.,	Peanut and peanut products	18 sq mt

Hon'ble Minister for Food Processing Industries, Smt Harsimrat Kaur Badal inaugurated the Indian pavilion in the presence of High Commissioner of India Ms. Ruchira Kamboj and Consulate General of India to Johannesburg, Dr. K J Srinivasa. DGM(RR) welcomed the Minister with the bouquet to the APEDA pavilion and briefed about the range of produce displayed in the pavilion. DGM(RR) also accompanied the Minister to other stalls of APEDA

and the Minister interacted with the each exporter and enquired about the business exporting opportunities in South Africa.



Further the Hon'ble Minister visited other stalls in the exhibition and took the initiative in inviting the other country members for World Food Forum 2019 scheduled in New Delhi. She further stated India is good platform for setting up of food processing industry and attractive schemes/incentives is being given by Government of India to promote the business opportunities in India.





B2B Meeting:

The CGI at Johannesburg had organized a B2B meeting with the leading importers in South Africa. In the opening remarks DGM(RR) briefly apprised the strength of the Indian food processing industry, horticulture and other sectors. After the meeting, the members visited the APEDA stalls and had interaction meeting with each individual exporter.



Market Visits:

In order to understand the requirement of the importing country, APEDA and the exporters had made visit to the supermarkets to have hands on view about the commodities in the market.

The enquiries generated during the exhibition are at Annex-1.



Recommendations :

- 1) There is a good potential for Rice, processed food products and spices in the market.
- 2) There is a good presence of processed food products including gherkins in the supermarket shelves
- 3) Since this is a multi product exhibition, the number of visitors relating to food products were not up to the expected level