



Press Release

September 2019 - South African Trade Promotions (Pty) Ltd

Announces the launch of Africa's first dedicated

Organic and Natural Products Expo Africa

South Africa and indeed the continent, is about to catch up with the worldwide demand for organic and natural products with an expo scheduled for May 2020 in Johannesburg.

Whilst these sectors overseas are serviced by numerous and increasingly successful trade and consumer events there has - until now - been no platform locally that allows both the trade and consumers to see what the latest trends are, what's currently available, what's new, where to get it and how to use it.

Market dynamics have changed dramatically in the last few years with consumers now having an intense awareness of their level of fitness, personal health, what they put onto and into their bodies as well as a consciousness of environmental issues. As a consequence consumer demand has increased exponentially leading to the mushrooming of speciality stores, as well as major retailers and chain stores introducing house brands and dedicating shelf space to products from these sectors.

Designed as a hybrid event that caters to trade buyers whilst at the same time allowing retail sales directly to consumers, the Organic and Natural Products Expo is set to showcase local and overseas manufacturers, suppliers, importers and exporters.

Inward buying missions from overseas are also being orchestrated.

"We have had an incredibly positive response to date" said John Thomson for the organisers. The event has garnered the support of many influential industry bodies and role players including the South African Organic Sector Organisation (SAOSO), the Health Products Association (HPA), Organic Assurance Organisation (PGS), the Cosmetic Export Promotion Council of South Africa (CECOSA), The South African National Halaal Authority (SAWHA), Slow Food (South African Chapter) with more endorsements in the pipeline. "Everyone cites the timing for this event being right, if not overdue" concludes Thomson.

For information:

Africa's countries: John.t@satp.co.za:

Rest of the world: NGexhibitions | g.rotunno@ngexhibitions.com | +39.370.1014694



Event Profile

The expo will encompass the following product categories:

- Organic / natural foods and beverages
- Ingredients and raw materials
- Vegan, Vegetarian, Halaal and Kosher
- Health foods and dietary supplements
- Food supplements and nutrition
- Cosmetics and hygiene products
- Beauty and personal care products
- Household products
- Organic gardening

Media Partners

With an impressive line up of media partners in both trade and consumer categories, visitors to the event which is being held at a new venue adjacent to the Wanderers Stadium in Corlett Drive, Illovo, will not be in short supply.

Media partners include The Sunday Times, Caxtons, Community radio station Hot 91.9 FM, Food and Beverage Reporter, Retail Brief Africa, Pharmaceutical and Cosmetic Review, Food Review, Gauteng Smallholder, Food Review Africa and P&C Africa.

Event Activations

The Organisers intend to enhance this product showcase with activities that inform, educate and enlighten visitors, these include demonstrations, a presentation theatre and new product arena.

Participation Options

Cognisant of the fact that many nascent suppliers into these industries are currently SME's with limited resources the Organisers have tailored stand sizes, price and availability to suit all pockets.

Participating associations will also be hosting pavilions for their members at reduced rates.

Organic and Natural Products Expo Africa

The Deck at Wanderers Stadium, Corlett Drive, Illovo | Johannesburg South Africa

May 8-10 2020 (Friday to Sunday)

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