



ENGAGE

TRADE AFRICA

**Connecting Africa
Accessing Global Markets**

**27 – 30 OCTOBER 2025
DURBAN, SOUTH AFRICA**

www.engagetrade.africa

ABOUT ENGAGE TRADE AFRICA

Engage Trade Africa (ETA) is Africa's leading event driving international trade for the continent. A specialised Hosted Buyer Engagement Program, ETA is designed to foster lasting relationships through a variety of activities across the 4 day event. It drives meaningful trade partnerships, promotes industry growth, and supports the advancement of Africa's economy, through connecting in unique ways, socially through open-top bus tours, wine tastings and meals, formally via B2B meetings and workshops, and experientially with site visits to successful local facilities, naturally leading to quality engagements.

2025

30
Countries

400+
African
Producers

500+
Buyers &
Potential Partners

4,000+
Meetings

20,000+
Engagements

2024

250 African Exporters
2,500+ Meetings
150+ African Exporters

2023

50+ African Exporters
500+ Meetings
30+ African Exporters

2022

40+ African Exporters
200+ Meetings
20+ African Exporters

2021

16+ African Exporters
120+ Meetings
10+ African Exporters

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INDUSTRY FOCUS

Engage Trade Africa is primarily focused on the FMCG Industries, covering Food & Beverage Products, Cosmetics, Ingredients for Manufacturing FMCG Products, Textiles, Clothing, Décor & Design. But other industries are also showcased, including Medical, Wellness, Pharmaceuticals, Household, & other Accessories.



FOOD & BEVERAGES



COSMETICS



INGREDIENTS



TEXTILES & DECOR



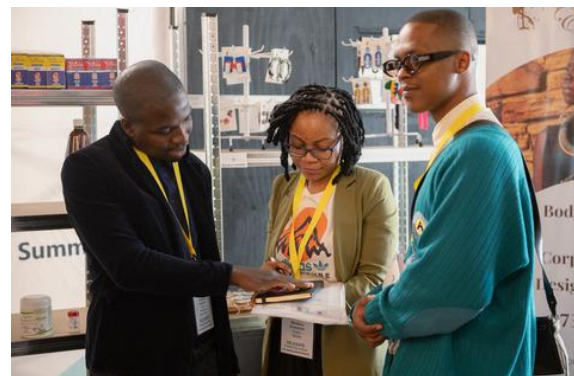
OTHER

EVENT STRUCTURE

Engage Trade Africa begins with impactful workshops on trade logistics, export certifications, and marketing strategies. Developing skills to navigate trade agreements, customs compliance, and export documentation. Network with industry leaders in association roundtables on trade policy, finance, and sustainability. This will be followed by an exciting and memorable afternoon excursion, taking in the local attractions and hospitality of the host city with presentations on new market opportunities.



The event venue is selected to create a vibrant marketplace environment. The Exporters have easy access to a showcase product shelf on the perimeter of the meeting space, but do not spend their valuable time standing hoping for connections. Rather they attend pre-arranged B2B meetings or further connect with those met during the social networking occurring outside of the formal event days.



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EVENT STRUCTURE

The core of the Engage Trade Africa event is the carefully choreographed B2B matchmaking meetings, ensuring each delegate meets with the perfect person to enhance, grow or expand their business. The meetings are spread out across 2 days, occurring in 20-minute windows in “speed-networking” fashion, providing participants time and space to connect while maintaining the energy and feeling of community and engagement.

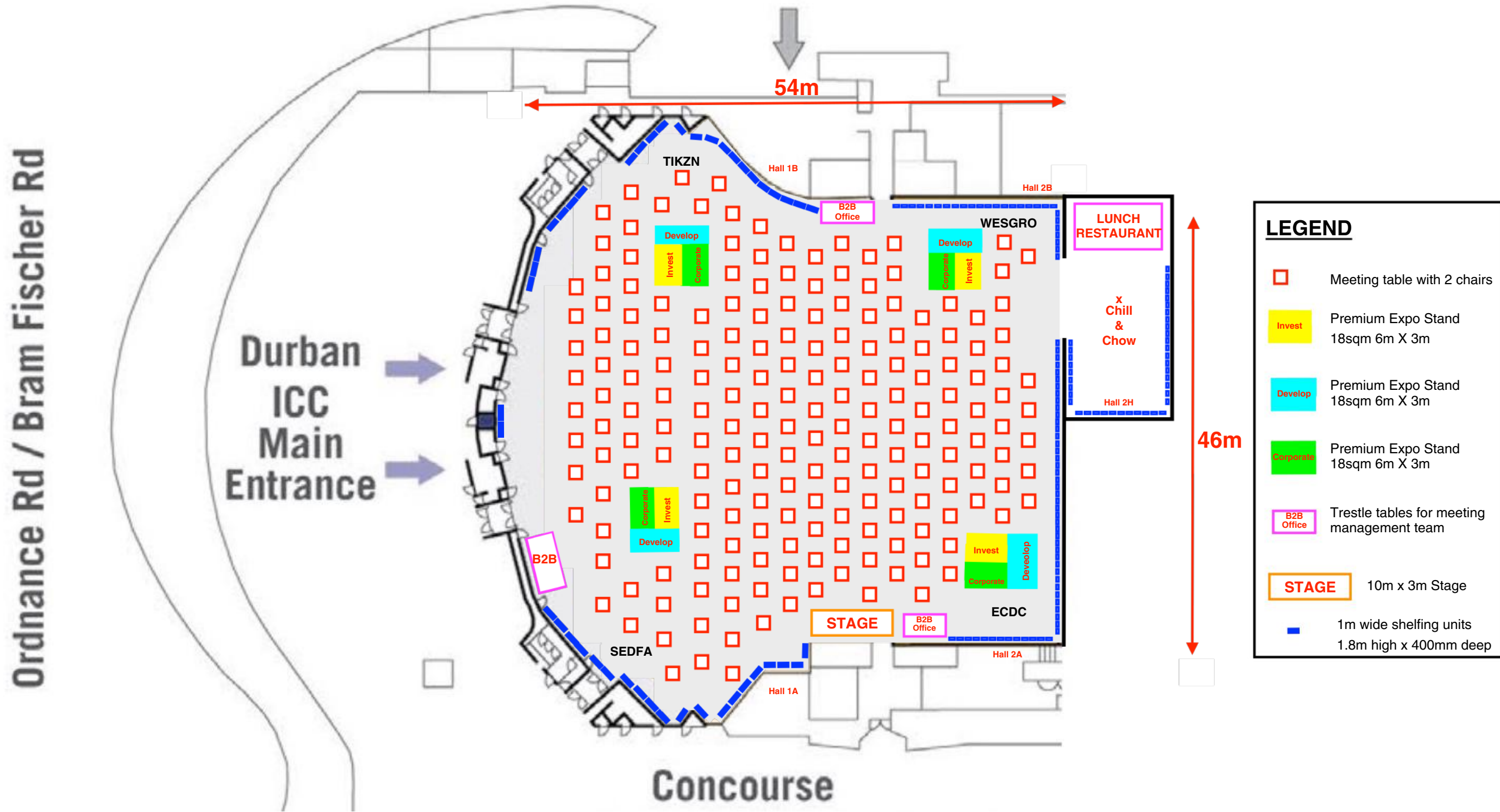


The final day of the event adds yet another highlight with a unique way of networking in the form of FMCG Ecosystem Site Tours. The attendees are split into groups according to their specific industry interest and head out on site visits to leading companies, each chosen for their significant contributions to expanding African FMCG products into the global market.



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EVENT B2B MATCHMAKING FLOORPLAN



WHO ATTENDS

Exporters, Buyers, Associations and Experts from Africa, the U.S. and other parts of the world attend Engage Trade Africa to source new opportunities.

Exporters (not limited to)

- Fresh Produce
- Snacks
- Cosmetics
- Textiles
- Décor
- Household
- Seafood
- Cereals
- Natural Products
- Clothing
- Furniture
- Medical Devices
- Commodities
- Condiments
- Ingredients
- Leather Products
- Art
- Pharmaceuticals
- Grains
- Spices
- Oils
- Accessories
- Furnishings
- Nuts
- Sweets
- Creams
- Jewellery
- Designers

Types of Buyers

- Distributors
- Procurement
- Operations Manager
- Retailers
- Government
- Directors
- Importers
- Market Developers
- Entrepreneurs
- Exporters
- Agents
- Manufacturers
- E-Commerce
- Partners
- Consultants

Associations

- Associations
- Government Trade Departments
- Developmental Organisations
- Trade & Investment Agencies
- Sustainability Organisations

Experts

- Investors
- Market Trainers
- Freight Agents
- E-Commerce Specialists
- Customs Officials
- PR & Marketing Officers
- Trade Partners
- Business Matchmaking Organisers
- Financers

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BUYERS & EXPORTERS

ETA will be hosting leading buyers from South Africa, the EU, Asia, the Middle East, the U.S.A., and Africa.

60%

**Food (Independent Retailers,
Distributors, Manufacturers)**

35%

**Cosmetics (Stores, Agents,
Distributors, Manufacturers)**

5%

**Other (Hotels, Restaurants,
Boutiques, Clinics, Tourism)**

Exporters need to be export ready, have solid establishment in their own market and have product or produce available.
We are looking to for roughly the following breakdown of industries represented.

45%

AGRI PRODUCTS

Commodities

**grains, sugar, spices, fruits
& vegetables, dairy
products, meats, eggs)**

Manufactured Foods

**snacks, cereals, condiments,
sweets, cereals, biscuits,
drinks, yogurts, alcohol**

30%

Health & Cosmetics

**natural products, beauty
ingredients, oils, creams,
medical, pharmaceuticals**

25%

Textile & Décor

**textiles, furniture, art,
clothing, leather products,
accessories, jewellery**

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BUYER TESTIMONIALS



"Engage Trade Africa was an incredible opportunity for me to meet African manufacturers and makers in multiple categories. I was able to expand my sourcing scope to include certain food, beverage and lifestyle brands that I had not previously encountered. I made deep connections with over 25 potential future suppliers and I look forward to closing some deals with them in the coming months."

John Paul Makilya, Founder & CEO, BARIZI (Buyer, U.S.A.)



"In general I thought it was a very well executed event. I was able to meet some suppliers of my core business, but was also able to see what other products were on offer, which I believe would be very popular in retail environments in the USA. Particularly shelf stable and frozen products which can lead to new business ventures."

Miles Fraser-Jones, VP New Business Development, Sierra Produce (Buyer, U.S.A.) (IMG right)



"I did 41+ meetings over two days for a minimum of 20 minutes for each meeting. I also met a potential partner for the U.S. market and we are at an advanced stage of our collaboration. This was by far the most effective B2B event I have ever attended. Kudos to the team and sponsors, you did us proud."

Oliver Chikodzore, Head of Strategy and Planning, One Map Africa (Buyer, Ghana & South Africa)



"Very good experience meeting many industry players in different sectors. Factory visits are also very informative, and I enjoyed seeing the different company's ways of being innovative. Definitely made important business connections and I expect some business to flow in the near future."

Marthinus van der Westhuizen, Procurement Director, Empirestate Trading (Buyer, USA) (IMG centre)



"Engage Trade Africa 2024 was an incredible experience! The event provided excellent opportunities to connect with key industry players and explore new business partnerships. The organisation was seamless, and the discussions I had were invaluable for expanding our market reach. I highly recommend it for anyone looking to grow their international business connections!"

Ashley Quezada, International Operations Manager 4A Representaciones (Buyer, U.S.A.) (IMG right)



"I was impressed with the format and got to see some really unique and exciting products!"

Jim Demaree, President, F.R.I. Marketing, LLC (Buyer, U.S.A)



"The concept of ETA is excellent and my take away for four new prospective suppliers is great."

Laurance Milner, Founder Laurance Milner Holdings LLC (Buyer, U.S.A.)

OTHER TESTIMONIALS



"It was amazing how we could exchange and engage with the buyers in a non formal way, on the bus tour and during wine tasting. The venue at The Cruise Terminal was great. Bravo to the Catalyze team!"

Faniry Michou Andriamalala, Matching Grant Program Project Officer, Miarakap (Association, Madagascar)



"It was a very well organised event. The buyers were willing to engage and specifically for Rasah Spice, I was surprised by the number of meetings organised and the additional meetings that were arranged that were not part of the meeting list."

Ashveer Mahabeer, General Manager, Rasah Spice (Pty) Ltd (Exporter, South Africa)



"ETA is a very efficient and high intensity platform for B2B meetings, making it a great addition /alternative to attending overseas exhibitions. The social program, Constantia and wine tasting evening, are an essential part to the success of the event as it allows catching up with buyers on a more social basis."

Philipp Rein, Co-owner, Cape Honeybush Tea (Exporter, South Africa)



"I thought the workshops were excellent. I liked the format and length of the sessions. I attended two of the workshops, and both were informative, engaging and relevant to the event. Attendees felt comfortable asking questions to the speakers, which allowed for information sharing opportunities."

Debbie Hall, Country Rep South Africa, Cape Regions, USAID ATI



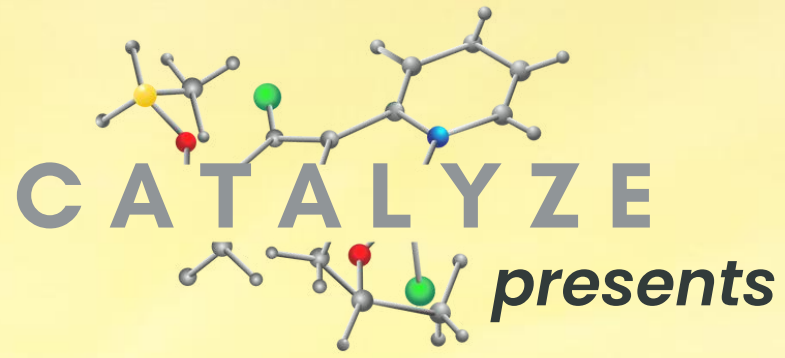
"It was fun and business. Every meeting that was arranged for us was very impressive and the concept was well received. What made it more exciting and meaningful was the B2B matching meetings. They meant everything. I would invite or share the experience with any SMMEs so that they get the same experience. The site seeing and visits to the manufacturing sites were also amazing. Well done Team Engage."

Andiswa Mbana, CEO, Crosspoint Trading 300 (Exporter, South Africa)



"ETA 2024 was a game-changer! The calibre of business leaders in attendance was truly impressive. From seasoned entrepreneurs to industry experts, the networking opportunities were unparalleled. The event provided a unique platform to connect with like-minded individuals and explore new business ventures. Highly recommend it to anyone looking to expand their network and drive growth in the African market."

Stanley Zimbizi, Export Manager, Robinson & Sinclair (Exporter, South Africa)



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Contact Cindy today!

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