

Hostex 2022

Africa's food, drink and hospitality trade expo

SINCE 1984

6-8 MARCH | Sandton Convention Centre,
Johannesburg, South Africa

REFRESHED

A fully
REFRESHED
industry platform

The space to launch
**REFRESHING
INNOVATIONS**

REJUVENATED
access to the
African market

RENEWED
opportunities for
business transactions

The chance to
**REINFORCE
RELATIONSHIPS**

An opportunity to
**FORTIFY YOUR
BRAND**



#HOSTEX2022

www.hostex.co.za

What's new in twenty twenty-two?

Hostex brings you the top trends and predictions that will impact the way the industry does business. Are you ready to grab the opportunities they present?

1. **HOTEL ROOM NUMBERS** are expected to grow from 64,500 in 2019 to 67,000 in 2022 ¹
2. **TRAVELLERS IN SA:** The total number will reach a projected 19.60 million by 2023, a 3.6% compound annual increase from 16.44 million in 2018 ¹
3. **KEY HOSPITALITY MARKET:** The growing tendency toward valuing experiences over possessions, particularly by millennials, will benefit the hospitality industry in Africa ¹
4. **COFFEE:** Interest in origins and café culture is making coffee a destination on its own, and tours in cafés and at farms will happen around the world ²
5. **COCKTAILS:**
 - The return of classics and loss of momentum for overly complicated, sugar-forward cocktails
 - Low ABV and alcohol-free serves

Food for thought!

If your product delivers on the hospitality market's hunger for fresh solutions to business needs, they'll be looking for it at Hostex 2022, where refreshment is the order of the day.

Sources:

¹ PricewaterhouseCoopers Hotels outlook: 2019–2023 Future resilience report

² #BizTrends2020

HOSTEX

– since 1984 –

1

THE trade show where
industry meets

2

Where industry leaders
showcase their brands to
decision-makers

3

Where the exceptional
is standard fare

4

Attracting thousands
of African and
international visitors



Four refreshed districts



EQUIPMENT
AFRICA

suppliers of large and small equipment for the entire hospitality sector



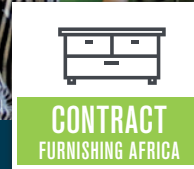
FOOD & DRINK
AFRICA

food and drink brands, producers, and suppliers



TEA & COFFEE
AFRICA

producers and distributors of hot beverages, equipment, and accessories, in partnership with SCASA



CONTRACT
FURNISHING AFRICA

crockery & glassware, furniture, décor, lighting, linen, towelling, floor coverings, interior design, guest amenities, and more

Rejuvenated visitor attractions

Hostex 2022's enticing experiences for visitors include:

- Wide range of **innovative** products and services
- **Exciting attractions** by SA Chefs Association
- **Perked up offerings** by Speciality Coffee Association of Southern Africa
- **Incubator Hub**
- **IndustryLIVE!** presenting interactive and curated presentations and demonstrations

Why Hostex 2022?

A refreshingly different global trade event | Catering to the continent's unique dynamics | Energising Africa's food, drink, retail and hospitality market | Delivering a revitalised platform for showcasing your brands | Ensuring fresh new experiences for visitors | Meeting the demands of exhibitors and visitors | Providing fresh service, food, taste, and experience | Strengthening your marketing strategy | Valuable industry networking

We attract quality visitors

Hostex provides excellent exhibitor support with advice, training, marketing, social media, public relations, and encouragement.

Working closely with industry and media partners, Hostex 2022 will be promoted through an effective and influential marketing campaign to attract high-level visitors who include quality decision makers, buyers and specifiers from across the various sector markets.

Join the industry rejuvenation at Hostex 2022



Hostex 2020 HIGHLIGHTS



Hostex 2020 delivered exceptional value, innovation and opportunity for exhibitors and visitors.

100% visitors
who make or influence
buying decisions

**5586
VISITORS**

10 500m² of
exhibition space

3 theme
DAYS

22 curated and relevant seminar topics

7 Hostex Ambassadors – captains of industry

Many NEW FEATURES TO ADD VALUE as leading industry platform

1000s of new products and services

VISITORS BY BUSINESS ACTIVITY

60% from foodservice
and hospitality

21% from retailing,
wholesaling,
distribution, import/
export

11% from manufacturing

8% other sectors

VISITOR DEMOGRAPHICS

65%

in age
groups from
25 to 54
years

96%

from
South
Africa

31

other
countries
were
represented

74%

of international
visitors from
other African
countries

Book your stand at the refreshed Hostex 2022



Hostex 2020 TESTIMONIALS



“

VULCAN CATERING EQUIPMENT

“We had a fantastic Hostex – and we were very glad to be back in Sandton! We had a steady and varied flow of quality visitors. Day one was amazing, we picked up a thousand leads and sold our brand-new Suite 700 to a buyer from Botswana. Our demos were well attended and interest was exceptional. Hostex is also the place for networking and we enjoyed the interaction with the industry. The Specialised Exhibitions team was an absolute pleasure to work with; their back-up and support and online options were excellent.” *Liandra Vorstenbosch*

THE FRY FAMILY KITCHEN

“Hostex 2020 was a brilliant show and conveniently central. We introduced our plant-based Big Fry Burger, and also did demos on our chicken-style strips and hot dogs, which attracted amazing interest and many potential consumers on a personal or foodservice level. A highlight was everyone’s reaction to the taste of our food and the bottom line for us was great visitors and good results.” *Hayley Bauristhene*

DYMO LABELLERS

“This was our first time at Hostex and we brought a range of Dymo labellers to the show. We are very pleased with the high level of genuine interest from many visitors and we sold a number of labellers, answered many questions, and we have many quality leads to follow up.” *Aruna Desai*

CAFFENU

“Our new solution to cleaning commercial and home coffee equipment was a hit at Hostex. The show was great for us; we found that this was an excellent platform to meet the industry, and our interactions with the coffee industry in particular were very valuable. We picked up many more leads than we anticipated – from buyers and distributors.” *Judy Walter*

DYNASTEIA

We had a great show – we used it as a launch platform to the Hostex market and we picked up good leads from visitors who were genuinely interested in our iced tea range, coffee enhancers, bar cocktail mixes, syrups, purees, and cordials. The fact that we manufacture ourselves and have flexibility in creating bespoke products for clients was of key interest.” *Jessica Berman*

”

Be part of a refreshing change.
Book your stand at the refreshed Hostex 2022

#HOSTEX2022



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WE'RE PROUD TO ANNOUNCE

Hostex 2022 is your refreshed opportunity to showcase your products and services.

GENERATE
on-site sales and
quality leads

CONNECT
with quality visitors
and decision-makers

LAUNCH
new products and
services to industry

STRENGTHEN
new and existing
relationships

POSITION
your brand as a
market leader

MEET OUR HOSTEX 2020 PARTNERS

Supported by:



Official media partners:



Sponsors:



Tea & Coffee Africa

COFFEE
MAGAZINE

Supporting Media:



BOOK NOW for Hostex 2022

REFRESHED!

Contact us for the best show deal!

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