

MEDIA RELEASE

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Bloem Show

Bloem Show: 22 April to 1 May 2027

Next year's show will take place from **22 April to 1 May 2027**, featuring the vibrant and exciting theme "**Sports**", which promises to bring a focus on all aspects of sport and ball games throughout the exhibitions.

As always, visitors can look forward to **two public holidays** during Bloem Show: **Tuesday, 27 April (Freedom Day)** and **Saturday, 1 May (Workers' Day)**. In addition, **Monday, 26 April 2027** will be a school holiday, making it the ideal time for a getaway with family and friends.

Following the great disappointment of having no cattle and small livestock exhibitions at this year's show due to Foot-and-Mouth Disease, societies, breeders, and farmers are eagerly anticipating their return in 2027.

For its **144th edition**, Bloem Show continues to build on its unique position as the only show in South Africa that combines entertainment, agricultural championships, and commercial activities on such a large scale.

Preparations for 2027 are already attracting significant interest:

- The **agricultural championships are fully booked.**
- **Exhibition bookings are already open.**
- **Food stalls are fully booked.**
- Categories such as **leather products, jewellery, and toys** are already fully booked.

Exhibitors interested in showcasing **technology, outdoor products, homeware, furniture, clothing, and lifestyle goods** are encouraged to contact the Bloem Show office soon to secure one of the remaining spaces.

Applications for the popular **“Gift Shop”**, where Bloem Show sells products on behalf of exhibitors, **open on 1 November 2026.**

Located in the heart of South Africa, **Bloem Show** is a premier annual event where **business leaders, farmers, and visitors** come together to connect, trade, and celebrate. The show offers a **one-stop destination for entertainment, business, and leisure** – a highlight on the South African events calendar. **Save the date!** Join us at **Bloem Show 2027** from **22 April to 1 May** under the theme **“Sports”**. It promises to be an unforgettable experience!

For more information, visit **www.bloemshow.co.za** or call **051 448 9894**.

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