

REPORT ON
AFRICA BIG SEVEN/SAITEX-2015
JOHNESSBURG, SOUTH AFRICA

21ST JUNE - 23RD JUNE, 2015



**Agricultural and Processed Food Products Export Development
Authority (APEDA)
(Ministry of Commerce & Industry, Govt. of India)**

Dr. C B Singh
Asstt. General Manager
&
KAMAL KANT
Senior Office Executive

APEDA'S PARTICIPATION REPORT

AFRICA BIG SEVEN/SAITEX-2015

June 21- June 23, 2015

Event Profile: Described as the biggest business opportunities event on the continent, SAITEX showcases over 900 companies from 45 countries. Exhibitor profile is all non food retail products with special sectors featuring tools, hardware and building supplies as well as housewares and homewares.

Consisting of dozens of countries, the business strategy is hampered by the different markets and the peculiar forms of distribution. The multi-sectoral fairs are still an important tool to achieve much of the 54 countries that make up the African continent.

Brazil is an important trading partner of South Africa, their companies inspire trust and confidence, having a preference at the time of purchase of good and services.

The Trade Show SAITEX occurs simultaneously with the sister event Afrcia Big Seven, the biggest fair for Foodstuff, machinery, equipment and catering service sector on the continent.

China is an important and growing partner of South Africa.

- 1. Place and venue :** CONVENTIN CENTRE, MIDRAND, JOHANNESBURG,
SOUTH AFRICA
- 2. Date of the event :** 21st -23rd June 2015
- 3. General description about the event / trade fair**

The AFRICA BIG SEVEN/SAITEX-2015, held at GALLAGHER CONVENTIN CENTRE, MIDRAND, JOHANNESBURG, SOUTH AFRICA , was a magnet for thousands of specialty food buyers from the top names in retailing and foodservice from around the world. The three-day event, the largest marketplace devoted exclusively to specialty foods and beverages in North America, took place 21ST TO 23RD June, 2015. More than 80 countries and regions were represented.

4. APEDA stand details viz. area, location etc.

Government have approved APEDA's participation in the AFRICA BIG SEVEN/SAITEX-2015, held at GALLAGHER CONVENTIN CENTRE, MIDRAND, JOHANNESBURG, SOUTH AFRICA .

For India Pavilion ITPO has taken a total space of 500 sq.mtrs out of which APEDA has booked 108 Sq.Mtr space for organizing its participation during the event. APEDA Pavilion was set up in Hall No. 3 at CONVENTIN CENTRE, MIDRAND, JOHANNESBURG, SOUTH AFRICA. 08 exporters have participated in the event and 05 other leading exporters who have sent their product samples for display. APEDA has displayed a range of food products like basmati rice, Biscuits, processed foods, pickles and chutney, snack foods, etc. APEDA has organized promotion of Indian Basmati Rice.





5. Individual Stalls :

All the individual stalls were made by ITPO using Maxima fixtures and fascias displaying the names of the companies with the Brand logos of APEDA.

Following companies are participated under APEDA:-

S.No.	Name of Company with address	Stall No.	Space Allotted in SQM
1.	APSARA FOOD INDUSTRIES PVT. LTD.	J/9	9
2.	M/s Krish Agro Farms Pvt. Ltd	J/14	9
3.	M/s Dalgreen Agro Pvt. Ltd.	J/15	9
4.	Indian Potatoes Ltd.	J/13	9
5.	M/s Bambino Agro Industries Ltd.	J/16	9
6.	M/s Gopal Consumer World	J/11	9
7.	M/s Balaji Tradexim Pvt. Ltd.	J/10	9
8.	M/s Y Cook India Pvt. Ltd.	J/12	9
9	Agricultural And Processed Food Products Export Development Authority	K-9 to K-12	36

5. Design and construction :

APEDA has taken the shell scheme from ITPO. The design and construction made by ITPO through event organizer contractor.



6. APEDA

The following officers of APEDA were present at the show :

1. Dr. C B Singh, Assistant General Manager, APEDA
2. Mr. Kamal Kant, Senior Office Executive, APEDA

**The following exporters participating in the said event
Confirmed participates in AFRICA's BIG SEVEN FROM 21ST TO 23RD
JUNE, 2015**

S.No.	Name of Company with address	Product Display
1.	Mr. Ankur Mutreja, Managing Director, APSARA FOOD INDUSTRIES PVT. LTD. 12, Community Centre, Lawrence Road Industrial Area Delhi 110035 Tel: 011-47065863 Fax: 011-47065863 Email: apsarabiscuits@gmail.com Website: www.apsarbiscuits.com IEC Code: 0506008827	Biscuits
2.	Mr. Chandrajit Shaw, Director Mr. Ritesh Gupts, AR Mr. M L Dutta, AR M/s Krish Agro Farms Pvt. Ltd 28, A L Daw Road Budge Budge Kolkata 7000137, West Bengal Tel: +91-33-24800022 Email: krishagrofarm@gmail.com IEC Code: 0213015757	Varieties of Non Basmati Rice and Flour etc.
3.	Mr. Utpal Choudhury, CEO M/s Dalgreen Agro Pvt. Ltd. S-401, Ideal Plaza 11/1 Sarat Bose Road Kolkata 700020 West Bengal Tel: +91+33+66120500 Fax: +91+33+22806643 Email: info@dalgreenagro.com Website: dalgreenagro.com IEC Code 0214006336	Non Basmati Rice, basmati Rice, Fragrance Rice, Ginger ,Chilies, Turmeric, Pickles
4.	Dr. Satyen Yaadav Indian Potatoes Ltd. Cell +9711136235 Email: IEC CODE : 2203000589	
5.	Mr. Amit Kumar Balecha M/s Bambino Agro Industries Ltd. 4E, Surya Towers, SP Road Secunderabad Tel: +91-40-44363483 Fax: +91-40-27816615 Cell: +8498088463	Vermicelli, Pasta, Spaghetti, Sweets, nankeens, Soups, Ready to eat products.

	Email: exports@bambinoagro.com Website: www.bambinofood.com IEC Code: 0989001768	
6.	Mr. Parveen Kumar AGM (International Marketing) M/s Gopal Consumer World 339, F.I.E. Patparganj Delhi 110092 Tel: +91-11-43160260 Fax: +91-11-22166666 Email: praveenkumar@gopalcop.com IEC Code: 0509059953	Manufacture of potato pellets, elaichi based mouth freshener and Indian Namkeens'
7	Mr. krishan Sultania M/s Balaji Tradexim Pvt. Ltd. 2633-36 Naya Bazar Delhi 110006 Tel: +91-9971099352 Email: IEC Code: 0511093748	Basmati Rice
8	Mr. Chirag Sethia M/s Y Cook India Pvt. Ltd. 304, A Innovative Flora, Cox Town Bangalore 560005 Karnataka, India Cell No. 9999090300/7532008200 Email: Chirag@ycook.in	Processed Fruits & Vegetables and Ultra Fresh













7. Performance of vendor

The performance of the vendor was satisfactory and the work done was as per the requirement of APEDA.

8. Samples and products displayed

Basmati Rice
Processed Food Products
Ready to Eat
Biscuits
Processed fruits and vegetables

9 Performance of forwarding and clearing agency

The performance of the vendor was satisfactory as the cargo was shipped in time and same was delivered at Indian Embassy in JOHANNESBURG and bring from their in time.

11. Special campaign undertaken during the exhibition

Wet Sampling of Indian Basmati Rice

Bringing out India's true flavour, arrangements were made for promoting Indian Basmati Rice through an exclusive wet sampling. An Indian restaurant was engaged for preparing both vegetarian and non-vegetarian Biryani which was served to the visitors during the event. The Basmati preparation attracted lots of visitors who made beeline for testing of unique cuisine. The visitors appreciated the Aroma and taste of Indian Basmati Rice.





Wet sampling of Indian Potatoes Chips

Considering the Indian Potatoes chips coinciding with the event, it was decided to utilize this opportunity of promotion of Indian Potatoes Chips during the event. Lot of visitors tasted the Deep fry Indian Potatoes Chips and appreciated the aroma and taste of Indian Potatoes Chips. The mainstream and ethnic consumers of potatoes were happy to know that the South Africa market access for Indian Potatoes.

12. Involvement / support of Embassy : Indian High Commission, Pretoria, and Johannesburg.

APEDA was in regular touch with the CGI and have been taking their help and guidance for our participation in the event. The Indian High Commissioner was very supportive and positive. Due to the heavy rush of International Yogo Day on 21st June-2015 The High Commissioner of Indian, in Pretoria, Mrs Ruchia Ghanshyam, the Consul-General of of India in Johannesburg, Shri Randhir Jaiswal and Head of Chancery, Mr. Naresh Kumar visited APEDA pavilion and discussed various issues with Indian participants to have a better market access in South Africa market for Indian products.



Visitors Book

No.	Date	Name & Address	Phone	Date of Birth	Comments
	21.06.15	Ruchi Ghanashyam High Commissioner			Excellent Effort. Good presentation.
	21.06.	Standlio Jaiswal Consul General of India, Tokyo.			I am delighted to be here. Make our commu- nication reach new heights. All the best to APEDA.





13. **Additional Survey report on Brand Promotion Programme 2015 to be organized by APEDA in South Africa, Johannesburg**

The office of the Consulate General of India (CGI) at Johannesburg has extended their cooperation and support as and when required during this event. The Hon'ble High Commissioner of India, Pretoria **Mrs. Ruchi Ghashyam**, the Consul-General of India in Johannesburg, **Shri Randhir Jaiswal** and other diplomatic officers made a visit to the 'APEDA Pavilion' in SAITEX 2015. They expressed their pleasure after visiting the pavilion and appreciated APEDA's preparedness for export promotion of Indian agro and processed food products in the international level. **Further they appreciated the proposal of APEDA to hold a 'Brand Promotion Programme' in the South African markets. It was advised to organise during the last week of September, 2015. For which they advised to initiate necessary preparations well in advance and they should be intimated preferably by the end of July, 2015. This is the only Brand Promotion programme and there will be no trade fair during that period.**

As you are aware that although it was proposed, we could not organise the 'Brand Promotion Programme' during the SAITEX 2015 due to unavoidable circumstances.

However, on receipt of the response in the SAITEX 2015 as well as feed back from the office of the Consulate General of India in Johannesburg, the necessity of organizing a 'Brand Promotion Programme' is being felt.

The presence of the Indian companies in the South African markets is quite positive. Indian companies have their ongoing business in the South African food market selling basmati/non basmati rice, supplementary foods, spices, lentils, other grains, processed foods, cereal preparations, Pasta, Rice, Biscuits, Namkins, Jams, Jelly, Pickles, Corn based products, Fresh Fruits and Vegetables etc. A large number of buyers from Southern African countries are interested in Indian agro based products. Many of them could be potential business partners for Indian exporters of agro and processed food products.

Markets in South Africa (Johannesburg) in the food sectors: There are three kinds of communities in SA i.e. a) White b) Black c) Asian. The Indian population is about 15 Lakhs in South Africa. Our target in the food sectors would be the Indian community and other Asian who have been living there over the last 2-3 centuries. In the present scenario, our products are touching basically the Asians/Indians. We observed that there are several Indian brands are also showing their existence in the SA markets e.g Haldirams, Everest, Dawat, Shakti Bhog, Mother's Recipe, Dawat, Dabur, Shalimar, Rellure, Nur Jahan, Lal Quilla, Britannia, MTS etc.

The most of the Indian Branded products are being largely marketed by M/s E. Akhalwaya & Sons and M/s Tosif. They have their own marketing chain in several places in South Africa. Although these Indian brands have taken position in the Asian markets/Indian markets, they are yet to reach to the Super markets/ little bit existence in the SA especially in the processed food sector. The foreign brands in the value added product groups like Mokate, Nestle, Delish, Fruppo, Kurex Foods, Mc Kinlays, Tiger etc. have been reining over the hyper super markets e.g. [Checkers Hyper](#), [Fruit and Veg City Group](#), [Pick n Pay Stores](#), [Rhino Cash & Carry](#), [Shoprite Hyper](#), [Spar](#), [Tiger Brands](#), [Woolworths](#), [Makro](#) etc. in South Africa.

A meeting was taken by the CGI on 23rd June, 2015 wherein representatives from the B&B Promotions Pvt. Ltd. were present. The group is having good marketing tie ups with major players in the super markets like Tiger etc. During the meeting the company was advised to outsource good quality produces (both fresh and processed) with faithful negotiations as well as continuous supply as per requirement from India which will help to maintain the quality of the foods as well as reputation in the market.

The CGI also organised a factory visit to a processed food manufacturing unit in Johannesburg namely FG LA PASTA. The company produces frozen foods and they require raw materials like green peas, Carrots etc. from India.

The undersigned has ***personally visited a few super markets*** in the city of Johannesburg like checkers Hyper, Shoprite Hyper, Woolworths, E. Akhalwaya & Sons and M/s Tosif etc. and had discussions with the representatives of the companies regarding the market of Indian agri products (both fresh and processed). Also had meetings with the Indian guys already in the marketing business in agri products and importing from several countries including India and supply to the major super markets. They viewed that Indian products have a good potential in the SA markets and they are too interested to promoted Indian brands in the market. Also they expressed their desire to have a long time business relationship with genuine Indian suppliers/exporters subject to maintaining of the quality as well as supply of the products.

Further we had a talk with the CGI regarding the Brand Promotion Programme in South Africa. On the basis of the feedback from the CGI, Johannesburg, RSA we understand that he Brand Promotion activities require careful planning, publicity and engaging a branding/ marketing agency which given the paucity of time are difficult to undertake for realising the desired results. As such South Africa because of slow response for all such things needs sufficient lead time.

Further the CGI on their assessment of the SA market, recommend us regarding marketing Indian food products would be as follows:

- It requires at least 2 months lead time for carrying our brand promotion and product display. A professional brand manager is required to be engaged for this purpose.
- During the Brand Promotion one day seminar and BSM should also be organised so that it will attract attention towards the Indian Brands to be promoted in the SA markets. A power point presentation containing promotional activities and strategies should also be delivered during the seminar and BSM.
- The advertisement in the form of hoardings in different prime locations in Johannesburg and Durban along with the electronic as well as print media should be arranged.
- They also recommended one day dedicated Brand Promotion should be organised in Durban keeping in view of the location of the city is quite vital from the angle of trade.
- South Africa is a brand conscious market and therefore any exercise in this regard needs professional handling.
- Organising this kind of event will certainly allow APEDA gauge the dynamics in the food market in Africa: new trends, new products etc.

The CGI has also opined that APEDA could consider leading a business delegation to South Africa either in a stand-alone manner or during a food trade show in SA. They stand ready to support the delegation.

Besides the allocated fund for organising the proposed Brand Promotion Programme in South Africa we may request the CGI, Johannesburg for their funding contribution as well as full support for overall coordination of the above said programme.

Photographs of Checkers Hyper, Pick n Pay Stores, Rhino Cash & Carry, Shoprite Hyper, Spar, Tiger Brands, Woolworths













Importers, Wholesaler and distribution of Indian Spices, Rice, Beans, Commodities, Adila Brand, Abu Yusuf and Kashmiri Brand Products

14. Production/Export/ Import Details Of South Africa

The field crop planted over the largest area of farmland is maize, followed by wheat and, to a lesser extent, sugar cane and sunflower seed. The grain industry is one of the largest industries in South Africa and is a very strategic one.

According to the Economic Review of South African Agriculture, the gross income from field crops increased by 24,9% to R44 804 million for 2012.

Grains

Maize is the largest locally produced field crop, and the most important source of carbohydrates in the Southern African Development Community (SADC) region for animal and human consumption.

South Africa is the main maize producer in the SADC, with production averaging about 10,4 million tons (Mt) a year over the past 10 years.

It is estimated that over 8 000 commercial maize producers are responsible for most of the South African crop, while thousands of small-scale producers are responsible for the rest. Maize is produced mainly in North West, the Free State and Mpumalanga. Some 11,5 Mt of maize were commercially produced in 2012/13 on 2,8 million ha of land.

Wheat is produced mainly in the winter rainfall areas of the Western Cape and the eastern parts of the Free State. In 2012, 1,9 Mt were produced on 511 200 ha of land.

Malting barley is produced mainly on the southern coastal plains of the Western Cape. The area of barley planted totalled 84 940 ha in 2012, and production totalled 298 000 t.

Sorghum is cultivated mostly in the drier parts of the summer rainfall areas such as Mpumalanga, the Free State, Limpopo and North West. In 2012/13, an estimated 62 620 ha were planted, with production totalling 154 494 t.

Oilseeds

Groundnuts are grown mainly in the Free State, North West and Northern Cape. An area of 46 900 ha was planted in 2012/13, producing 42 300 t.

Sunflower seed is produced in the Free State, North West, the Mpumalanga highveld and in Limpopo. South Africa is the world's 13th largest producer of sunflower seed. An area of 504 700 ha was planted in 2012/13, producing 566 600 t.

Soya beans are produced mainly Mpumalanga, the Free State and KwaZulu- Natal. Small quantities are also produced in Limpopo, Gauteng and North West. For the 2013 production season, soya beans were planted on 516 500 ha, with production totalling 787 100 t.

Canola is an oilseed crop grown mainly in the Western Cape. Small quantities have been planted in North West and Limpopo. Canola competes on the local market with other oilseeds such as sunflower seeds and soya beans. For the 2012 production season, the canola crop was estimated at 79 000 t on an area of 44 100 ha.

Sugar

South Africa produces cost-competitive high-quality sugar. The sugar sector is a diverse industry, combining the agricultural activities of sugar-cane cultivation with the industrial factory production of raw and refined sugar, syrups and specialised sugars, as well as a range of by-products. The cane-growing sector comprises about 29 130 registered sugar-cane growers farming predominantly in KwaZulu-Natal, with a substantial investment in Mpumalanga and the Eastern Cape.

Sugar is manufactured by six milling companies with 14 sugar mills operating in these cane-growing regions.

About 430 000 ha are under sugarcane production, with 68% grown within 30 km of the coast and 16% in the high rainfall areas of KwaZulu-Natal. The remainder is grown in the northern irrigated areas that comprise Pongola and Mpumalanga lowveld. The industry produces an estimated average of 19,9 Mt of sugarcane (2,2 Mt of sugar) per season. About 60% of this sugar is marketed in the Southern African Customs Union (Sacu).

Deciduous fruit

The deciduous fruit industry in South Africa, including fresh, dried and canned fruit for local consumption and export, is a multimillion rand industry. It is based on scientific research and development, resulting in optimum harvests and quality, a large variety of cultivars, and finely controlled storage methods. Deciduous fruits grown in South Africa include apples, pears, apricots, nectarines, peaches, plums, grapes, olives, figs and cherries.

Deciduous fruit is grown mainly in the Western Cape and in the Langkloof Valley of the Eastern Cape. Smaller production areas are found along the Orange River and in the Free State, Mpumalanga and Gauteng. In 2012, South Africa produced 1 694 452 t of deciduous fruit, 36 774 t more than in 2011.

Cotton

Cotton is cultivated in the Northern Cape, Limpopo, Mpumalanga, KwaZulu-Natal and North West. It constitutes 74% of natural fibre and 42% of all fibre processed in South Africa. It is grown under irrigation, as well as in dryland conditions. Some 9 397 ha are dedicated to cotton production, with 77% under irrigation.

It is estimated that about 160 commercial farmers and about 600 small-scale farmers planted cotton in the 2012/13 production year

A total of 9 397 ha of cotton were planted in 2012/13, of which 77% was under irrigation and 23% under dry land. During the 2012/13 production season, the average production yield for South Africa was 3,5 t seed cotton per ha.

Tobacco

Virginia tobacco is produced mainly in Mpumalanga, Limpopo, Eastern Cape, Western Cape and North West. The production of Oriental tobacco ceased in 2001.

Flue-cured leaf tobacco contributes more than 79% to total production, with the number of ha cultivated for flue-cured tobacco being about six times the land cultivated for air-cured leaf tobacco. The industry produces 12 million kg of flue-cured tobacco and three million kg of air-cured leaf tobacco a year.

There are 170 tobacco growers in South Africa operating on some 5 000 ha of land. Tobacco farmers employ about 8 000 farm-workers and support about 40 000 dependants in total.

Honeybush and rooibos tea

Honeybush production is a young, growing industry that is unique to South Africa. Honeybush is part of the fynbos that grows wild in the Cederberg area of the Western Cape and is not produced anywhere else in the world. The plant grows naturally on the wetter and cooler southern slopes of mountains. Some species are mostly harvested in the wild, while others are cultivated commercially.

Some 230 ha of honeybush tea are under cultivation. It is harvested from the natural mountainous veld in the Langeberg and Swart-berg in the Eastern and Western Cape and processed at farm processing facilities.

The honeybush industry has the potential to grow from an annual average of 150 t of processed tea to 1 500 t by 2021 and to increase turnover from R10 million to R100 million. South Africa produces about 200 t of honeybush tea a year. Local and international demand exceeds supply. Fewer than 10 farmers cultivate only 30% of honeybush tea, and the rest (70%) is harvested in the wild. In August 2012, the ARC launched a new guide that will help small and emerging farmers to get started with this indigenous crop. Due to the growing interest in the health

properties of natural products and specifically herbal teas, many biochemists around the world are investigating rooibos. The rooibos plant grows well in the Cederberg area, where temperatures drop to 0° during the winter months and rise to 48° at the height of summer. On average, South Africa produces about 12 000 t of rooibos tea a year. South Africans consume 4 500 to 5 000 t and the rest is exported.

Wine

South Africa is described as the most exciting New World wine-producing country, thanks to a combination of old vines, new regions and wine-making talent. Record harvests, a weaker rand and poor European crops benefit South African wine-makers.

According to Wines of South Africa, which represents all local wine exporters, there was a 40% increase in exports in the first six months of 2013, compared to the same period in 2012.

In July 2013, Wines of South Africa and the Western Cape Department of Agriculture hosted a wine-tasting event in Beijing, showcasing 250 South African wines. Packaged exports bottled or box wine to China have increased by 73% in the past four years. The first five months of 2013 yielded a 53% increase in total exports. According to the Global Trade Atlas, South Africa is the seventh largest volume exporter to China.

South Africa is also the only wine-producing country that can track individual bottles of wine from the vineyard to the final product a unique guarantee of quality and food safety.

The four biggest markets for packaged wine are the United Kingdom (UK), Sweden, Germany and the Netherlands.

South Africa is the eighth largest wine producer in the world. The 2012 wine grape crop size was estimated at 1 414 474 t, according to the South African Wine Industry Information and Systems. This was 8,6% more than the 2011 crop. With the exception of the Orange River, Paarl, Stellenbosch and Malmesbury, crops in all nine cultivation districts increased.

The 2012 crop including juice and concentrate for non-alcoholic purposes, wine for brandy and distilling wine amounted to 1 095,1 Ml. This was 8,1% more than the 2011 wine crop.

Domestic natural wine sales increased by 2,7% between 2011 and 2012. Exports of natural wine in bulk increased by 43,9% and exports of packaged natural wine decreased by 8,7% for the period 2011 to 2012.

South Africa is looking at a solution to counter the impact of a decision by UK retailers to import South African wine in bulk and bottle it there. In 2011/12, 52% of South Africa's certified wine was exported in bulk. Wine in bulk means that South Africa does not have the brand identity associated with its high quality wine. The decision is also likely to affect the development of other ancillary and downstream industries such as the glass bottle industry.

Cabinet has approved the development of a five-year industry strategy for sustainable growth and to reduce the environmental costs of producing wine.

A consumer awareness programme, as well as a study on the impact of possible bulk imports of whisky from the UK, among other things, has also been approved.

Citrus and subtropical fruit

South Africa ranks 13th in world citrus production and despite increased competition, its citrus exports are growing. The country is also the world's third largest exporter of fresh citrus fruit by volume, after Spain and Turkey.

Citrus production is largely limited to irrigation areas and occurs in Limpopo (23 753 ha), Eastern Cape (13 951ha), Western Cape (8 970 ha), Mpumalanga (9 111 ha), KwaZulu-Natal (3 284 ha), and Northern Cape (1418 ha).

Pineapples are grown mainly in the Eastern Cape and northern KwaZulu-Natal. Other subtropical crops such as avocados, mangoes, bananas, litchis, guavas, papayas, granadillas and macadamia and pecan nuts are produced mainly in Mpumalanga and Limpopo, as well as in the subtropical coastal areas of KwaZulu-Natal and the Eastern Cape.

Vegetables

Potatoes are grown in 16 distinct potato production regions throughout the country. About 30% of South Africa's potato crop is produced in the Free State, 22% in Limpopo and 17% in the Sandveld area of the Western Cape.

About 87% of the country's total potato crops is produced under irrigation. Of the total crop, 39% is delivered to fresh produce markets and 17% is processed. Frozen French fries comprise 42% processed potato products.

In terms of gross income to the grower, potatoes are by far the most important vegetable crop, contributing about 36% to total income from vegetables. In 2012, the gross value of potatoes was R5 296,8 million. During 2012, some 2 251 000 t of potatoes were produced. Overall vegetable production, excluding potatoes, in the 2012 season reached 2,733 Mt, up 6,6% from the previous season, when 2,564 Mt were harvested.

Vegetable consumption increased in 2012 to 45,7 kg per capita (+4,2%). Tomatoes are produced countrywide, but on the largest scale in Limpopo, the Mpumalanga lowveld and middleveld, the Pongola area of KwaZulu-Natal, the southern parts of the Eastern Cape and the Western Cape. In 2012, 565 000 t of tomatoes were produced, with a gross value of R1 721 million. In Limpopo, South Africa's main tomato-growing area, most of the crops are found in Letaba (3 260 ha), Mooketsi and Musina (860 ha). Limpopo's total annual production is about 230 000 t.

Onions are grown mainly in Mpumalanga, certain areas of the Western Cape and the southern Free State, and in all areas of Limpopo with the main production areas being Polokwane and Mokopane. Onions have an estimated planting area of 6 500 ha to 9 000 ha and a retail value of R200 million a year. In 2012, the gross value of onions was R1 369,1 million. In 2012, 633 297 t of onions were produced.

Cabbages are grown countrywide ,but the largest crops are in Mpumalanga and the Camperdown and Greytown districts of KwaZulu-Natal. South African cabbage production decreased in 2012 by 9 246 t or 6,5%, to 136 367 t.

During 2012, the gross value of cabbage and red cabbage production totalled R203,1 million. Dry beans are produced mainly in Mpumalanga, the Free State, Gauteng and North West. KwaZulu-Natal, Limpopo, the Western Cape and Northern Cape produce small quantities of this crop. Local demand is substantially higher than local production and, therefore, large quantities of dry beans are imported each year. In 2013, some 60 200 t of dry beans were produced on 43 350 ha of land.

Livestock

Agriculture forms a critical part of South Africa's socio-economic and socio-political stability. Animal production contributes approximately 48% to the country's agricultural output in terms of value. The industry employs about 500 000 people

15. Feedback of the participants

The participating exporter's feedback is that their participation in the show was generally good. They received serious business enquiries from the buyers which are being followed up for generating business.

16. Enquiries generated

Attached as Annexure. It is noted that trade enquiries were received in good numbers for RTE, dehydrated garlic/onion, spices, rice, coffee, other processed foods etc.

S.No.	Name & Address/email of visitor	Product
1.	Mr. Ebrahim Akhalwaya Director M/s E. Akhalwaya & Sons 13, Central Road, Fordsburg, Johannesburg 2092 S.A Email: ebrahim@akhalwaya.com	Indian Spices, Rice, Beans, Commodities.

2.	Mr. Jignesh Dave VP Strategic Partnerships WWW.acmgold.com 12 th Floor, Sandton City Office Tower Sandton, South Africa Email: jignesh@acmgold.com	All Indian products
3.	Mr. Parimal Galal CA (SA) Financial Director M/s Nielsen 7 Handel Road Ormonde PO Box 2208 Southdale 2135 South Africa Email: parimal.galal@nielsen.com	All types of Indian Products
4.	Irina Tereshchuk Marketing Director ALMIRA 01001, Ukrain, Kiev, 32 V Esplanadna Str. Email: marketing@dairy-brands.com	Dairy and dairy products
5	Lesley Barnard National sales Manager Spanjaard Ltd P O Box 7294 Johannesburg 2000, South Africa	
6	Shabaz Faki 17 liverpool road Benni Sootk 0824922258	Rafah Distributors
7	Vassilis Koutras Director Euro Solar Pty Ltd. South Africa 270118024808	Solar plant
8	O J Mogonediwa N Sejasengre 0878095427	Farmers need to establish business
9	Battun Noor Email: nurnize@yahoo.com +23052521009	Pulses, Basmati Rice, flour
10	EVA Suto Strategy & Marketing Director Heminsley & Tiger Marketing Agency Email: eva.suto@heminsteytiger.com	Whole seller
11	Csaba Harmath Member of Consortium Email: info@tradehouse-southafrica.com +270-82334840	Information about APEDA
12	Prof. Dilp Garach Chief Executive	Importer & Exporter of Commodities

	Siyathembana Tradding 224 Pty Ltd. +27315724000 South Africa	
13	Nelson Billary Managing Director Whey Farm Gold Foods CC South Africa	Dairy Products
14	Letlatsm Molo Sansay Guenga 9431021097	Agricultural Products
15	Mouul Process Plant 27 82 4121456	Tomato paste, edible oil based food, soya, corn etc.
16	Surja nagrani Nagrani H K J Ltd. suraj@nagranihk.com Hong Kong	About APEDA
17	Kenny Dikqare +27827092505	Business apportunities
18	Prof. Peter Ndibewu +27730779931 Petoria	Partnership business development into Central Africa countries
19	Pyschny Alexanoteu +40720535164 Pyschny.alexandru@houesterst.com	Pulses, oil seeds
20	Yushan Naidoo Operations Director Pretoria +27 0 2753 2429	About APEDA, Govt. Of India. Travel business
21	Siraj Kala 0026737360312 Sirajuddinkala@gamil.com	Agricultural products
22	Tebogo Bogatsu 0026773225692 Email: lizzybogatsu@gmail.com	Basmati Rice
23	Patiencr Sephae 0839981239 Patiencecephai@yahoo.com	Basmati Rice Biryani
24	Jamaki Amarrarish 077757880 janakieamraliza@gamial.com	About APEDA
25	Manteen 0026771694455 Manreen.nogojwa@gmail.com	Information about APEDA
26	Ndm Mpedi 002677229725 mdumpedi@gmail.com	Information about APEDA
27	Achini Weerawardhane +94776063363	Information about APEDA

	namiweera@yahoo.com	
28	Ruchi Ghanashyam High Commissioner of India Pretoria	Excellent effort, Good presentation
29	Randhin Jaiswal Consul Genral of India Joburg	I am delighted to be have, May our commerce and exports reach new heights. All the best to APEDA.
30	Rechi Dlamini Senior Project Manger Natal 033 3478624	Information about APEDA
31	Marfin Mpetcetula Distributor +0027783580983 Email uthusarathu.general.traders@gmail.com	Uthusarathu general trades
32	Mdluli Samuel Nhlangano Emailftmgarments9@swezi.net	Rice
33	Torquk Mooretsi Gaborone Email: onatoo93@gmail.com +267727736702	Rice
34	D Brown SA Rice Mills Email: dave@saricemills.co.za	Rice
35	Daniel Jiri Email: danielgirizozo@gmail.com +26775602781	Rice
36	Fumie Qaqawe Qaqanefumie@yahoo.com +0834548052	Rice
37	Vlisi N Kambule Email: bonganivusienkambule@gmail.com +26876030060	Rice
38	Galiraa Joseph Email: galiraba890@yahoo.co.za +27717201079	Wheat & Rice
39	Savla Sovanivala Fiji High Commissioner Pretoria 0727387056	Excellent decoration on the Indian Pavilion.
40	Sauhana Somaru Director The Promotions Guru	Direct Marketing Consultancy.
41	Stevee Grwerc	Wonderfull stands

	Northlands	
42	Collin Padayachee Email: notjustsalt2a@gmail.com	Nice poster and attractive look
43	Shama Spice World Lenssia +072 1333430 Email: shamaspiceworld1@gmail.com	Spice
44	Miss Phila Khumala Pretoria 0783451751 Email: sanelle@hotmail.co.za	Visit APEDA pavilion
45	Pramod Otham Otham Consulting	Consultancy in various fields.
46	Goktay Donmez M/s Mergrain Mersin +903242331200 Email; goktay@mergrain.com	Grain
47	Kaan Dayi +905332305363 Email; kaan@mergrain.com	Whole grain
48	Aziz Haffejee 0827597051 Vismu2000@yahoo.com	Fruit Juices
49	Sinter Futura Sempreaafrente	Fabric sector
50	Kunal Thakkar VP & Sons Email: kunal@vpsons.com	Export House Export and Import of Agri Products.
51	Heir Email: info@fezher.com	Information about Agri Product
52	Linda Email: wyzegroup@gmail.com 0742080578	Information about APEDA
53	Shobber Solegee Email: sa.salegee@gmail.com 0845136785	Rice
54	Martin Manleh +26878023486	Cereal products
55	Martin N Nasilela Manager Investment Promotin Sweziland	Investment in South Africa
56	Mahmood Gothia +0828282512 Email: eyensteinoptics@gmail.com	Biscuits Rice and conf.. items
57	Riccardo Raciti Key Account Manager	Business with India

58	Samantha Pillay 0614930645	Rice
59	Blucraft (Shoprite) Botswana	Rice, whole wheat
60	Hajr Morallane 0833028820	Interested in Organic healthy veg product.
61	Peggy Mahloele Email: kpmahloele@gamil.com 083 7186171	Organic Food
62	Shingi Nyamari wata Project Manger Southern Hills	Snacks ingredients & snacks manufacturing unit plant.

17. Recommendations

1. All the Indian organizations who participate in this event should participate under one umbrella for better branding of the country and effective showcasing the strength of Indian products.
2. The approval of Government must be taken atleast 3 to 4 months before the Show for such prestigious events for advance planning to achieve optimum benefit out of the exhibition and also overall effective participation of APEDA.
3. Change the location in saitex into another Hall preferable participate in Food section Hall or participate in another fair in South Africa in November related to Food items.
4. As advised by importers that the supply chain should be on regular basis and along with quality to meet out the RSA standard.
5. South Africa is a brand conscious market and therefore any exercise in this regard needs professional handling.
6. Organising this kind of event will certainly allow APEDA gauge the dynamics in the food market in Africa: new trends, new products etc.

CLOSED DOWN THE EVENT

