



Share a Journey to the Future

Introduction

African markets are now the focus of the world's attention. Exporters across the globe have embarked upon aggressive marketing strategies in South Africa and indeed across Africa countries. Many Trade Promotion Agencies are already fielding trade specialists to provide their global exporters access to information pertaining to Africa country market conditions, market access barriers, market entry advice, market promotional opportunities and export finance assistance.

The Africa Continental Free Trade Agreement (AfCFTA) allows favorable trading conditions for goods to be traded intra-Africa without or with limited import tariffs and South Africa is often the preferred strategic 'steppingstone' into other sub-Saharan markets.

Future Foods provides Sponsors as local manufacturers and Brand owners, as well as export marketers, access to ready buyers and partners in South Africa and from the African continent.

Future Foods, in the wake of the pandemic, comes at an important time for economic drivers, exporters and local manufacturers to engage local markets, to participate in ongoing dialogue about critical and pertinent African F&B Industries Issues, Challenges, Trends and Opportunities.

Why Future Foods?

Many companies choose to participate on local physical trade exhibitions in Africa. While there is no substitute for attending or exhibiting in person, it is expensive to do so. Physical trade show and related travel, hotel, logistics and other 'out of office' costs do not apply to virtual events. These allow Brand owners and exporters to prequalify potential customers in a more cost-efficient way.

Unlike 3-day virtual events that generally serve in support of physical trade shows, **Future Foods is an ongoing** virtual trade show and conference series focused exclusively on the food and beverages industries sector that offers unprecedented opportunity to reach and engage attendees and buyers in South Africa and from across the continent.

A record of development requires continuous engagement. Future Foods provides just this, an ongoing platform for stakeholders to engage and network.

About Future Foods

Future Foods is a growing community and an interactive meeting place for buyers and purchase influencers to attend ongoing conferences, access information, source products and to network and trade with one another.

Future Food brings together importers, manufacturers and distributors with industry buyers, and future chefs from across Africa's diverse F&B food service spectrum.

Future Foods presents Attendees a personalized experience, regular new conference speaker programs, the opportunity to join this like-minded community and to network and share the journey into the future of the F&B industries in Africa.

Future Foods Guest List

CEOs, F&B management, category buyers, chefs, owner operators, and purchase influencers as:

- Importers and agents
- Distributors and wholesalers
- Retail chains
- Independent supermarkets
- Hotel F&B managers
- Wine & liquor retailers
- Professional caterers
- Restaurants and clubs
- African country trade Consuls
- Butcheries and bakeries
- Food production companies
- Packaging professionals
- Government officials
- Industry investors
- Gas station convenience and tuckshops
- Industry start-ups

About the Conference

South Africa is stepping up to answer the huge and immediate challenges that the Africa continent and indeed, our earth's future food system is facing. Meaningfully.

To present insight and solutions to challenges, Future Foods will bring together distinguished industry leaders, trade promotion agency representatives, executives from departments of economic development, sponsors, innovators, investors, manufacturers, retailers, and food and industry service providers to debate and reveal ideas, solutions, and technologies to immediate and pressing future challenges:

Succinct and informative sessions will be hosted by a continuity presenter, who will introduce panels and speakers that will be pre-recorded and live streamed from the HTA Culinary School in Randburg, South Africa, and other remote locations.

The conference sessions will unpack the journey to the future of the food and beverage trade supply chain and pronounce unified approaches to food sustainability and food and beverage as sustenance at core of our diverse African family cultures.

Sponsors are guided by themes and can nominate or select from a diverse range of Topics and can nominate speakers to participate.

Each Topic is introduced as a professionally produced and sponsor-branded 20-minute television quality production for simulcast followed by 40-minute livestream panel discussion to unpack the theme. These together with other Sessions are scheduled into the Conference Launch and annual speaker Program.

Future Food Conference Themes

Take part in this journey as we continue to address imperatives and the ongoing development of the F&B Industries supply chain in Africa. And prepare yourself for frank discussions, curious and intelligent moderation, and more than a couple of laughs.

- Address Key Industry Issues that provide support and guidance across the food supply chain
- Assist Exporters with cross border business understanding
- Elevate public discourse about the importance of food systems
- Highlight existing solutions and celebrate leaders in food systems transformation
- Call different actors as communities, companies, civil society, citizens, and food producers across African Countries to take new actions in the face of the pandemic.
- Intra-Africa Industry Trade Show for Economic Stimulation
- B2B Networking

Sponsors are Manufacturers, Producers and Suppliers of the following:



Retail Ready

Bakery Products
Bulk Ingredients
Canned & Dried Foods
Cereals, Grains & Flours
Fish & Seafood
Frozen & Chilled Foods
Fruit & Vegetables
Meat & Poultry & Milk / Dairy
Products
Oils & Fats
Organic Products
Sauces & Condiments
Snacks & Desserts
Specialty Foods
Sweets & Confectionery

Alcoholic Drinks
Health & Energy Drinks
Soft Drinks & Juices
Tea & Coffee

Front of House

Food service equipment
Display equipment
Table appointments
Payment Technology

Industrial Cleaning Solutions
Back of House

Kitchen Equipment and Utensils
Refrigeration / Air-Con Manufacturing
Technology
IT & Software Solutions
Packaging Machinery & Materials
Processing Machinery & Equipment
Storage & Warehousing
Transport, Logistics & Cold-Chain



Why Invest in a Future Foods Sponsorship?

- Expand both voice and reach into targeted trade markets
- Connect in real time to interact with prospects and customers
- Increase business through pre-qualified leads and export sales
- Sustain Brand exposure, corporate and product visibility, and prospect engagement
- Report actual ROI against low operating costs & expenses

Sponsors play a Key Role in the Conference Program



Sponsors nominate discussion themes that serve to advance their communications objectives and to join Future Foods' new TV quality production format. We promise pure edutainment!

Sponsors join in robust discussions as we bravely interrogate experts from economic development agencies, business organizations and key stakeholders in the supply chain. All for the sake of your access to best knowledge, practice, governance, and dare we say it? Fun!

Sponsors and Nominees Participate as Exhibitors

Sponsors take part in both the virtual Conference and Trade Show. Sponsors receive a custom-built and populated corporate pavilion as well as custom-built and populated booths for each participating nominee or Brand.



How Future Foods Targets Buyers for Your Company and Brands

Future Foods is a growing Community of buyers and purchase influencers interested in your business and products.

We only target buyers interested in participating exhibitor Brands and products. Your Participant team therefore benefits from all:

- Focused Future Foods event and exhibitor-specific SEO
- Highly targeted Google and LinkedIn PPC campaigns
- Supported Media and other Partner promotion (radio, television, press and online channels)
- Supported promotion issued by industry associations and organizations to their members
- Targeted email campaigns
- Trade and business press and PR
- Social media event, your conference program/speaker, and every other content activation



Attendee Features

- Safely visit Future Foods from any Internet-connected device
- Attend conference sessions at no cost.
- Add Conference sessions to private Calendar and receive email reminders
- Watch conference programs live and past sessions on demand
- Present questions to conference speakers and receive real time answers
- Source companies by product interest
- Request product specific quotations
- Video call exhibitors from the exhibitor's virtual booth
- Schedule video call meetings with busy or offline exhibitors
- Electronic briefcase to collect documents from exhibitor booths
- Add and share news and exhibitor press releases from the Media Centre to their 'electronic briefcase'
- Manage integrated product matchmaking to find exhibitor suppliers
- Live chat with online exhibitors
- Leave messages for offline exhibitors
- Invite private network connections
- Network selectively with exhibitors and attendees

About Xtendevent

Xtendevent.com is a virtual conference and exhibition platform and a portal to multiple virtual trade show that generates real time advertising ROI, reporting and analytics for Sponsors and Exhibitors.

The platform is developed and owned by our South African registered company, BRICS Africa BusinessHub ((Pty) Ltd. As a result, our company does not incur expensive virtual platform license fees and can run virtual events in perpetuity at competitive rates. Xtendevent enables 'hybrid' functionality and Future Foods speakers can be Livestreamed from professional set locations.

Like a 'bricks and mortar' exhibition and conference venue, Xtendevent's virtual spaces include an entrance Lobby, Exhibition Halls, a Networking Lounge, Conference Auditorium, Media Centre, Chat Lounge and Help Desk.

1. One-on-one interaction with your target customer

We've reached out to you because we know that your target audience comprises a large portion of our guest list. Whether you are engaging conference attendees, speaking to customers via live video from your booth, responding to RFQs or engaging via live chat; we keep you connected. We send you desktop notifications if you are online and email trade alerts if offline. We promise to keep you and your every potential customer connected.

2. Brand Awareness and Media Exposure

Getting your name up in lights is the name of our game. You take ownership. We provide you the opportunity to maximize branding, exposure and to engage every attendee and potential customer. We include branding across all event promotion media, the virtual environment and put your company in front of potential customers across Sub Saharan Africa. For 12 months! February 2022 through February of 2023!

3. Increased Customer Engagement and Loyalty

It costs 5x more to acquire a new customer than it does to keep an existing one and loyal customers spend 67% more than new ones! The key to new business is cost-efficient customer acquisition, regular engagement and relationship building. But short of licensing and hosting your own virtual event, do you know who is visiting your website? Do you know your return on digital marketing in Africa markets? Are you able to engage interested prospects virtually and in real time? From the moment there is an express interest, can any of your marketing initiatives provide immediate and detailed analytics that report the name, position, company, telephone number and email address of each prospect?

Future Foods is your opportunity to get valuable feedback on attendees to your conference program sessions, to respond to product specific RFQs, hold video calls with potential customers from your booth and know that you are completely connected to every potential customer every minute in every way.

4. Maximized ROI

Whatever Sponsorship option you choose, ask yourself this: How many opportunities can you leverage to reach potential customers 24/7/365, over 12 months where you can download, and report advertising ROI based on detailed analytics?

We are committed to meeting your business objectives, to growing engagement for you with your target audiences and to delivering a measurable return on advertising investment to your organization.

Coming Soon

