



TRADE MISSION TRIPS & *BUSINESS MATCHING*





ENJOY THE BEST OF BOTH WORLDS IN BUSINESS NETWORKING

As part of our mission to support Singapore and Asian F&B businesses to expand their global footprint, Biz Africa Events will be hosting the below events at Johannesburg, South Africa this May:

- 1st Singapore and Asia Food Fair 2023 (SAFF 2023) in Montecasino, Johannesburg, South Africa from 4th to 7th May 2023.
- Trade Mission visits cum Business Seminars in Johannesburg, South Africa from 6th to 10th May 2023. This event is for all trades & industries.





TRADE MISSION VISITING HOST

DETAILS:

Event Date: 7th to 11th May 2023

Location: Johannesburg, South Africa

Delegate Profile: Expecting 50 Singapore & Asia Business owners, trade experts, investors, innovators from the F&B sectors , FMCG sectors & manufacturers.

Program includes: Market Seminar, Company Site Visit , Ground survey, Government agency visit, Business Matching, Cultural/ Social evening event, Visitation to Singapore & Asia Food Fair cum Gala Networking Dinner

OBJECTIVES:

- Understanding the business landscape in South Africa through Market Seminar and Ground Visitation.
- Explore potential business opportunities through Business Matching.
- Networking with Key Stakeholders in F&B, Retails and Manufacturing industry.
- Networking with Buyers, Agents, Suppliers and Key government contacts.
- Brand Visiting, Company Tour & Knowledge sharing

BENEFITS TO TRADE MISSION VISITING HOST:*

- Exposure of your company's brand, products & services to 50 visiting delegates from Singapore & Asia
- Striking Potential Business Deals
- Complimentary Business Networking Dinner for 2 pax worth USD \$1,000 per pax
- Complimentary Food vouchers worth USD \$100
- Complimentary Business matching meeting with our visiting delegates

WHAT TO EXPECT AS HOST COMPANY:

- Business Presentation of Host company sharing the history, success story, business model, challenges and experience sharing
- Company site or operation visits
- Expertise & Future plans sharing for potential or future collaboration

WHAT TO EXPECT FROM THE DELEGATES:

- Potential business partners or investors to host company
- Business ideals, technology and business culture exchanges
- A group of hungry business owners and decision-makers want to expand their business to South Africa and are on the lookout for business opportunities

** Refers to the Trade Mission Visiting Host in South Africa*





BUSINESS MATCHING PARTNERS

DETAILS:

Event Date: 4th to 7th May 2023

Location: Montecasino, Johannesburg, South Africa

Exhibitors: Expecting 50 Singapore & Asian F&B operators, manufacturers, service providers and food innovators

OBJECTIVES:

- To bring Singapore and Asian Food culture into South Africa's F&B industry
- Food culture exchange
- Understanding the F&B landscape and business climate in South Africa
- Explore potential business opportunities through business matching
- Networking with key stakeholders in the F&B value chain
- Networking with buyers, agents, suppliers and key government contacts
- Opportunities for international franchise businesses

BENEFITS TO BUSINESS MATCHING PARTNERS:*

- Exposure of your company's brand, products & services to 50 visiting delegates from Singapore & Asia
- Striking Potential Business Deals
- Complimentary Business Networking Dinner for 2 pax worth USD\$1,000 per pax
- Complimentary Singapore & Asia Food Fair vouchers worth USD\$300
- Complimentary Business matching meeting with our visiting delegates

WHAT TO EXPECT AS BUSINESS MATCHING PARTNERS:

- Business Matching Partners who are decision-makers, F&B operators, franchisees, investors, buyers, importers/exporters, wholesalers, distributors
- Conduct face-to-face scheduled meetings with our exhibitors to facilitate discussions
- Complete a pre-business matching needs survey or buying wish list with the event organiser 30 days before the event

** Refer to the Business Matching Partners in South Africa or other African nations*





**THANK YOU, AND WE LOOK FORWARD TO
WORKING WITH YOU.**



For expression of interest, please email our team at:
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