

## **Made-in-Italy Pavilion at Africa's Big Seven**

Southern Africa is a market with great potential for growth and it's ready to be challenged. This idea has driven Kölnmesse Italy, organiser of the Anugafoodtec show, and Fiere di Parma, organiser of the Cibustec show, to stage an Italian Pavilion at Africa's Big Seven (AB7) this year. The pavilion will focus on food processing, manufacturing and packaging technology. AB7 takes place at Gallagher Convention Centre, Midrand from 21-23 June 2015.

"Kölnmesse and Fiere di Parma have a long history of cooperating in joint projects to promote agribusiness around the world," says John Thomson of Exhibition Management Services (EMS), organisers of AB7. "With successful shows in China, Japan and Thailand, they are now focusing on African markets in partnership with EMS. AB7's first ever dedicated Technology Pavilion is a prélude to the European/South African consortium staging a yearly food industry event in the region from 2016."

"AB7 is a massive opportunity for Italian companies to exhibit in South Africa, the premier gateway to sub-Saharan markets," says Lara Marsilio of Kölnmesse Italy. "African economies are seeing average growth of 4.7% compared to significantly lower growth rates in Europe, Japan and the US."

"AB7 is not just an international exhibition but very much a major South African expo as well," continues Thomson. "I strongly urge all South African food industry companies to take this opportunity to show off their products and services to AB7 visitors. AB7 is massive, and the perfect platform for expanding your business into Africa and beyond."

## **Southern Africa's Big Share**

The Southern African region combines 14 countries with over 150 million inhabitants, and enjoys an active free trade agreement through the Southern African Development Community (SADC). The organisation represents 20% of the continent's population and 75% of its GDP.

"Food and beverage Industries across Africa have an ongoing need for technology and know-how to process ingredients and raw materials into shelf-ready finished food products, hence our decision to participate in AB7," adds Marsilio.

"South Africa needs medium-to-high technology in its small and medium enterprises, and this is one of Italy's core strengths," says Thomson. "Italy's industrial system and high quality manufacturing industries produce specialised machinery and equipment to support any agribusiness. In return, South Africa can offer a stable financial environment as a manufacturing base; it has an increasingly active and effective retail distribution network to handle growing demand for new technologies and products into Africa."

"We are excited to have Italian exhibitors on board, especially in the processing, packaging and manufacturing technology industries," adds Thomson. "We also expect to see even more South African companies from these industries joining AB7 this year."

### **AB7 - From Crop to Shop**

Africa's Big Seven comprises seven sector-focused shows covering the full spectrum of the global food and beverage industry, from fresh produce and packaged products to production systems, baking and cooking machinery, hospitality, retail and merchandising. Last year's expo attracted 225 exhibitors from 35 countries, and almost 9 000 visitors from 44 different nations.

AB7 is sponsored by the City of Johannesburg; the Restaurant Association of South Africa; The Foundation for the Development of Africa; the South African National Bottled Water Association; the Federated Hospitality Association of Southern Africa and the South African National Halaal Authority.