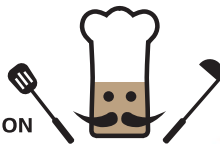


THE LEADING HOSPITALITY & CATERING EXHIBITION

HOSTEX

Cape 2012



The definitive showcase of South African hospitality and catering products and services

15 - 17 May 2012

Cape Town International Convention Centre

With 2010 behind us, opportunities abound in the hospitality industry, with more hotel rooms than ever before, vastly improved airports around the country and a road network that can now keep pace with the massive development of the last decade. This optimism is being felt in the Western Cape and throughout the rest of South Africa, and Hostex Cape 2012 is the only exhibition that provides a one-stop resource to help hospitality industry providers realise their post-2010 potential.

The largest and longest-running exhibition of its kind in Africa and the only one endorsed by the South African Chefs Association, Hostex has been an integral part of the local food services and hospitality sector for 26 years in Gauteng and returns to the Cape for the ninth time between 15 and 17 May 2012 at the Cape Town International Convention Centre.

Three jam-packed halls at the exhibition will introduce exciting new ideas and innovations from over 200 exhibitors. With new attractions including wine, environmentally friendly products and niche services, in addition to the SA Chefs Village, Hostex Cape is designed to appeal to a broad cross section of industry buyers.

Held biennially in Cape Town, Hostex Cape 2012 is expected to attract over 6 000 qualified trade visitors.

Exhibitor profile



The latest product and service offerings will be available from hospitality and catering providers, covering:

- Access control and room safes
- Alcohol and non-alcoholic beverages
- Bar equipment
- Beds and bedding
- Catering and bakery equipment
- Catering wholesalers
- Cleaning and hygiene equipment
- Computers and computer software
- Conference and entertainment equipment
- Cutlery, crockery and glassware
- Floor and wall coverings
- Food and beverage products

- Furniture and furnishings
- Guest amenities
- Laundry equipment
- Management and communication systems
- Packaging and containerware
- Point-of-sale and cash registers
- Promotional items
- Refrigeration and ice machines
- Tableware
- Telecommunications systems
- Training and education services
- Security and security systems
- Uniforms
- Vending equipment

Visitor profile



Hostex attracts an extremely high proportion of decision-makers in the catering, conference, restaurant and hotel industries, including hotels, B&B owners as well as club and pub owners. In 2010, 80% of Hostex Cape visitors were from the Western Cape, reflecting the nature of Hostex Cape as a regional hospitality trade exhibition. The vast majority of visitors were people with buying power, with 22% being MD or owners of businesses, 13% being managers, 9% chefs, 9% sales and 7% buyers. An overwhelming 49% indicated that they make purchasing decisions on behalf of their company, while 37% stated that they influence such decisions.

Reasons to visit



- Source products, suppliers and services covering the entire spectrum of your business requirements under one roof
- Discuss business needs in a neutral environment
- Find out about the latest technology and industry trends
- Compare vendors and brands
- Be entertained by the Global Pizza Challenge, SA Chefs Village, demonstrations and displays of culinary art
- Find solutions to specific problems

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Reasons to exhibit



- There is no better opportunity for face-to-face marketing in the hospitality industry
- Demonstrate your product or service to your direct target market
- Launch new products to the marketplace
- Build your brand
- Consolidate existing relationships

Media partner



Hotel & Restaurant magazine, a RamsayMedia publication

Endorsements



- South African Chefs Association (SACA)
- Restaurant Association of South Africa (RASA)
- FEDHASA
- Guest House Association of South Africa (GHASA)
- Bed and Breakfast Association of South Africa (BABASA)
- National Accommodation Association (NAA)
- The Franchise Association
- Vending Association of South Africa (VASA)
- THETA
- AA Travel Guides

The Hostex marketing campaign targets decision-makers and buyers from:



- Architectural and interior design companies
- Canteens
- Casinos and gaming clubs
- Catering companies
- Clubs and pubs
- Coffee shops
- Conference centres
- Executive dining rooms
- Fast food outlets
- Forecourt and convenience stores
- Game farms and lodges
- Guest houses and B&Bs
- Hospitals and clinics
- Hotels
- Restaurants
- Supermarkets and retail stores
- Taverns, bars and shebeens
- Timeshare and holiday resorts

Trade only

For further information, contact:
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Organised by:

Specialised Exhibitions (Pty) Limited

Pioneering Business Opportunities in Africa