



**SINGAPORE & ASIA  
FOOD FAIR 2024 @  
CAPE TOWN  
SOUTH AFRICA  
7TH - 10TH MAY 2024**

SUN EXHIBITS, GRANDWEST  
EXHIBITION HALL



**BUSINESS BEYOND BORDERS**

LET'S START  
BUILDING YOUR  
BUSINESS BEYOND  
BORDERS!

**Host Organiser**

**Co-Organiser**

**Event Partners**

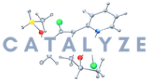
**Strategic Partners & Supported By**



BUSINESS BEYOND BORDERS



Professional Exhibition Solutions



MyArts International



FASA

THE FEASIBLE ASSOCIATION OF SOUTH AFRICA



est. 1890  
Johannesburg Chamber of Commerce and Industry



SOUTH AFRICAN CHEFS ASSOCIATION

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# SINGAPORE & ASIA FOOD FAIR 2024

**Expected No. of Trade Visitors:** 5,000 visitors

**Potential Visitors:** F&B Owners / Importers / Wholesalers /  
Buyers / Distributors / Association Members / etc

**Booth Size:** 3m x 3m (9 m<sup>2</sup>)

At our exhilarating gastronomic Food Fair May 2024 in Cape Town (South Africa), you will get to experience an array of authentic Singapore and Asian food products. We showcase some of our best Singapore and Asian food businesses, bringing them to a growing and burgeoning African market, introducing them to African food centric businesses, as well as consumers and expatriates who are exploring new tastes, and new frontiers in dining.

Beyond borders, this event brings new opportunities for Singapore & Asian food business seeking a broader presence further afield and new strategic business-to-business and business-to-consumer network. Leveraging on our F&B platform in Africa; you may explore the world's next big growth F&B market brimming with exciting business opportunities.

Tap into our platform to network with established African potential business partners, F&B operators from a diverse culinary background. Join us at our Singapore & Asia Food Fair happening in May 2024 in Cape Town, South Africa!





# 5 KEY REASONS TO DO BUSINESS IN SOUTH AFRICA

1. **Gateway to Africa** - South Africa provides access to a vast African market through regional trade agreements and offers a diverse consumer base.
2. **Sound Economic Policies** - Stable fiscal management and investor protection measures ensure economic stability in South Africa.
3. **Modern Infrastructure** - Well-developed transportation and digital infrastructure facilitate easy movement of goods and data.
4. **Global Market Access** - South Africa's trade agreements, including AfCFTA, open doors to global markets and duty-free export zones.
5. **Skilled Workforce** - A skilled labor force, government incentives, and cultural diversity create a favourable environment for business growth.

## WHY CAPE TOWN?

1. **Geography and Location** - Cape Town is located on the south- western coast of South Africa. It is the capital of the Western Cape province and is known for its breath taking natural beauty.
2. **Demographics** - Cape Town has a diverse and multi- cultural city with a population of over 4 million people
3. **Economy** - Cape Town has a diverse economy. It is a major contributor to South Africa's GDP and has a growing technology and start-up ecosystem
4. **Environment and Sustainability** - Cape Town places a strong emphasis on sustainability and environmental conservation.





# Singapore & Asia Food Fair 2024 @Cape Town: Your gateway for South Africa Marketing & PR initiatives

Launch Marketing and PR initiatives in South Africa to establish a robust and positive brand presence for Singapore companies. These efforts aim to create awareness, ignite interest, and cultivate a favorable reputation within the local market. Additionally, they serve as a conduit to introduce Singapore businesses, products, services, and technology to potential South African partners and customers.

## Objective

- **Brand Visibility** - Make Singapore companies known in South Africa
- **Interest Generation** - Capture attention through captivating campaigns
- **Building Credibility** - Establish a trustworthy brand image
- **Engagement Cultivation** - Foster interaction through events and shows
- **Media Coverage** - Secure attention across South Africa media
- **Effective Online Presence** - Leverage digital platforms for broader reach

## Key Initiatives

- **Road Show/Events** - Singapore & Asia Food Fair @Cape Town
- **Product pitching or showcase** to potential buyers or distributors.
- **In-Store promotion into South Africa Market** - Supermarkets and Grocery stores.
- **Sponsorship promotion** - Sponsoring Restaurants/Cafes or local festival & events to showcase & market products.
- **Digital & Social Media Marketing & PR Campaign** - Planning, executing, and managing a digital and social media campaign, including ad creation, targeting, monitoring, and optimization.

# EVENT PROGRAM SCHEDULE



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DAY 1.

## ARRIVAL 7 MAY 2024

- Arrival at Cape Town - South Africa
- Pre-Roadshow preparation
- Welcome dinner

DAY 4.

## VISITATIONS 10 MAY 2024

- Business Pitching session with Association members
- Visiting to Supermarket and Grocery Stores

DAY 2.

## EVENT DAY 8 MAY 2024

- Business Pitching sessions with Host Buyers
- Food Tasting & Sampling
- Products showcasing at Business Networking Dinner

DAY 5 &  
DAY 6.

## REST & RELAX 11 / 12 MAY 2024

(Optional - Self-paid)

DAY 3.

## EVENT DAY 9 MAY 2024

- Road Show
- Food Tasting & Sampling

DAY 7.

## BACK TO SINGAPORE 13 MAY 2024.

## SOUTH AFRICA MARKETING & PR INITIATIVES

**PARTICIPATION FEE: SGD 40,000**

- **Road Show/Events** - Exhibit in Singapore & Asia Food Fair 2024@Cape Town
- **Product pitching or showcase** to potential buyers, importer & distributors.
- **In-Store promotion or product display into South Africa Market** - Supermarkets and Grocery stores.
- **Sponsorship promotion** - Sponsoring Local Restaurants/Cafes or local festival & events to showcase & market products.
- **Digital & Social Media Marketing & PR Campaign** - Planning, executing, and managing a digital and social media campaign, including ad creation, targeting, monitoring, and optimization.

Note: Singapore companies are eligible for MRA (Market Readiness Assistance) grant cap @50% reimbursement. Additional grant under Skill Future Enterprise Credit (SFEC) up to \$10K for those qualifying company with at least 3 CPF employed staff.



# PAST EVENT

## SINGAPORE & ASIA FOOD FAIR 2023

### JOHANNESBURG, SOUTH AFRICA

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Click link to watch our videos

[www.bizafrikaevents.com/video-gallery](http://www.bizafrikaevents.com/video-gallery)



EVENT OPENING CEREMONY



EVENT PRESENTATION



FOOD TASTING



LIVE FOOD PREPARATION



EVENT VISITORS



BOOTH SET UP WITH VISITORS



BUSINESS BEYOND BORDERS

# PAST EVENT

## SINGAPORE & ASIA FOOD FAIR 2023

### JOHANNESBURG, SOUTH AFRICA



### Trade Visits

- 1 **BIDFOOD - A LEADING FOOD SERVICE DISTRIBUTOR**
- 2 **OBC CENTURION - A RENOWNED MEAT PROCESSING & DISTRIBUTION COMPANY**
- 3 **JCCI - JOHANNESBURG CHAMBER OF COMMERCE AND INDUSTRY**
- 4 **PICK & PAY - ONE OF SOUTH AFRICA'S LARGEST RETAIL CHAIN**
- 5 **OCEAN BASKET - A WELL-KNOWN SEAFOOD RESTAURANT CHAIN**



### Visit to a grocer

These visits were highly productive and successful. Delegates gained valuable knowledge about the South African food and beverage sector, established meaningful connections with local industry players, and laid the groundwork for potential collaborations.



# PAST EVENT

BUSINESS BEYOND BORDERS

## SINGAPORE & ASIA FOOD FAIR 2023 JOHANNESBURG, SOUTH AFRICA

### BUSINESS MATCHING



**MOU SIGNING** between Asia Manna Pte Ltd (Singapore) and Gloryioso (Pty) Ltd (South Africa) in partnership to set up Singapore Food Mall in South Africa - witnessed by Mdm Pinky Kekana, Deputy Minister in the Presidency of South Africa



**NETWORKING DINNER** for business & cultural exchanges & establishing connections

### OVERSEAS MARKET PRESENCE



**EVENT & PRODUCT SHOWCASE** for business & cultural exchanges & establishing connections



**TRADE MISSION & PRODUCT PITCHING** visit to Bidfood



**IN-STORE PRODUCT DISPLAY** brand exposure of products in farmer's market

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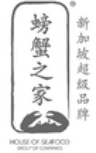


# PAST PARTICIPANTS

## SINGAPORE & ASIA FOOD FAIR 2023

### JOHANNESBURG, SOUTH AFRICA

BUSINESS BEYOND BORDERS



## Strategic Partners & Supported By



The Franchise Association of South Africa (FASA) is a trade association for franchisors, franchisees and the professional organizations.



Johannesburg Chamber of Commerce and Industry (JCCI) is an independent, non-political, subscription-based association dedicated to promoting a business-friendly environment. Active in the promotion and facilitation of international trade, promote enterprise development, skills development training and business advisory services in South Africa.



The South African Chamber of Commerce Singapore (SACCS) is a prominent business organization that aims to facilitate and enhance trade relations, investments, and business opportunities between South Africa and Singapore.



SA Chefs is a non-profit industry body, founded more than 48 years ago, that represents the interests of chefs, cooks and caterers at all levels, with a focus on skills development, the celebration of culinary professionals and transforming the industry.

**MRA(Market Readiness Assistance) grant eligible for 30% local shareholding Singapore companies. Enquire now at**

# Host Organiser



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Biz Africa Events, Singapore has a vision of helping businesses to expand and build their businesses beyond borders. Their events and programs create meaningful and valuable connections, and networking opportunities for Singapore and Asian F&B businesses to gain entry and understanding of South African business environment.

Biz Africa Events facilitate businesses in building new potential business partnerships, expand their market reach and operations through Business Matching, Overseas Market Development and Overseas Marketing & PR activities.

Biz Africa Events offer an exceptional platform tailored for F&B and FMCG businesses to explore vast opportunities of global markets, to foray into Africa and capitalize on it's burgeoning business landscape..

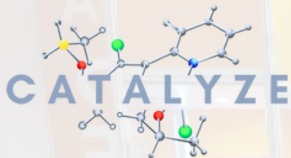
# Co-Organiser



Many times, MICE award winner, Professional Exhibition Solutions (PES) has 36 years of organising experiences in the industry of meetings, incentives, conference and exhibition in South Africa. They have organised more than 120 major events over the years of operation. Their key role is to assist international and local companies, individuals and associations to host successful exhibitions & conferences.



# Event Partners



CATALYZE's focus as an Event and Business Meeting Organiser is on emerging businesses, positioning them in strategic markets, with facilitating effective and profitable business meetings. Their strength lies in developing companies into world markets for the past two decades, developing international trade fairs in North America, Africa and Eastern Europe at the largest exhibition organiser in Russia, the CIS and Turkey, ITE Group Plc and then representing over 40 international event organisers as their Africa international Event Agent. Their service partners include Flight Centre, Pcket, Protex to name a few.



MyArts International is a full-service event production & entertainment management company specializing in creative development and corporate communications. Beyond their focus on the arts and cultural, they have mastered events such as Career and Business Expos as well as Networking Sessions, These events create interactions between young entrepreneurs, corporate, government and civil society. Through their exhibitions, workshops, conferences and dialogues, many had the opportunities to enhance their businesses and also discover what other various institutions offered as an avenue to boost their businesses.

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# SERVICES WE PROVIDE

**BUSINESS BEYOND BORDERS**

## ROADSHOW & CONFERENCE



### CONFERENCE

#### WHAT TO EXPECT

- IN-MARKET ON THE GROUND MARKETING & PR ACTIVITIES IN SOUTH AFRICA
- ROADSHOWS & CONFERENCES WITH PITCHING & PRESENTATION SESSIONS

## EVENT ORGANISING



### EVENT

#### HOW WE PRESENT YOU

- EVENT SET UP WITH PRE-EVENT GUIDANCE
- PRODUCT/SERVICES SHOWCASE
- ON-SITE PREPARATION WITH SET UP

## MARKETING COMMUNICATION



### PITCHING

#### HOW WE PRESENT YOU

- IN-MARKET SHOUT-OUT TO FOOD INDUSTRY, COMMERCE RELATED BODIES
- MARKETING COMMUNICATION MATERIALS

## MARKET STUDY & RESEARCH



### GROUND VISITS

#### KNOWING THE MARKET

- FOOD RELATED MARKET RESEARCH
- FUNDAMENTAL ANALYSIS ON IN-MARKET PRODUCT MARKET VIABILITY
- FEASIBILITY STUDY OF OPERATIONS SET UP

## BUSINESS MATCHING

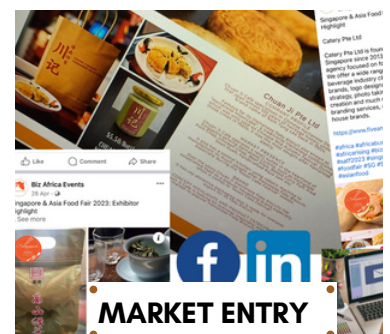


### OPPORTUNITIES

#### CREATING OPPORTUNITIES

- WE FIND SUITABLE MARKET CHANNELS & POTENTIAL PARTNERS FOR YOU
- FACILITATE BUSINESS NETWORKING OPPORTUNITIES AND MEETINGS

## MARKETING & PR ACTIVITIES



### MARKET ENTRY

#### BRANDING/PR SERVICES

- BRANDING AND MARKETING COLLATERALS
- CONTENT MARKETING
- SOCIAL MEDIA MARKETING ETC.

# CONNECT WITH US



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