

## Pan-African food and hospitality show launches

The doors of the only Pan-African food, drink and hospitality trade show: Food & Hospitality Africa (F&HA), incorporating Hostex and IFEA, opened this week for the first time, bringing two established and reputable expos together under one roof, and offering trading opportunities to over 300 exhibitors from 27 countries.



Food & Hospitality Africa food demonstration

The three-day expo is set to deliver a variety of culinary, beverage and hospitality attractions, as well as a wide selection of products, equipment and services, along with demonstrations and competitions, and a host of topics in the scheduled free-to-attend seminars.

F&HA, which runs at Gallagher Convention Centre in Midrand from 3-5 May, is a co-location of the renowned Hostex show, which this year celebrates its 30<sup>th</sup> anniversary, and IFEA, the International food and drink Africa expo.

“F&HA is a response to industry demands for a one-stop shop, which is designed to be the most representative hospitality, food and drink, catering equipment, and food service event on the African continent,” explained Nick Sarnadas, Food & Hospitality event director with show organiser Specialised Exhibitions Montgomery.

“Under the F&HA banner, we have incorporated the hospitality and food service sectors that Hostex covered so successfully every year, while also adding food and drink suppliers from around the world at IFEA, thus combining all the aspects of hospitality in one show and giving us the proud status of being the only pan-African hospitality, food and retail

expo.”

A broad range of topics will provide insights for the retail, hospitality, food and beverage sectors, such as what's in store for the food, beverage and hospitality industry; the rise of 'free from'; the impact of mobile devices on service excellence in the hospitality industry; innovative packaging developments for fast food, deli and catering; and franchising your hospitality/catering service.

Tea & Coffee Africa, a feature area within Food & Hospitality Africa, also provides the platform for the Speciality Coffee Association of South Africa's regional barista championship, as well as a latté art and cup tasters contest.

The country pavilions within IFEA offer an unparalleled opportunity for buyers from the retail, wholesale and hospitality sectors to source new and innovative products from around the world. Countries showcasing food and beverage products available for import into Africa include Korea, Ireland, the United Kingdom, China, Spain, the USA, Italy, Austria, Thailand and many more.

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