

IN TODAY'S FOODSERVICE  
RETAIL AND WHOLESALE SPACE,  
the largest Pan-African  
food and drink trade expo  
is a vital part of your marketing mix



## Food&HospitalityAfrica

Gallagher Convention Centre  
Johannesburg • South Africa

# 6-8 MAY 2018

Powered by



Africa's international  
food & drink event

A Montgomery event



## TAP INTO AFRICA'S POTENTIAL!

**5** shows | **1** venue | **1,000's** of  
innovative products!

[www.foodandhospitalityafrica.co.za](http://www.foodandhospitalityafrica.co.za)



## Food & Hospitality Africa powered by HOSTEX - WHERE INNOVATION IS AT THE TOP OF THE SHOPPING LIST!

### Still need a reason to book your stand?

This trade show brings together key decision-makers and buyers to engage with more than 180 exhibitors from over 20 countries.

### THE TRADE SHOW WHERE INDUSTRY MEETS...

- ▶ to generate leads
- ▶ to tap into new markets
- ▶ to interact with decision-makers in person\*
- ▶ to showcase new products
- ▶ at an expo endorsed by every key industry association

*\* More than 80% of visitors make or influence purchasing decisions - 2016 stats*



WHETHER THEY'RE IMPORTERS, ANCHOR TENANTS, CATEGORY BUYERS, merchandising specialists or pop-up store owners, key decision-makers visit this trade expo.



Keep your brand front-of-mind

**BOOK YOUR  
STAND NOW!**

See back page for details





HOSTEX has been raising the bar in the hospitality and foodservice industry. Your key buyers have been visiting HOSTEX for more than 30 years.

The Drinks Cabinet, where producers, brewers, distillers and brand owners engage with thousands of industry decision-makers from restaurants, hotels, pubs, bars and cafés as well as the continent’s leading retailers.



Contract Furnishing Africa showcases both indoor and outdoor furniture, décor and lighting, and everything in between... beds, bedding, towelling, linen, floor coverings soft and hard, wall covering, interior design and guest amenities.

Tea & Coffee Africa creates an aromatic platform for producers and distributors of hot beverages to introduce their products. Visitors get in on all the action at the Speciality Coffee Association of South Africa (SCASA) Gauteng regionals and national finals of the South African Barista Championships.





## Where will they come from?



Over 6 500\* visitors check in from 40\* countries across every continent!

*\* 2016 Stats*

**DID YOU KNOW...** In 2016, the retail, wholesale, catering and accommodation sector contributed 15.2% to the overall GDP - a reflected growth of 8% over the previous year. At a regional level, Gauteng, KwaZulu Natal and the Western Cape make the greatest contribution to this sector.



The largest  
Pan-African  
food and drink  
trade expo



Ensure prime product placement

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# Who will your visitors be?\*

**33%**

are CEO/  
Chairman/MD/  
Owner/Partner in  
their business

**55%**

come from  
convenience stores,  
supermarkets,  
wholesale, imports,  
distribution and  
restaurants

**85%**

make or influence  
purchasing  
decisions

**98%**

would recommend  
this show to their  
peers

**99%**

visit the show  
every year

# Why will they be there?

- ▶ To SEE 1,000's of products
- ▶ To EXPERIENCE the biggest industry-relevant show in Africa
- ▶ To LEARN about industry trends at free-to-attend HOST-ED seminars
- ▶ To be UPDATED on the latest trends and innovations with live demos and competitions daily in The Skillery
- ▶ To be INSPIRED by top culinary talent and innovative new product showcases



# Where are they BROWSING?

Food & Hospitality Africa  
will be powered by HOSTEX  
at Gallagher Convention Centre,  
Midrand which offers:



Extensive exhibition  
space



World-class facilities  
and ample parking



Easy accessibility via  
Gautrain\*

*\*Shuttles from the station will run for the duration of the show*



Don't get left on the shelf – book your stand now!



Increase sales



Improve market share



Launch a new brand



Speak to decision-makers



Optimise the performance of your products at Food & Hospitality Africa, contact:

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