

REPORT ON
AFRICA BIG SEVEN/SAITEX-2023
JOHNESSBURG, SOUTH AFRICA
18th JUNE – 20th JUNE, 2023



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

Ms. Roseleen David-Asst. General Manager
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APEDA'S PARTICIPATION REPORT
AFRICA BIG SEVEN/SAITEX-2023
June 18- June 20, 2023

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 Africa Big Seven, the biggest fair for Foodstuff, machinery, equipment and catering service sector on the continent. China and Indonesia are the important and growing partner of South Africa.

- 1. Place and venue : CONVENTIN CENTRE, MIDRAND, JOHANNESBURG,
SOUTH AFRICA**
- 2. Date of the event : 18th JUNE – 20th JUNE, 2023**
- 3. General description about the event / trade fair**

The AFRICA BIG SEVEN/SAITEX-2023, held at GALLAGHER CONVENTION 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 18th to 20th June, 2023. More than 80 countries and regions were represented.

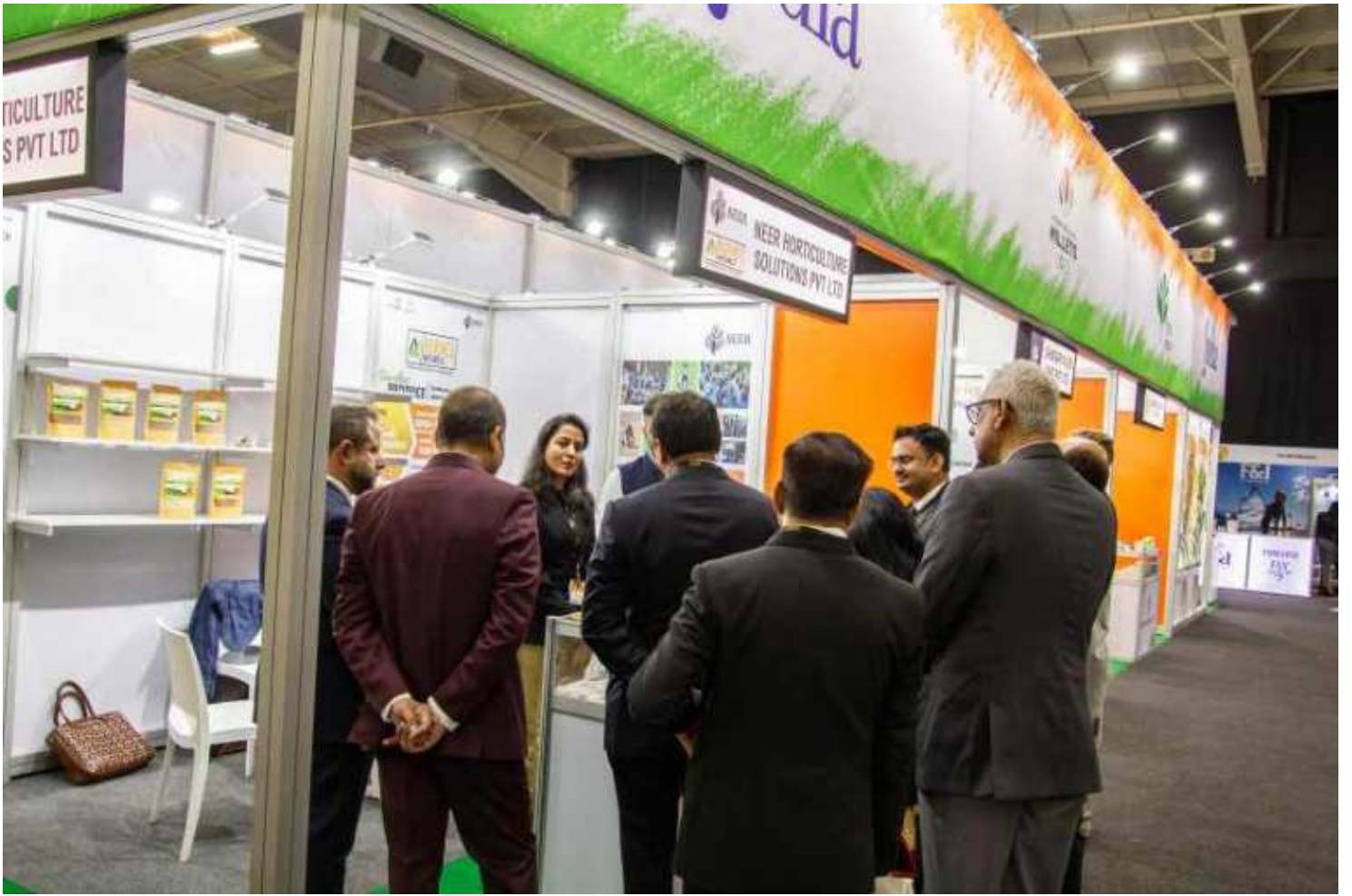
4. APEDA stand details viz. area, location etc.

Government has approved APEDA's participation in the AFRICA BIG SEVEN/SAITEX-2023, held at GALLAGHER CONVENTION CENTRE, MIDRAND, JOHANNESBURG, SOUTH AFRICA .

A total space of 99 sq.mtrs had taken for India's Pavilion. APEDA along with its 6 exporter had participated in the event. The Pavilion was set up in Hall No. 3 at CONVENTION CENTRE, MIDRAND, JOHANNESBURG, SOUTH AFRICA. During the event, APEDA had displayed a wide range of food products like Millet and Millet Products, basmati rice, Biscuits, processed foods, pickles and chutney, snack foods, etc. and also organized promotion of Millets and Indian Basmati Rice.







5. Design and construction :

The APEDA's Pavilion was designed and constructed by M/s Falcon Exhibitor Pvt. Ltd..



6. The following exporters participating in the said event in AFRICA'S BIG SEVEN FROM 18th June to 20th JUNE, 2023

S. No.	APEDA RCMC no.	Name of the Exporter (M/s)	Address	Contact No.	Product for Display
1.	182834 Manufacturer	Delicious Food	Mahuva, Gujarat	Mobile: +91-6351322898 Key Person: Mr. Divyesh Senta, 9904747014 E-mail: sales@deleciousfood.net.in info@deleciousfood.net.in	All Products of Dehydrated onion and Garlic.
2.	100766 Manufacturer	BholaNath Mam Raj	Sonkra Road, Taraori, Haryana	Business Executive: Mr. Amit Kumar Mobile NO. 8059920000 E-mail: BMBasmati@gmail.com	Basmati, Non-Basmati Rice Manufacturing, Processing and Exporting of

					Basmati and Non-Basmati Rice
3.	212093 Manufacturer	NUTRIONE X FOODS		9898359859 info@nutrionexfoods.com	Peanut Butter
4.	5252 Manufacturer	Chhatriya Veg. Expo Pvt. Ltd.		Mr. Mustafa Chhatriya info@chhatariyaveg.com	Dehydrated Onion, Garlic and Spices Products
5.	183795 Manufacturer	Jhanil Healthcare Private Limited		Mr. Vakul Garg Ph: 7087026856 vakul@zindagi.co.in	Food and Ayurvedic herbal Products
6.	220719 Manufacturer	Neer Horticultur e Solutions Pvt. Ltd.		Mr. Maulik Ajara, Director 9898123281 info@neerhorticulture.com	Agro & Horticulture Produce Millets Processed product.









Millet Corner at APEDA Stall

7. Samples and products displayed

Basmati Rice and Non-Basmati Rice
Millets Agro & Horticulture Produce Millets Processed product.
Processed Food Products
Ready to Eat
All Products of Dehydrated onion and Garlic Processed fruits and vegetables
Peanut Butter
Food and Ayurvedic herbal Products

8. Special campaign undertaken during the exhibition

a. Wet Sampling of Indian Basmati Rice and Millets Khichdi

b. Heena Tadoo at APEDA Stall

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

representatives appreciated about the Indian Taste spread through the wet sampling.







9. Involvement / support of Embassy: Indian High Commission, 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. The Consul-General of India in Johannesburg, Shri Mr. Mahesh Kumar Inaugurated the APEDA's pavilion and discussed various issues with Indian participants to have a better market access in South Africa market for Indian products.

10. BSM/B2B programme organized by APEDA in South Africa, Johannesburg with Involvement/support of Embassy: Indian High Commission

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 Consul-General of India in Johannesburg, Hon'ble Dr. Vineet Kumar- Consul (HOC & Commerce) inaugurated the BSM event and delivered the keynote address for bilateral trade between India and South Africa. Other diplomatic officers also made a visit to the 'APEDA Pavilion' in SAITEX 2023. 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 organize a 'Buyer Seller Programme-cum-B2B meet" during the exhibition.**

APEDA -Buyer - Seller Meet (19th June 2023, 1400 hrs GCCI) - List of confirmations for South African buyer invited to attend the BSM

S. No	Title	Name of the Invitee	Email:	Contact Number
1.	Mr.	Paresh Patel	clubofgujarati@gmail.com	
2.	Ms.	Lorato Taku	lorato.taku@gmail.com	+2772 092 9442
3.	Mr.	Lupa McDonald Mabeba	rrasekodi@gmail.com	
4.	Ms.	Angela Vilakazi- Dlamini	vilakaziangela@gmail.com	+27 632245390
5.	Ms.	Kgomotso Cynthia Modise	Kgomo.95@gmail.com	+27603811397
6.	Mr.	Phillemon mthimunye	sietsimthimunye93@gmail.com	+27 793692368
7.	Ms.	Motlalepula Mojela	motlalepulamojela@gmail.com	+27 825157487

8.	Ms.	Boitshepo Isaac	boitshepo.isaac@gmail.com	+27 0797393299
9.	Ms.	Thembeke Ngcobo	tngcobo2@gmail.com	+27792201743
10.	Mr.	Siyabonga Malanga	siyabongasiya685@gmail.com	+27 672862224
11.	Mr.	Nkhensani Tryphosa Chauke	kwetsimanichauke@gmail.com	+27 793382905
12.	Ms.	Kgaogelo Moabelo	moabelokgaogelo@gmail.com	+27671903773
13.	Ms.	Nonyamezelo Sotomela	nyami.sotomela@gmail.com	+27640046817
14.	Mr.	Bevril Abelene Raynard	br.youngstar@gmail.com	+27677889061
15.	Mr.	Sibonelo Mathumbu	sbhohsonelo740@gmail.com	+27 67 631 3050
16.	Mr.	Kenneth sanele Mgobozi	sanelemgobozi15@gmail.com	+27740789980





11. Feedback of the participants

The feedback of the exporters in the show was excellent. They received serious business enquiries from the buyers which are being followed up for generating business.



12. Enquiries generated

It is noted that trade enquiries were received in good numbers for Millets products, Rice (Both Basmati & Non-Basmati), RTE, dehydrated garlic/onion, spices, rice, coffee, other processed foods etc. BSM played a vital role for generation of the trade lead. Through the exhibition in three days all the six exporters were able to get the good numbers of trade leads for the products showcased by them.

13. Recommendations

- a. 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.
- b. 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. Organizers have planned next Saitex-Big Seven exhibition in Sandton-Main Business centre of Johannesburg-South Africa.
- c. As advised by importers that the supply chain should be on regular basis and along with quality to meet out the RSA standard.
- d. South Africa is a brand conscious market and therefore any exercise in this regard needs professional handling.
- e. Organizing 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 with Award of Certificate