

52 Nationalities Registered to Visit AB7 and SAITEX

With less than one week to go until Africa's biggest business opportunities expo opens, visitors from 52 nations have already registered online to attend this world-renowned event.

Together, Africa's Big Seven (AB7) and the Southern African International Trade Exhibition (SAITEX) represent the single biggest food & beverage, and business opportunities expo, on the African continent. AB7 and SAITEX both take place from 22 to 24 June at Gallagher Convention Centre, Midrand in Johannesburg.

"Exhibitor support for both SAITEX and AB7 2014 has been phenomenal so far, with exhibitors signing up from countries around the world, including Bahrain, Egypt, Indonesia, Iran, Morocco, Poland Saudi Arabia and United Arab Emirates," says show organiser John Thomson of Exhibition Management Services. "But even more interesting is that out of the 52 countries from where visitors have registered to attend, 24 are in Africa."

Thomson cites stagnating first-world economies and declining markets as drivers for global companies to explore Africa as the 'New Frontier' for business. "The ongoing success of AB7 and SAITEX confirms it's an effective business springboard into Africa," adds Thomson.

"Every year, AB7 and SAITEX play a major role in bringing together manufacturers, exporters, and suppliers, interested in doing business in Africa with importers, agents, distributors,

chain stores and retailers.”

AB7 and SAITEX - African Attraction

Visitors are flocking to AB7 and SAITEX from countries like Benin, Botswana, Cameroon, Ghana, Kenya, Lesotho, Malawi, Mauritius, Niger, Nigeria, Senegal, Swaziland, Uganda, Zambia and Zimbabwe.