

Africa Trade Week shows strong growth as international trader numbers rise

This year's Africa Trade Week, which comprises trade fairs SAITEX, Africa's Big 7 and The Hotel Show, recorded strong growth in international participation, with an additional 22 countries participating in the event. "The strong growth in international participation reflects the keen interest we are seeing from around the world in finding new trade opportunities across the African continent. We had a great visitor and exhibitor growth this year, and we were delighted to welcome them all. We look forward to growing the shows from strength to strength," said Lynn Chamier, event director at show organisers dmg events.



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The trading week saw over 500 business from 67 countries travel to Johannesburg to be a part of multi-sectoral trade across Africa.

Exhibitors reported outstanding leads and sales out of the event, with Africa's Big 7 exhibitor Candice Oelofse, sales manager at African Maize Foods, said: "We could barely keep up! We made over a million Rand in sales, of both products and franchises. Interest and business came from across the continent."

The Hotel Show exhibitor Chris Cradock, owner of Profile Creations, said: "We gained over 100 inquiries. It was valuable to networking with relevant industry brands and companies. Overall, we were absolutely blown away!"

SAITEX exhibitor Nadhida Fajandar, marketing executive at Shalamy Stationers, said: “We had a great show experience with at least 60 highly valuable business leads, and we benefited from the networking opportunities. Our expectations were surpassed.”

The 67 countries represented at Africa Trade Week included: Algeria, Angola, Argentina, Belgium, Benin, Botswana, Brazil, Cameroon, China, Cyprus, Democratic Republic of Congo, Egypt , Ethiopia , France , Germany, Ghana , Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Kenya, Kuwait, Lebanon, Lesotho, Madagascar, Malawi, Malaysia, Mauritius, Monaco, Mozambique, Namibia, Netherlands, Nigeria , Oman , Pakistan , Philippines, Poland, Portugal, Russian Federation, Saudi Arabia, Serbia, Solomon Islands, Somalia , South Africa, South Korea, South Sudan, Sri Lanka, Swaziland , Switzerland, Syria , Taiwan, Tanzania , Thailand, Turkey, Turkmenistan, Ukraine, United Arab Emirates, United Kingdom, United States Of America, Venezuela, Vietnam, Zambia and Zimbabwe.

The next Africa Trade Week will be staged from 21 – 23 June 2020 at the Gallagher Convention Centre, Johannesburg.

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