

# Bizcommunity retail launches at Big 7 expo



By Louise Marsland, issued by [Bizcommunity.com](https://www.bizcommunity.com) 16 Jul 2007

India and Egypt led the international challenge at the Africa Big 7 retail trade expo which opened at Gallagher Estate, Midrand yesterday, Sunday, 15 July 2007, with large pavilions showcasing all number of products to African buyers and retailers. Bizcommunity.com also used the opportunity presented by the show to launch daily news into Africa with our new retail portal, <https://www.bizcommunity.com>.

Africa's Big Seven (AB7) is an annual event staged in Johannesburg, South Africa, and attracts over 7000 retail buyers, manufacturers, distributors, retail service providers and other trade visitors from around the globe. The last expo held in July 2006 attracted over 7000 qualified trade buyers from 31 countries – a much larger than average attendance for a specialist trade show held outside of Europe – but it's not all about numbers, as the show director, John Thomson of Exhibition Management Services (EMS), points out: "Almost 51% of the attendees were owners, managing directors or directors of companies, and could authorise purchases for their business."

This expo – its name comes from its seven constituent elements in the consumer packaged goods and food processing industries – is the only event of its kind in Africa and is rapidly developing into a continental clearing house where fresh and processed foods are displayed for export, specialty foods and beverages are marketed to Africa's importers, wholesalers and retailers and manufacturing processing and packaging technologies are traded internationally.

According to Thomson, it attracts all role players under one roof annually: farmers, manufacturers, suppliers, wholesalers, retailers and everyone else in between.

## Daily news for the industry

Bizcommunity.com, Africa's leading daily media, marketing and advertising news and information portal has launched daily news for the African retailing community in respect of the consumer packaged goods industry. News will focus on the broader retailing industry, trends, in depth analysis, expert knowledge and research, international news, all manufacturer product news such as new products, line extensions, promotions, marketing and brand efforts, as well as related supplier news: technology, packaging, catering, finance, supply chain and so on.





This will be the most comprehensive retail news site and marketplace ever launched for the South African and broader retailing community on the African continent and is a logical and inevitable brand extension of the successful Bizcommunity.com media, marketing and advertising news portal launched in South Africa six years ago and another 15 English speaking countries in Africa in March of this year. It now boasts a readership of 192 000 unique users of the website each month; 77 000 weekly subscribers (requested) to the daily, bi-weekly and weekly electronic newsletters (ezines) and 2.4 million page impressions a month on the website. Bizcommunity.com is a member of the Online Publishers Association (OPA) and all figures are audited by Nielsen Netratings.







Bizcommunity.com Retail is headed up by the formidable team behind the success of Bizcommunity.com Marketing – as well as a new addition to head up sales on the retail portal: Cheryl Harper. Cheryl is a veteran in sales and marketing in the FMCG retailing environment, working across almost every FMCG publication in her 25 years plus in publishing. Says Harper, “I’m delighted to be joining Bizcommunity.com to help launch a superior product offering into the retail market. The retail market is primed for a daily news brand of the calibre and professionalism that Bizcommunity.com already provides to the media, marketing and advertising community in Africa.”



All news can be sent to: ; subscribe to the free daily newsletters direct to your email inbox at <https://www.bizcommunity.com/signup.aspx>.

## The big seven

The trade show is made up of seven co-located events to bring the industry together annually:

1. Pan Africa Retail Trade Exhibition  
Supermarket@Retail | C-Store@Retail | Forecourt@ Retail
2. Retail Solutions Africa  
Retail IT | Security & Cash handling equipment | Shopfitting | Refrigeration | Store Layout | Merchandising | Display Equipment | Point of Sale Systems | Back Office Software | Lighting
3. IFMA Africa: International Fair for the Meat Industries of Africa  
Exhibit profile: everything from abattoir design through to retail products
4. Agri-Food: Manufacturers & Producers Expo  
Fresh produce | Product development | Ingredients, additives & flavourings | Processing | Quality control | Value added food products
5. FoodTech Africa: International Food & Beverage Trade Fair for...  
Ingredients, additives & flavourings | Manufacturing technologies | Production, processing and packaging equipment
6. Interbake Africa  
Ingredients, processes, equipment
7. Stationery & Housewares Africa

## Halaal World

“Every edition of AB7 is updated to reflect current world trends and meet the demands of local market conditions,” explains Thomson. “Our 2007 expo will showcase some really exciting topics. Our research indicated a rapidly escalating interest expressed by visitors in Halaal products. As a result of this, and following extensive negotiations we have tied up with the South African National Halaal Authority (SANHA) to both present the exhibition 'Halaal World' and facilitate the ‘2nd International Halaal Conference’. These events will see speakers, visitors and delegates from around the world converging South Africa in July to investigate the Halaal readiness of our food industry,” he concluded.

Ebi Lockhat, spokesman for SANHA was equally enthusiastic, “Without doubt this is one of the most relevant and significant

platforms for all role players in the World of Halaal to access the burgeoning African Market. We are delighted to add value to it.”

## Malaysian Palm Oil

Another first for the show this year is the international Trade Fair and Conference being staged at Africa's Big Seven by the Malaysian Palm Oil Council. It is expected to attract interested parties from throughout sub-Saharan Africa and the Far East. This event, called MA-POTS 2007 (Malaysia-Africa Palm Oil Trade Fair & Seminar), is being coordinated by Durban-based MPOC representative Uthaya Kumar. Kumar said in a press release issued by EMS: “MA-POTS 2007 will be the opportunity for a Malaysia-Africa partnership for food, fuel and feed industries.” For more information, contact the Malaysian Palm Oil Council, Regional Office in Durban on +27 (0)31 566 6171 or email .

“Anyone wanting to do business in or with Africa needs to be at Africa's Big Seven Exhibition,” Thomson reiterated. “There simply is no other opportunity like this to network, show your wares, find suppliers and gain access to one of the world's most rapidly-growing consumer markets.”

## What's new

There are a host of new products and technologies on exhibition at the show in addition to the regular manufacturers who exhibit year after year:

- New Bakery Ingredients from Egypt: This company boasts ISO 9001–2000, HACCP and Halaal Certification. Supplies products in powdered, pastes and liquid form. Toppings, fillings, confectionery mixes, butter stabilisers, dough softeners, ice cream mixes, bread mixes and lots more.
- Another International bakery ingredients supplier also debuting at AB7: with 17 Bakery Ingredient Factories and 40 Yeast Factories around the world, this technology leader is opening for business in South Africa. Products include bread ingredients and mixes, flour confectionery, toppings and fillings, colour and flavours, bakery fats and margarins plus Halaal Certified bread improvers, bread concentrates and bakery pre-mixes.
- Indian food giant for first time in SA. Capitalising on the fact that India is the world's second largest producer of fruit and vegetables, this 100% subsidiary of a US\$3 billion a year group is intent on growing its export markets. It operates on a national platform with a product portfolio of fruit juices, cooking pastes, sauces and items for institutional food purchases.
- Dubai-based company heads south. This trading company established as a joint venture with one of China's leading foodstuff manufacturers distributes an extensive range of fast moving consumer goods and food products right across the Middle East. Now opening for business in South Africa.
- Also from the Middle East: Dates from Saudi Arabia, “Funk” food packaging from the United Arab Emirates: containers, baking moulds and sheets, foil and film, bags and food wrapping, designer collection snack food packs.
- Hand-held dispensing terminals. A product for the smaller retailers, they can benefit with high margins, reduced risk fraud, continuous availability of Airtime vouchers. The counter top terminal boasts the following features: User friendly menu, excellent shift and stock controls and much more.
- New series of weight, price, wrap and label system from Japan: PVC Over wrapping at its best – HACCP compliant, fast operation, colour touch display, automatic tray detection and film feeding length selection, in a choice of automatic or manual labelling models makes this technology a “must have”.
- More meals in less time – self-service kiosk for Fast Food. Fast Food served even faster. Keep customers on the move rather than make them wait in a queue to order. Free up staff time and outlet resources. Your best 24/7 sales person who doesn't take sick leave and is always pleasant!



- Cost-effective for retailers – Trendy of Consumers. Launching on the expo – Bar-coded SMS/MMS technology near coupons and vouchers can now be carried on cellphones. Eliminates the need for consumers to carry paper while allowing for quick and flawless redemption.
- Fast and reliable measurements from new pocket-sized instruments. Cost-effective means for performing various checks throughout production, transportation and storage. These multifunctional instruments cover temperature, humidity and dew point, pressure, optical rpm measurement and light.
- Clean pans – no longer a dream! A solution that has enormous cleaning power, is biodegradable and non-hazardous simple to use and the results are astounding. DECRUST, a revolutionary new way to clean all baking pans, will be launched at Africa's Big Seven.
- New Bar-code launched in Retail Weighing Scales from Japan. The first time ever seen in a Retail Weighing Scale System in South Africa is the Reduced Space Symbology (RSS) commonly known as GS1 DataBar. This Barcode system gives the capability for the retailer to control the sale of out of Sell By Date products to the consumer as well traceability.
- Free Standing Vending Dispenser. This Airtime Vending Solution has the ability to add significantly to retailers profit generated through Airtime. It creates an exciting point of sale presence. Reduces congestion at till points. All purchases are automated, and stock is loaded via GPRS. No hassle of physical stock!

For more: [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com).

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMCG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).  
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