

CGCSA hosts business breakfast at SAITEX

The Consumer Goods Council of South Africa (CGCSA) will be hosting a business breakfast at SAITEX, the Southern African International Trade Exhibition, with the theme "Taking Your Business into Africa".

"Seven of the world's fastest growing national economies are in Africa, so it's no surprise that the world is knocking on our door," said show organiser John Thomson of Exhibition Management Services. SAITEX and sister show Africa's Big Seven (AB7) take place at Gallagher Convention Centre, Midrand, Joburg from 30 June to 2 July, 2013.

"Africa is growing a new breed of consumers eager for sophisticated electronic goods and exotic packaged foods, so now is the time for local manufacturers, distributors and retailers to get in on the ground floor before the rush," said Gwarega Mangozhe, CEO of the council.

"We are very proud to endorse SAITEX and AB7 for the second successive year, and urge our members to attend this business breakfast as an opportunity not to be missed. It will cover all aspects of doing business in Africa, from identifying potential markets and opportunities, to predicting trends and challenges."

Panel discussion and Q&A

The sessions will benefit a diverse audience, from CEOs, entrepreneurs and business managers to consultants and marketing executives. Speakers include Bill Russo, director of McKinsey and Co., who will discuss "The rise of the African Consumer", and Martyn Davies, CEO of Frontier Advisory, who will talk about "Opportunities in Africa". There will also be a panel discussion followed by an audience Q and A session.

For more information on AB7 and SAITEX contact Lineke van der Bruggen, Exhibition Management Services on tel: +27 (0)11 783 7250, fax: +27 (0)11 783 7269, email admin@exhibitionsafrica.com or go to www.exhibitionsafrica.com.

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