

## AB7 to support growing urban African market

Africa's fast-growing middle-class population is moving into the cities with plenty of income to dispose of. At least 50% of Africa's population now lives in cities and traditional food markets in Africa are rapidly make way to retail stores and supermarkets.



South African food and beverage retail giants Shoprite, Pick n Pay, Spar, Massmart/Walmart and Woolworths have already started major moves into other African markets. Shoprite's expansion plans aim to generate at least 50% of sales from the rest of the continent. Botswana, the Democratic Republic of Congo, Ghana, Mozambique, Namibia and Zambia already have extensive footprints from South African retail chains.

The retail landscape in Africa is evolving rapidly and store-owners are hard pressed to satisfy affluent consumers with growing appetites for exotic packaged foods and beverages from all over the world.

The most efficient way to find new products, new suppliers and new customers in the food business is to visit Africa's Big Seven (AB7), one of the biggest food and beverage trade exhibitions on the African continent, taking place from 21 to 23 June 2015 at Gallagher Convention Centre, Midrand.

"Growing numbers of consumers with disposable incomes and expanding infrastructure are the main drivers for Africa's thriving retail sector growth," explains John Thomson of Exhibition Management Services, organisers of AB7. "Over the last few years, we have seen a rise in the number of business visitors from other African countries in search of new products and opportunities. This show is the perfect platform to network with suppliers and customers from all over the world - the Halaal World Pavilion is one of the biggest attractions for African Muslim visitors."

For more information, go to [www.exhibitionsafrica.com](http://www.exhibitionsafrica.com).

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