

Africa's BIG Seven!

Africa's largest food &
beverage trade exhibition



The largest trade exhibition
for retailers in Africa

POST SHOW REPORT

19 - 21 JUNE 2016 | GALLAGHER CONVENTION CENTRE, JOHANNESBURG, SOUTH AFRICA



652

exhibiting
companies



34

exhibiting
countries



12,480

professional
attendees



72

visiting
countries



2

specialised
conferences

“

What a show! Africa's Big Seven has opened up huge possibilities for us in the catering industry. We also have interacted with potential buyers from Dubai, Namibia and Lesotho.

Marisa da Silva,
Manager, Infanta Foods,
Exhibitor at Africa's Big Seven

SAITEX is an incredible platform for generating interest in our product. We have made contact with at least 13 potential distributors in countries including Lesotho, Nigeria, Botswana and Malawi.

Vani Naicker,
Director, Chopper Technology,
Exhibitor at SAITEX

”

Africa's Big Seven and SAITEX are endorsed and supported by:



JOZI@WORK

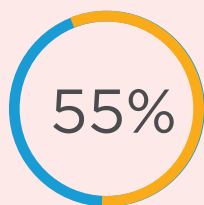


www.africabig7.com

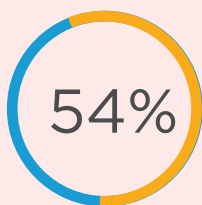
www.saitexafrica.com

81% OF VISITORS DEFINE AFRICA'S BIG SEVEN AND SAITEX AS “MUST ATTEND EVENTS”

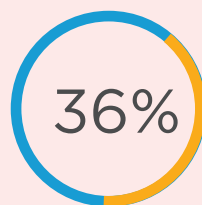
REASONS WHY VISITORS ATTEND



TO KEEP UP
WITH THE
LATEST TRENDS



TO MEET
BUSINESS
PARTNERS



TO NETWORK
WITH THE
INDUSTRY

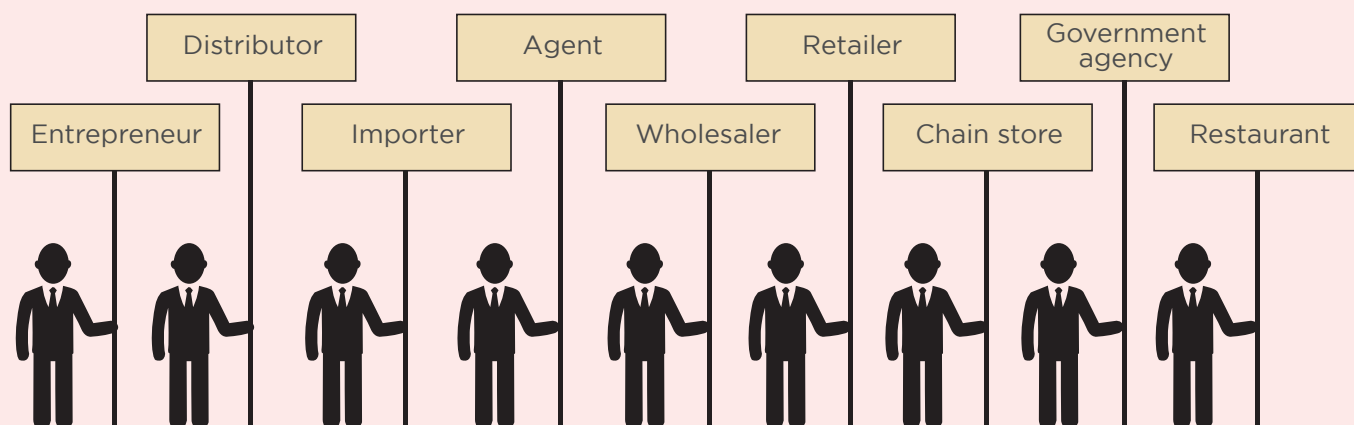
TOP DECISION MAKERS ATTENDING



72% DIRECT
PURCHASING POWER

17% INFLUENCE
PURCHASING DECISIONS

VISITORS BY NATURE OF BUSINESS



WHAT THE VISITORS SAID ABOUT THE EVENT

“

Africa's Big Seven is an excellent trade exhibition.

Jan Lethoko,
Manager, Future Bakery & Deli

SAITEX is a very good expo and I will definitely visit again next year.

Donald Taylor,
Owner, Taybro Trading

”

www.africabig7.com

www.saitexafrica.com

A COMPREHENSIVE MARKETING AND PROMOTIONAL CAMPAIGN



2,636,454 AUDIENCE REACH THROUGH ONLINE ADVERTISING

Online advertising uses the internet to deliver promotional marketing messages to reach the targeted audience. Africa's Big Seven and SAITEX had a total of **84 digital marketing touch points** across multiple sites relevant to the target a total audience of **2,636,454 professionals**.



46,702 WEBSITE VISITS

The event website is an essential tool in providing information about the exhibitors and their products. The Africa's Big Seven website attracted **12,041 unique visitors** and generated **23,120 page views**. The SAITEX website was accessed by **14,317 unique visitors** for a total of **23,582 page views**.



72 TRADE PRESS ADVERTS

Africa's Big Seven and SAITEX partnered with **32 trade publications**, who published a total of **72 colour adverts**.



278,875 EMAILS SENT

A prime medium in reaching and registering Africa's Big Seven and SAITEX audience, **278,875 emails** were sent to a database comprising of industry contacts. The database is regularly updated, verified and cleaned by a dedicated team of in-house data builders.



KEY PARTNERSHIPS

A key component of the marketing and promotional campaign is the relationships Africa's Big Seven and SAITEX have developed over the years with trade associations and government bodies. The events were endorsed and supported by the **City of Joburg, South African Airways, Xanopia Women's Business Group** and the **South African National Halaal Authority**.



20,082 SMS INVITATIONS

A personalised invitation to attend the event was sent via SMS to more than **20,000 professionals**, including also a reminder to attend during the three days of the events.



EXHIBITOR MARKETING

A free dedicated marketing resource was offered to exhibitors providing a comprehensive range of services to boost awareness about participation, including personalised direct mail and email invitations to exhibitor client lists, event web banners for exhibitor websites and branded email signatures.

CONTACT US TODAY

TO DISCUSS HOW YOU CAN BENEFIT FROM OUR FREE MARKETING
SUPPORT SERVICES AT AFRICA'S BIG SEVEN AND SAITEX

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www.africabig7.com

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MEET THE ORGANISERS



45
GLOBAL
EVENTS



15
COUNTRIES



250,000
CLIENTS
PER YEAR



1.5
MILLION
PROFESSIONAL
CONTACTS

dmg::ems africa

dmg events, one of the world's leading event companies, has acquired a long established Pan African exhibition organiser Exhibition Management Services Pty Ltd (EMS) – headquartered in Johannesburg, South Africa.

dmg events is a wholly owned subsidiary of the Daily Mail & General Trust plc (DMGT, www.dmgt.com), an international portfolio of digital, information, media and events businesses.

The newly formed company took the name of dmgs Africa and is now managing a portfolio of five key events for the African industry.

OTHER DMG EMS AFRICA EVENTS INCLUDE:



**BOOK YOUR STAND
FOR 2017!**

Contact us today on

✉ exhibiting@afribig7.com

✉ exhibiting@saiteafrica.com

☎ +27 11 783 7250