

The Africa's Big Seven Trade Exhibition was organised by the Department of Trade & Industry, National Department of Agriculture, Government of South Africa along with other Agencies at Gallagher Estate, Midrand, Johannesburg, South Africa from July 24-26, 2005. This mega show was a combination of number of separate exhibitions earlier organised like the Agri Food Manufacturers Producers Expo, Retail Solutions Africa, Super Market Africa, C Store Africa, Fore Court Africa etc. This exhibition offered a foray for the Small & Medium Scale Industries to interact with the exporters / importers in the African region and also to explore the possibility of raw material procurement, joint venture tie ups etc.



Kerala State Pavilion

The trade exhibition was well organised and delegates from several Countries visited the exhibition and interacted with the exhibitors during the fair. About 200 exhibitors from all over the World participated in the exhibition. There was an opportunity also to the exhibitors to interact with the exporters of the African region enabling them to find out various products and raw materials available in the African market.



KSSIA's participation in Kerala State Pavilion

The Kerala State Small Industry Association (KSSIA) had shown interest to participate in the event and requested for promotional support for the Small Scale Industries from our State to participate in the Africa's Big Seven Trade Expo. The Kerala State Small Industries Association (KSSIA) also requested for setting up a Kerala State Pavilion during the fair in which the SSI Units of the State can display their products and technologies.

Since it was felt that this will be an opportunity for the business development and industrial promotion in the various Small Scale Industrial sectors from Kerala State, approval was accorded for participation in the fair and for setting up an exclusive Kerala State Pavilion for the Africa's Big Seven Trade Expo at Gallagher Estate, Midrand, Johannesburg, South Africa from July 24-26, 2005.



Discussion with Consulate & APEDA officials

The organisers of the exhibition had invited Shri. T.O. Sooraj IAS, Director (Industries & Commerce) and Shri. V. Rajagopal, General Manager, Kerala Bureau of Industrial Promotion (K-BIP) as their official VIP guests for the exhibition. Government had accorded sanction for both the officials to participate in the fair as the guests of the organisers. A trade delegation of 14 industrialists of our State led by the KSSIA State President, Shri. Xavier Thomas Kondody also participated in the trade fair.



Kerala State Pavilion

Kerala Bureau of Industrial Promotion (K-BIP) coordinated the activities with the organisers in participating in the fair. An exclusive Kerala State Pavilion was set up in one of the prime locations of the exhibition. Promotional brochures, catalogues, industrial promotional CDs, Kerala Business to Business Meet 2005 Curtain Raiser Presentation etc. were made through the Kerala State Pavilion and also the participating industries displayed their various products, catalogues and technologies. APEDA, ITC etc. were the major other Indian Companies / Organisations who participated in the exhibition.



Shri. Suresh K. Goel IFS, Consul General of India & Shri. K.S. Mani IAS, Chairman, APEDA inaugurating the Kerala State Pavilion

The Africa's Big Seven Exhibition was formally inaugurated on July 24, 2005. Shri. T.O. Sooraj & Shri. V. Rajagopal were official guests of the organisers for the fair. Shri Suresh K. Goel, Consul General of India in Johannesburg formally inaugurated the Kerala State Pavilion. Shri. K.S. Mani, Chairman, APEDA was also present for the function.



Consul General & Chairman, APEDA in discussion with industrialists in Kerala State Pavilion

The Consul General, Chairman, APEDA, Consul (Commercial) and other officials from Indian Consulate and APEDA also visited the State Pavilion and interacted with the various industrialists and explored the possibility of supplying their products and sourcing products from the South African market.



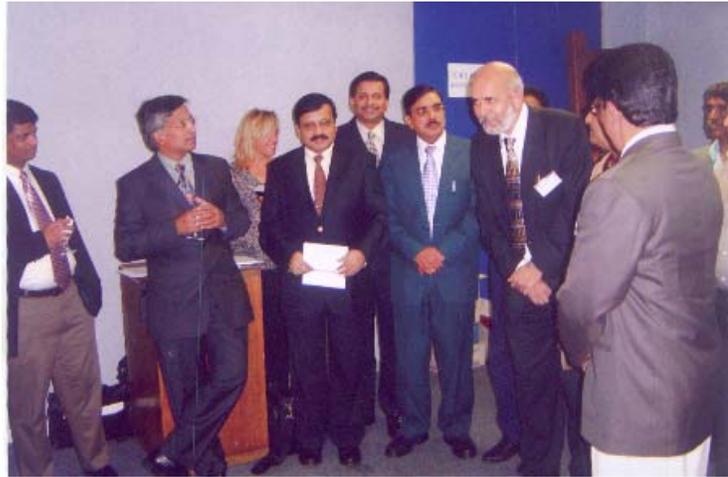
Consulate officials in discussion with Director (Industries & Commerce)

Based on the discussions with the industrialists, the Consul General hosted a meeting with the Trade & Commerce, Business and Financial Agencies and officials in and around Johannesburg on July 25, 2005 at the Consul General of India's office. This was well attended



Interaction with Trade & Industry of South Africa at Consulate of India

by several Trade, Business and Financial Community and was an excellent opportunity for interactions, one to one meetings and business negotiations for the Small Scale Industrialists from our State. The industrialists acknowledged with thanks for the opportunity given to them by the Consulate's Office. The Consul General also hosted a lunch for the meeting.



Interaction with Trade & Industry of South Africa at Consulate of India

The organisers of the exhibition also arranged an interactive dinner meeting with all the participating global Business & Trade Community of the Africa's Big Seven on July 25, 2005 evening.

During the trade fairs several African and nearby Business and Trade Community visited the Kerala State Pavilion and had discussions with the participating industrialists. Also their products attracted large scale manufactures especially in the Ayurveda, Herbal Medicines, Coir, Processed Food & Spices, Chemicals etc. The industrialists were also able to find out various sources for their raw material requirement like chemicals, interior decoration materials etc. from the African market. The Consul General of India's Office had also assured all assistance in further requirements for their business enhancement and trade promotion.

By participating in the Africa's Big Seven Trade Exhibition the Small & Medium Scale Industries had an opportunity for interactions and discussions with several Buying and Trade Bodies, Associations, Financial Institutions and Exporters / Importers.



*Participants of Kerala State Pavilion with
Consul General & Chairman, APEDA*

The participated entrepreneurs were able to explore the market prospects of their products in the African market and also sourcing their raw material / products that can be imported from Africa. By the tremendous response and enquiries received by the industrialists through the Kerala State Pavilion, it was assessed that there is an immense market potential for our variety of products especially Ayurveda, Herbal Medicines, Coir, Processed Food & Spices, Chemicals etc. Kerala can be a major procuring State for the above products and several raw materials required by the Small Scale Industries can be imported from the African region. Many of the participated industrialists received several trade and business enquiries that could be materialized.

The Africa's Big Seven Trade Exhibition concluded on July 26, 2005. The Small Scale Industrial entrepreneurs and the Association thanked the Government for giving them this opportunity by way of promotional support thereby they were able to participate in such an exhibition.

V. Rajagopal
General Manager, K-BIP