

FoodAfrica ^{Cairo}

The 8th International Trade Exhibition for Food & Beverages



SERVING
**APPETIZING
OPPORTUNITIES**

12 – 14 DEC 2023

EGYPT INTERNATIONAL EXHIBITION CENTER
CAIRO •

FOODAFRICA-EXPO.COM



{konzept}
EXHIBITIONS · EVENTS · MARKETING



FOOD AFRICA 2023: *THE* *LEADING F&B* *TRADE SHOW* *IN AFRICA*

Building on its entrenched experience in the Egyptian food and beverages sector, Food Africa has proved itself to be an unmissable event for decision makers in the food & beverage industry from across the world, to uncover the business potential of Egypt, Africa and the MENA region, source new products and materials, and keep track of the industry's novelties.

Food Africa, the 8th International Trade Exhibition for Food & Beverages, will be held from **12 to 14 December 2023**, in Egypt International Exhibition Center (EIEC), Cairo. The exhibition provides a versatile and highly targeted platform, serving appetizing business opportunities for wholesalers, distributors, and retailers from around the world.

For three consecutive days, the event offers an innovative format of showcasing products, networking with local, regional, and international industry stakeholders, and matching buyers with suppliers.

Exhibitors will get the chance to meet face to face with thousands of decision makers and industry professionals, develop partnerships, and reap solid opportunities in Egypt's whopping market and Africa's highly demanding food and beverages sector.



A FAST- GROWING FOOD & BEVERAGES MARKET *IN EGYPT*

During the last 7 years, the food industry sector in Egypt has witnessed tremendous growth and development. Egyptian food products have a good reputation both locally and internationally, putting them at the forefront of global competition in light of the continued development and modernization of factories and the support of small and medium-sized companies.





EGYPT A MODEL GATE FOR AFRICA & MIDDLE EAST FOOD MARKETS

\$4.1 BN

EGYPT'S FOOD EXPORTS IN 2022

24.5%

FOOD INDUSTRY'S
CONTRIBUTION TO
EGYPT'S 2022 GDP

14%

FOOD SECTOR'S
CONTRIBUTION TO
EGYPT'S TOTAL EXPORTS

\$16.3 BN

INVESTMENTS IN THE EGYPTIAN
FOOD PROCESSING SECTOR
IN RECENT YEARS

14.7%

CAGR* IN THE REVENUE OF
THE EGYPTIAN BEVERAGES
SEGMENT (2023-2027)

\$232.6 M

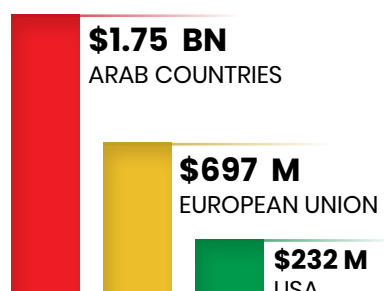
PROJECTED BEVERAGES
MARKET VOLUME IN 2027

325%

INCREASE IN THE NUMBER OF
COMPANIES IN EGYPT'S FOOD
SECTOR IN THE LAST 7 YEARS

*CAGR: Compound Annual Growth Rate

TOP EGYPTIAN FOOD EXPORTS (JAN-OCT 2022)



EGYPT'S TOP 5 FOOD IMPORTING COUNTRIES IN 2022

	SAUDI ARABIA	\$370 M
	UNITED STATES	\$277 M
	LIBYA	\$218 M
	PALESTINE	\$207 M
	SUDAN	\$182 M

EGYPT'S TOP AGRICULTURAL EXPORTS IN 2022

	CITRUS	1.8 M TONS
	POTATO	871,000 TONS
	APPLE	578,000 TONS
	GRAPES	152,445 TONS
	BEANS	150,864 TONS

FOOD AFRICA

2022 KEY FIGURES

*The below figures represent the total combined data of Food Africa & pacprocess MEA.



PARTICIPATING COUNTRIES



EXHIBITS PROFILES

- Bakery, Cake & Desserts
- Beverages & Energy Drinks
- Canned, Chilled & Frozen Food
- Child Food & Ready Meals
- Condiments, Sauces & Preserves
- Confectionery & Snacks
- Dairy & Gluten-Free Food
- Dates
- Eggs
- Ethnic & Halal Food
- Fish & Seafood
- Fresh Fruits & Vegetables
- Grains, Cereals & Flours
- Herbs & Spices
- Honey & Jam
- Ice Cream
- Ingredients
- Meat & Poultry
- Milk, Cheese & Dairy Products
- Mineral, Spring & Flavored Water
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Pasta
- Rice
- Software Solutions Provider
- Tea, Coffee & Herbal Infusions



25,821
VISITORS



72
VISITING COUNTRIES



30,000
SQM (3 HALLS)



500+
HOSTED BUYERS



3,768
SCHEDULED
BUSINESS MEETINGS



100+
EXPERT SPEAKERS



12
CELEBRITY CHEFS



10
TALENTED BARISTAS



13
COUNTRY PAVILIONS

BELARUS
BRAZIL
GERMANY
INDONESIA
ITALY
JORDAN
SAUDI ARABIA

KUWAIT
PAKISTAN
POLAND
RUSSIA
TÜRKIYE
UNITED ARAB
EMIRATES

SPECIAL FEATURES



HOSTED BUYERS PROGRAM

The **Hosted Buyers Program** will assist exhibitors in networking with trade buyers and decision makers from around the world by suggesting relevant contacts to meet. The program allows signing agreements on the spot.



SPECIALIZED CONFERENCE

The **specialized conference** brings together international industry experts to explore numerous agrofood related topics. It provides attendees with unique insights into new market trends and demands in Egypt, Africa, and the world.



LIVE COOKING SHOW

A dynamic culinary demonstration, powered by the Egyptian Chefs Association (ECA), welcomes locally and internationally renowned chefs to cook up unique recipes during the exhibition.



BARISTA SHOW

A preeminent coffee competition, welcoming local and international baristas to showcase wonderful coffee, talented people and industry progress.

CONCURRENT EVENTS



pacprocess
PROCESSING & PACKAGING

The 4th International Exhibition for Processing & Packaging in the Middle East and Africa, is a comprehensive, highly targeted exhibition that addresses the requirements of the food, beverage, confectionery, bakery, pharmaceuticals, cosmetics, non-food, and industrial goods industries.

As a member of interpack alliance, pacprocess MEA provides local and international firms with the most conducive rendezvous to explore the latest industrial trends, business opportunities and innovative technologies in Egypt, Africa, and the world.



FreshAfrica

Fresh Africa is dedicated to the fresh produce sector, featuring producers and traders from Egypt and from around the world. The event aims to establish a marketplace for producers, buyers and suppliers of fresh vegetables and fruits in Africa, the Middle East, and Europe.



SeafoodAfrica

For the 5th consecutive year, Food Africa will host a special addition dedicated to fish and seafood. **Seafood Africa** will attract manufacturers and suppliers from the sector to showcase a wide range of fresh, dried, frozen and processed seafood products, along with industry-related services.



Dates Africa

Dates Africa is another addition to Food Africa and constitutes a highly targeted business platform that allows local and international date producers, suppliers, and exporters to explore trade opportunities, enter new markets, and find new business partners from Egypt and Africa.

The event capitalizes on Egypt's ever-growing dates industry, which is the second largest in the world.

THE VENUE

Egypt International Exhibition Center has a fully equipped and flexible structure, with 4 halls providing over 40,300 sqm of exhibition space with interlinked partitions and over 8 meters ceiling height. The modern exhibition facility is well accessed by a modern highway and is a few minutes away from 5 stars hotels, commercial centers and the airport.

Access: Accessible from both a private entrance and convention center connection gate.

Services: The in-house teams bring events to life with dynamic design, lighting and other technology – backed by a strong foundation of utilities and facilities management. In addition, the kitchen can cater to any needs, from a simple finger food menu to a tasty business lunch.

Additional features: Multi-purpose offices, registration booths, easy access to the conferences center, coffee shops, food court and wide parking spaces.

THE ORGANIZERS

IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 42 years and more than 550 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

Konzept is an Exhibition & Event Management Company based in Cairo operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Their full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns.

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs, including 20 leading international trade fairs at its 613,000 sqm exhibition center on the Rhine. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

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CONCURRENT WITH:



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Dates Africa

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Africa**

