

Africa's leading hospitality and foodservice trade show



Gallagher Convention Centre
Johannesburg • South Africa
6-8 May 2018

Powering



Food & Hospitality Africa



Africa's international
food & drink event

A Montgomery event

POST SHOW REPORT

The show that delivers

Delivering quality visitors from the retail, hospitality and foodservice sectors – that's what HOSTEX powering Food & Hospitality Africa has built its 32-year reputation on – and that's exactly what it did once again this year.

With over **180 exhibitors** from every sector of the industry it's no surprise that **visitor numbers exceeded 6,151** (including 241 students) from **37 countries**, surpassing projections based on previous shows.

With an emphasis on attracting quality visitors, a strategic marketing campaign and stringent vetting process produced the results exhibitors were looking for, offering fun, interactive and successful business opportunities.

Coupled with relevant features designed to unearth potential, the show succeeded in attracting visitors with its innovation and opportunity.



Tea & Coffee Africa, a showcase of the global coffee industry's aromatic offering



Contract Furnishing Africa, where comfort and quality combine to put the spotlight on all-things-interior



The Drinks Cabinet, introducing beverage suppliers to thirsty buyers



The Skillery, the site of young chefs doing culinary battle



SA Cake Decorator's Guild, true art in the form of cakes



New Products Display, showcasing the latest and best from exhibitors across the floor



HOST-ED, live, free-to-attend presentations by captains in their field of the industry



HOSTEX In Numbers

The show that
delivers,
delivering results

180
exhibitors from
15
countries



2 X
international
pavilions

14
EXPERT
speakers
at HOST-ED



VISITOR EXPERIENCE SNAPSHOT

"We saw a number of things which interested us at the show, including the refrigerated display cases and biodegradable straws and cups." ~ Bryan, Lodge Owner

Show Statistics:

- ▶ **6 151** HIGH QUALITY trade visitors (*Includes 241 students)
- ▶ **89%** of visitors were **from South Africa**
- ▶ **11%** international visitors from abroad - 37 different countries
- ▶ **86%** of visitors make or **influence purchasing decisions**
- ▶ **193** premier visitors/industry leaders

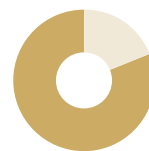
Top Reasons for Visiting



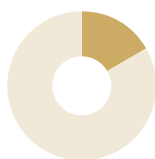
30%
Keep up
with the
latest
industry
trend



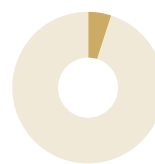
23%
Meet new
& existing
suppliers



19%
Seek new
products



15%
Source
products
and
solutions



5%
Attend
seminars /
conferences



QUICKFIRE EXHIBITOR REVIEW

"Hostex 2018 was fantastic – there were a lot of people on the floor and we've collected some great quality leads. We're excited to exhibit at Sandton Convention Centre in 2020."

~ Sean Candy, GAAP

International/African Visitor

Angola	Chili	Germany	Kenya	Mauritius	New Zealand	Slovakia	Tanzania	UAE
Australia	China	Israel	Korea	Mozambique	Nigeria	South Korea	Thailand	United States
Austria	France	Italy	Lesotho	Namibia	Poland	Spain	Turkey	Zambia
Botswana	Gabon	Ivory Coast	Malawi	Netherlands	Portugal	Swaziland	UK	Zimbabwe



The HOSTEX Social Circle



1,100
Twitter
Followers



3,700
Facebook
Fans



57%
Follower Increase

- 10.44% Facebook
- 32.04% Twitter
- 13.95% Instagram

Snapshot of Companies that attended the show



QUICKFIRE EXHIBITOR REVIEW

"The show this year was very well organised. We met some interesting potential clients – increasing awareness of our brand was a priority for us in 2018. We look forward to meeting the clients around the Sandton area in 2020. Our products are considered premium products, so access to a more upmarket clientele is exciting." ~ Tramontina

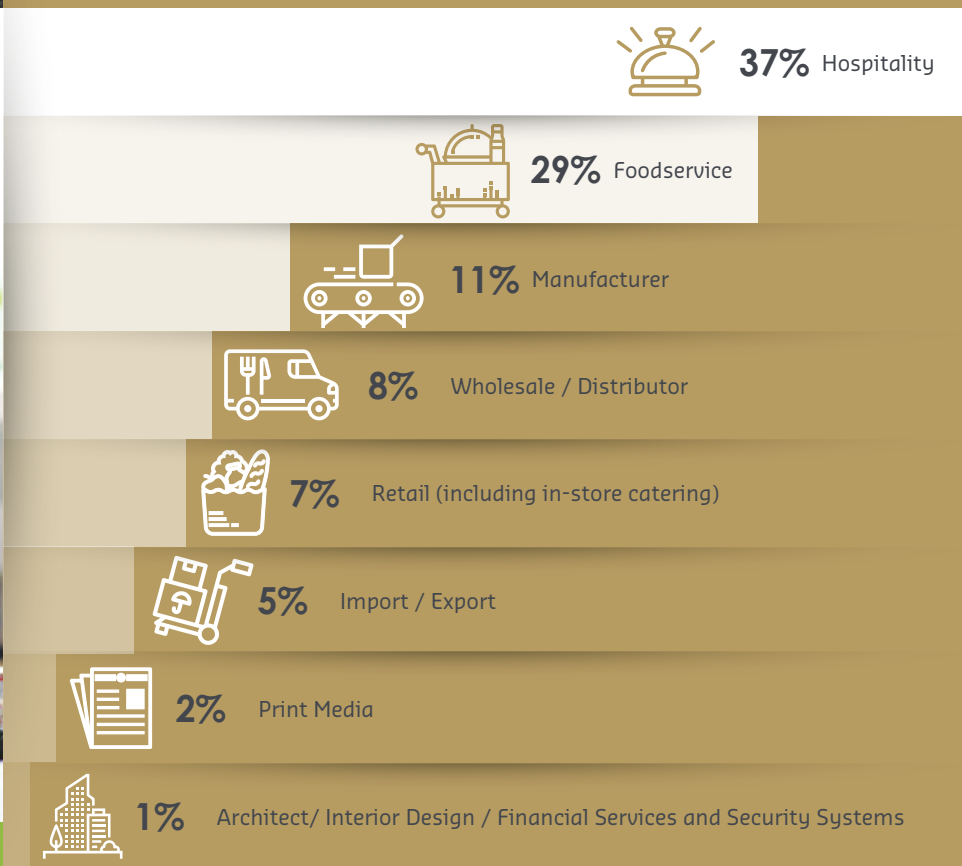




Visitors by Sector

Exhibitors showcase their products and services at HOSTEX because the show provides an ideal platform for the generation of sales leads, networking within the industry between suppliers, and conducting market research.

Here's a breakdown of the industries our visitors came from:



VISITOR EXPERIENCE SNAPSHOT

I came to the show this year because I've worked with a lot of the chefs who are competing in the Competition Zone. I wanted to reconnect with the industry, meet the new chefs and industry players, to find out who's who! There is always something of value to find at Hostex."

~ **Siboniseni Tshabalala**
Owner, Event Company



Visitors by Job Function



47% CEO / Chairman / Managing Director / Director / General Manager / Owner / Partner / Buying and purchasing.

13% Chef / Consultant

13% Catering / Food & Beverage Manager / Hotel / Restaurant / Bar Manager / Supplier / Category / Product and Brand Manager

11% Sales / Marketing / Business Development

3% Import and Export / Distributor

2% New Product development

1% Architect

1% Facility / Premises

1% HR / Training

1% Interior Designer

1% Lecture and Educator

6% Other – Speciality Store, Property Development, Furniture Wholesaler, Furniture Retailer, Diplomat, Journalist / Media , Chocolatier, Event co-ordinator, Advertising, digital marketing.



QUICKFIRE EXHIBITOR REVIEW

"I was very impressed with the variety of food suppliers at this year's show." ~ Etresia van der Westhuizen, TuksRes Food Service

Website and Email Campaign

Leading up to HOSTEX powering Food & Hospitality Africa and IFEA, digital media was used to reach target audiences in the pre-show marketing phase of the campaign. During this phase, the following metrics were recorded for www.foodandhospitalityafrica.co.za:



12,184
Organic Search



71,432
Unique Visits



94,284
Page Views



★★★★★
Average Rating

VISITOR EXPERIENCE SNAPSHOT

"We want to break into the coffee industry, so we came here to check out what was brewing. So far, I've seen a lot of machinery, tasted different coffees, smelt different beans, and met some potential customers, as well as some possible future business partners."

Louie, HOSTEX 2018 Visitor



APP USER EXPERIENCE

"I was very impressed with the abilities of the new HOSTEX app! With the flick of my finger I was able to plan my entire show visit, access exhibitor information and explore the value of the HOSTEX experience ensuring that I did not miss out on visiting all the exhibitors and managed to attend all the HOST-ED seminars which appealed to me."

Susan Reynard, SA Chef Magazine

Delivering Value in 2020 – A Taste of What's to Come...

- ▶ **HOSTEX** - Africa's Food, Drink & Hospitality Trade Expo
- ▶ Providing opportunities to reach those who matter most
- ▶ The trade show which sets itself apart with a **34 year track record**
- ▶ Industry leaders can showcase their brands to decision makers



Now at Sandton Convention Centre from 1 to 3 March 2020!

From hotel managers to catering professionals, distributors and retailers to restaurant owners, Hostex 2020 provides the ideal platform for industry professionals to connect with their target markets.



Hostex

AFRICA'S FOOD, DRINK AND HOSPITALITY TRADE EXPO

1-3 March 2020
Sandton Convention Centre
Johannesburg • South Africa

Order your portion
of opportunity,
BOOK A STAND TODAY
You don't want to miss your chance
to tap into the African market.

FOR MORE
information, go to
www.hostex.co.za
or contact us directly

AFRICA - LOCAL

NICK SARNADAS - Event Director
Telephone: +27 10 003 3067
Email: nicks@specialised.com

SHALANE VORSTER - Local Sales Executive
Telephone: +27 10 003 3074
Email: shalanev@specialised.com

INTERNATIONAL

JAMES MURRAY - International Sales Director
Telephone: +44 (0)20 7886 3094
Email: James.Murray@freshmontgomery.co.uk

ANDREW BURMAN - International Sales Manager
Telephone: +44 (0)20 7886 3096
Email: Andrew.Burman@freshmontgomery.co.uk

Thank you to our 2018 partners.

Supported by:



Official media partners:



Sponsors:



#HOSTEX



Brought to you by:



SPECIALISED EXHIBITIONS
MONTGOMERY