



6 - 8 OCT
DURBAN, SOUTH AFRICA

2026

Connecting Africa.
Accessing Global
Markets.

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engagetrade.africa

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ABOUT

Advancing Trade Through Real Engagement

What it's about

Engage Trade Africa (ETA) is Africa's leading platform for driving international trade. Through a focused Hosted Buyer Engagement Programme, ETA builds lasting trade relationships over four days of curated interactions—combining social experiences, targeted B2B meetings, workshops, and immersive site visits. This integrated approach enables meaningful partnerships, supports industry growth, and advances Africa's economic development. engagetrade.africa

Impact in numbers (2025)

30+

Countries

250+

African Producers

350+

Buyers and Potential Partners

4K+

Meetings

20K+

Engagements

2024

250 African Exporters

2,500+ Meetings

150+ Deals Closed

2023

50+ African Exporters

500+ Meetings

30 Deals Closed

2022

16+ African Exporters

120+ Meetings

10+ Deals Closed

2022

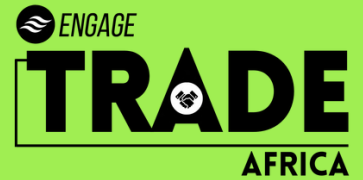
16+ African Exporters

120+ Meetings

10+ Deals Closed

INDUSTRY FOCUS

Connecting Africa's Key Trade Sectors



Engage Trade Africa places a primary spotlight on FMCG sectors, including food and beverage, cosmetics, manufacturing ingredients, textiles, clothing, décor, and design.

Complementing this core focus, ETA also showcases a diverse range of adjacent industries such as medical, wellness, pharmaceuticals, household goods, and accessories, creating a dynamic platform for cross-sector trade and collaboration.



Food & Beverages



Medical Devices & Cosmetics



Ingredients



Furniture and Decor



Other



EVENT STRUCTURE

The Architecture of Engage Trade Africa

Structured for impact

Engage Trade Africa opens with high-impact workshops focused on trade logistics, export certification, and market access strategies. Participants build practical capability to navigate trade agreements, customs compliance, and export documentation, while engaging directly with industry leaders through association roundtables on trade policy, finance, and sustainability. The day then shifts from strategy to experience with a curated afternoon excursion that showcases the host city's local attractions and hospitality, complemented by presentations highlighting new and emerging market opportunities.

Connection by design

The event venue is designed to create a vibrant, marketplace-style environment. Exporters have easy access to a curated product showcase along the perimeter of the meeting space, without needing to spend valuable time standing by in the hope of making connections. Instead, they participate in pre-arranged B2B meetings and deepen relationships through informal social networking that takes place beyond the formal event sessions.



Curated B2B Matchmaking

At the heart of Engage Trade Africa is a carefully choreographed B2B matchmaking programme, designed to ensure each delegate connects with the right partners to enhance, grow, or expand their business. Meetings are spread across two days and structured in focused 20-minute sessions, using a speed-networking format that balances efficiency with meaningful engagement. This approach creates the time and space for real connection, while sustaining energy, momentum, and a strong sense of community throughout the event.



Ecosystem site tours

The final day of the event introduces a standout networking experience through FMCG Ecosystem Site Tours. Attendees are grouped according to their specific industry interests and participate in curated site visits to leading companies, each selected for its role in advancing African FMCG products into global markets. These immersive visits extend connections beyond the conference setting, grounding conversations in real-world operations and market expansion success.

Inside the ENGAGE Trade Africa Week

DAY 1



Industry Workshops & Social Networking

Morning

Attend valuable industry-specific workshops & association round tables.

Afternoon

Engage in a social engagement site visits to factories, retailers and finishing off with a matchmaking function

DAY 2

B2B Matchmaking

Pre-arranged meetings between exporters and importers. Welcome address before B2B Matchmaking meetings begin.

Intra-Africa Industry & Association Roundtables



DAY 3

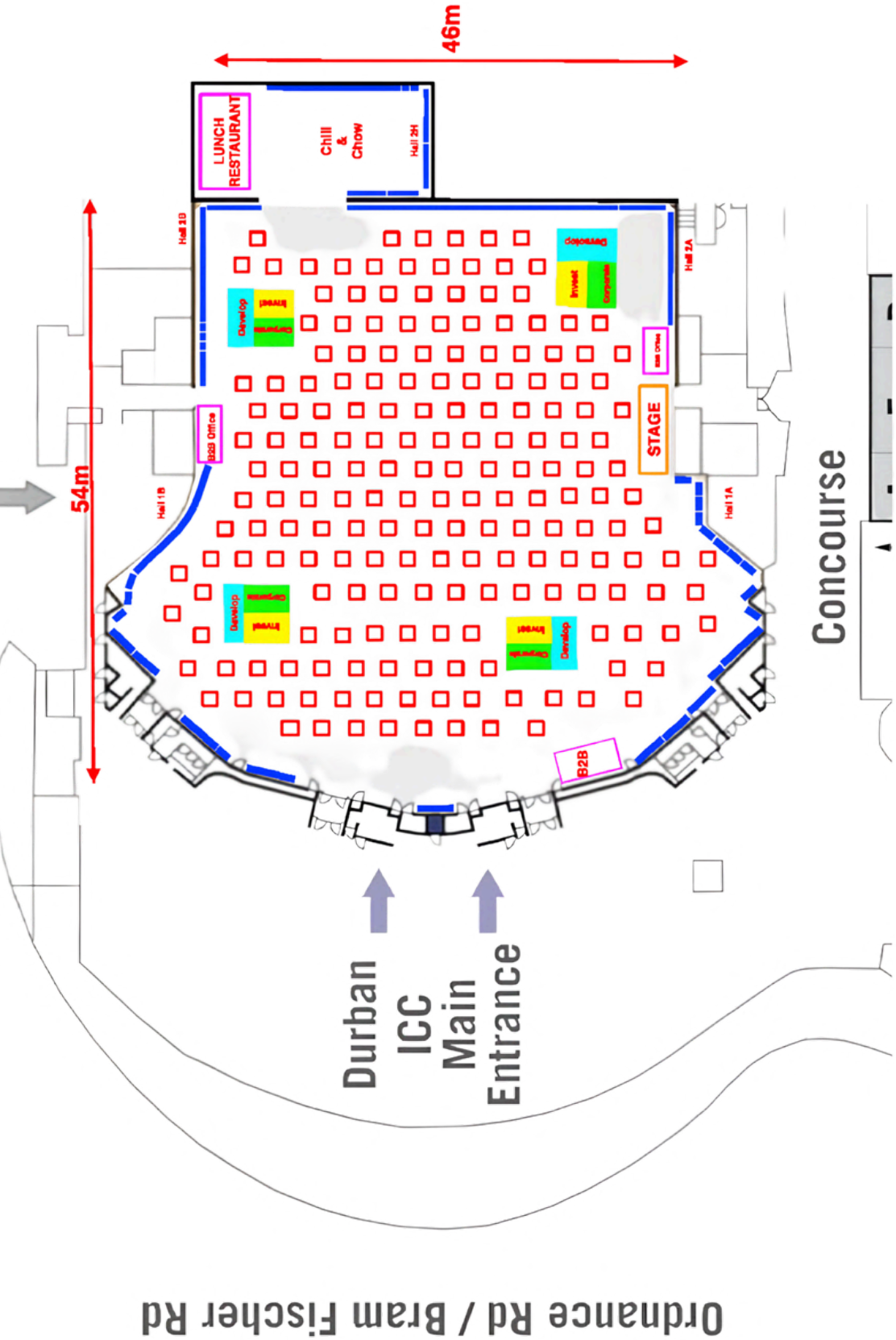
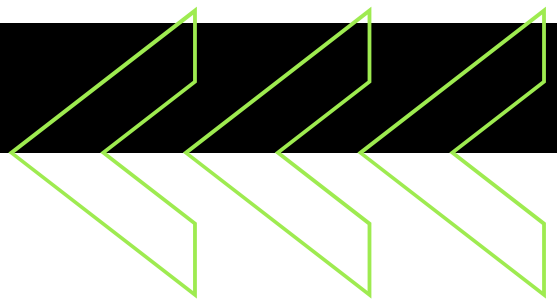


B2B Matchmaking

Pre-arranged meetings between exporters and importers. Welcome address before B2B Matchmaking meetings begin.

South African Industry Bodies Round Tables

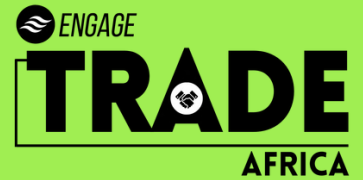
B2B MATCHMAKING FLOORPLAN



LEGEND	
	Meeting table with 2 chairs
	Premium Expo Stand 18sqm 6m X 3m
	Premium Expo Stand 18sqm 6m X 3m
	Premium Expo Stand 18sqm 6m X 3m
	Trotle tables for meeting management team
	STAGE 10mX3m Stage
	1m wide shelving units 1.8m high X 400mm deep

WHO ATTENDS

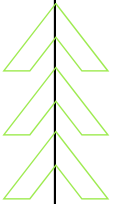
A curated global trade community



Exporters, buyers, associations, and trade experts from Africa, the United States, and global markets come together at Engage Trade Africa to build connections, unlock new opportunities, and accelerate cross-border trade. The attendee mix is intentionally curated to ensure relevance, quality engagement, and meaningful outcomes for every participant.

Exporters*

- Accessories
 - Art
 - Cereals
 - Clothing
 - Commodities
 - Condiments
 - Cosmetics
 - Décor
 - Designers
 - Fresh Produce
 - Furniture
 - Furnishings
 - Grains
 - Household
 - Ingredients
 - Jewellery
 - Leather Products
 - Medical Devices
 - Natural Products
 - Nuts
 - Oils
 - Pharmaceuticals
 - Seafood
 - Snacks
 - Spices
 - Sweets
 - Textiles
- *not limited to*



Types of Buyers

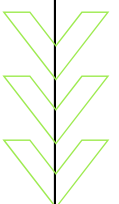
- Agents
- Consultants
- Directors
- Distributors
- E-Commerce
- Entrepreneurs
- Exporters
- Government
- Importers
- Manufacturers
- Market Developers
- Operations Manager
- Partners
- Procurement
- Retailers

Associations

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

Experts

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



A curated global buyer and exporter community

Engage Trade Africa hosts a carefully selected group of leading buyers from South Africa, Africa, the United States, the European Union, Asia, and the Middle East. Participation is intentionally curated to ensure high-quality engagement and real commercial opportunity.

40%

Food (Independent Retailers, Distributors, Manufacturers)

35%

Non-food (Stores, Agents, Distributors, Manufacturers)

25%

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

Industry representation

Exporters are required to be export-ready, well-established in their home markets, and able to supply consistent product or produce volumes suitable for international trade. The event aims for a balanced and representative industry mix, broadly structured as follows:



45%

Agri Products

Commodities:

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

Manufactured Foods:

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



30%

Health & Cosmetics

Natural products, pharmaceuticals, medical, oils, cream, beauty ingredients, medical devices



25%

Textile and Decor

Textiles, furniture, art, clothing, leather products, accessories, jewellery





TESTIMONIALS

Perspectives from buyers and partners



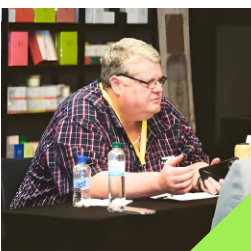
"Engage Trade Africa 2025 was an inspiring experience for me, which brought together visionary leaders and innovators from across the continent. I was deeply impressed to connect with not only like-minded individuals but exceptional ladies and gentlemen who shared invaluable business insights and a collective passion for shaping Africa's future. The spirit of collaboration and knowledge exchange truly made the event magical."

Angelo Mondoka, CEO Kuleni-Supergold Limited (Buyer)



"Had an opportunity to meet and forge business and personal relationships. Tapped out of my comfort zone by collaborating with beads and clothing designs by modelling and showcasing their designs."

Azande Ndebele, Business Owner Shlobo Designs (Exporter)



"In my 39 years across retail, wholesale, distribution, and hospitality, this was probably one of the most productive events I've attended. By engaging in the one-on-one speed meetings, I was able to gain a much clearer understanding of where opportunities exist for our business. I truly believe this event has the potential to become a major and highly sought-after trading occasion."

Johan Vermeulen, Procurement Director, Coolguys (Buyer)



"I'm still reflecting on the incredible experience at Engage Trade Africa. Representing Fred Footwear at such a powerful platform was an honour. I truly appreciate every international buyer and industry leader who stopped by; many were surprised by the quality and capability behind our locally manufactured safety boots. The B2B meetings were inspiring, the conversations meaningful, and the opportunities that opened up were beyond anything I expected."

Armelio Sithole, Marketing Officer, Fred Footwear (Exporter)



"It was certainly a rewarding experience. Once again, South Africa proved to be a destination for fine products for the African market. This was my first time as a buyer, and it has opened up for me increased opportunities to widen the scope of our work into Africa while seeking to connect other buyers to South Africa's manufacturers."

Bolanle Adesugba, COO, White Aura Designs (Buyer)



It was great, I met a lot of sellers who just needed guidance on what is needed to onboard onto a platform like Takealot. This gave those who were ready somewhat of immediate approval of their account and products. The only downside was that I didn't get to meet some of the sellers who couldn't get space on my schedule; in fact, one of them took a chance while waiting for my next seller and presented their products, and they were brilliant. I'd like to do this again, especially because I know what to expect!"

Oreratile Molapo, Business Development Manager, Takealot (Buyer)



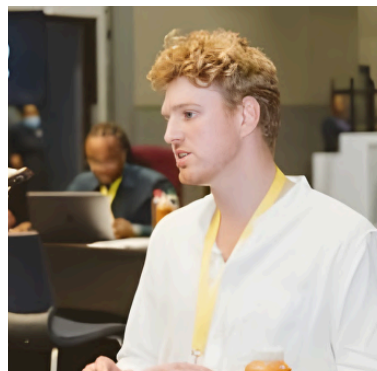
"Engage Trade Africa was an exceptional experience that brought together innovation, opportunity, and meaningful connections under one roof. The event was well-organised, offering a perfect platform to network with industry leaders and explore new markets across the continent."

Gaurav Gohad, Category Manager, T. Choithrams (Buyer)



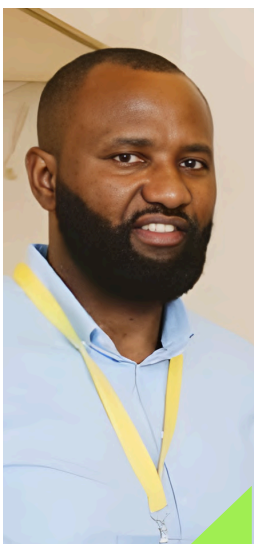
"Great show and an excellent concept. Being able to set up meetings beforehand and do proper research makes all the difference — it makes each conversation more meaningful and ensures you're sitting down with the right people, whose companies align with yours and offer real potential for business."

Tyrone Georgiou, Director, Umlozi International (Buyer)



Engage Trade Africa 2025 was like speed dating for Blue Commerce made valuable connections in a relaxed, high-energy environment."

Wesley Rogers, Managing Director, Infinity Blue Group (Buyer)



"Attending ETA was nothing short of exhilarating. The event provided a dynamic platform for professionals and entrepreneurs from diverse backgrounds to connect, share ideas, and discover new avenues for collaboration. As someone deeply invested in the business of safety products, I found the experience particularly rewarding and transformative."

A major breakthrough for my business was the opportunity to establish direct contact with suppliers from SA, removing the need to work through third parties. This direct engagement has streamlined communication, improved trust, and opened the door to more favourable business terms. I am pleased to share that, in the coming months, I anticipate signing a contract agreement with a reputable safety boot manufacturing company. This new partnership represents a significant milestone for my business, promising enhanced product quality and reliability for our clients."

Saviour Mpandalesa, Operations Director, Safety Gear (Exporter)



“This was the 2nd time for me to attend Engage Trade Africa, and the experience was the same, which was business and fun. Social networking sessions were very interesting as we were able to engage with buyers even outside the stipulated time scheduled for B2B. Every meeting that was arranged for us was very meaningful, with great chances of securing deals as negotiations continued. This was a good platform to grow our businesses, of which I am sharing it with other SMMEs.”

Jabu Dlamini, Founder and Director, Amazizi leatherwork (Exporter)

“I met so many potential suppliers and I couldn't be happier. I can't wait to close off on all deals!”

Nontokozi Nhlapo, Procurement Buyer, Bidfood (Buyer)



“I feel the setup of the trade show is very susceptible to productive discussions. There is no one pretentious and the conditions are favorable to meet on a level playing field where there is a shared outcome of success for both parties involved. At the end of the show, we leave as friends and business partners. The networking events are very important as it definitely breaks the ice.”

Miles Fraser-Jones, VP Sales & Product Management, Fresh Del Monte (Buyer)



“It was a great experience attending Engage Trade Africa 2025. Besides gaining valuable insights into the African market, the event also broadened my horizons and gave me a deeper understanding of new business opportunities.”

Hun Leong Aw, CEO Box World (Buyer)



“With Fairtrade securing a speaking spot on open day, it created fantastic awareness for the certification, and it showed by the many questions that we were engaged in, and time ran out! During the event, we enjoyed excellent meetings and networking with the delegates and the event sessions made it easy for people to open up, connect and share. Overall, I have a few leads and opportunities to work through.”

Prem Naidu, Commercial Manager, Fairtrade Africa (Association)



“This was a well-curated trade event, especially with the one-on-one meetings and the evening cocktails, and the tours, as I made most of my promising engagements outside the set meetings. The biggest highlight for me is making a deal during the bus tours to HomeConcept and the collaborative relationships gained with other participants.”

Sibulele Ntobe, Director, Goldspoon Bottega (Exporter)



“ETA makes a lot of sense. It's great to have one-on-ones with buyers - magic happens there. The site visits were the cherry on top. Thank you.”

Phuti Swapi, Managing Director, Tichi Holdings (Exporter)





Get in touch

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