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Africa's Big Seven

Poland boosts links with South Africa 'one of our most important trade partners'

Deputy Minister of Agriculture leads delegation to food and drink expo in Johannesburg at start week of negotiations with South Africa's agriculture leaders

South Africa is one of Poland's key trade partners with the agricultural sector alone worth more than US\$110m... and there's more to come, according to its Deputy Minister of Agriculture who was in Johannesburg today (Sunday June 19).

Secretary of State Jacek Bogucki said: "South Africa is our biggest trade partner by far in Africa, with the bi-lateral agricultural sector worth 100 million euros (\$112m) and total trade between the two countries worth in excess of US\$900m."

He was leading a Polish trade delegation to the continent's biggest food and beverage expo, Africa's Big 7, held in Johannesburg, which opened at the Gallagher Convention Centre today (Sunday June 19) and runs until Tuesday.

The minister met Polish exhibitors, including the country's biggest breakfast cereal manufacturer Sante that is at AB7 for the first time looking to break into the southern African market.

Mr Bogucki was accompanied by Her Excellency Anna Aduchowska-Brochwicz, the Polish Ambassador to South Africa, Andrzej Krezel, Head of Trade & Investment Promotion at the Embassy and Marlena Wysocka, the First Secretary of the Trade & Investment Promotion.

HE Aduchowska-Brochwicz explained that while Poland was an important export market for her country, South Africa is its 32 most important importer. "And we are always looking to work with South Africa, to improve trade – especially working with organisations, like the Johannesburg Chamber of Commerce & Industry with whom we have a very strong relationship."

Over the course of this week the eight-strong Polish delegation will also be meeting with government department and Johannesburg city representatives to boost trade across the 12,500kms between the two nations.

One is new veterinary tests, the results of which are expected this week that could mean Poland begins exporting poultry to South Africa.

“Poland has identified 13 key markets and South Africa and we are looking to forge new links through new agreements,” said HE Aduchowska-Brochwicz.

The Poland Pavilion is in Hall 3 at the Gallagher Convention Centre in Midrand, home of Africa’s Big Seven, which is co-located with SAITEX 2016, Africa’s biggest food & beverage trade expo.

The shows run until Tuesday June 21 and entry to trade visitors is free. Pre-register and save time on arrival at www.AfricaBig7.com

Press information

Africa’s Big 7 (AB7) runs from June 19-21 at The Gallagher Convention Centre, Midrand, Johannesburg, South Africa. It is the continent’s largest food and beverage industry trade expo. Its seven specialised sectors cover everything from fresh produce and ingredients to manufacturing technologies, processing and packaging equipment, retail ready products, hospitality and catering equipment and much more. For more information, visit www.africabig7.com

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