



Cairo

# FoodAfrica

FOODAFRICA-EXPO.COM



## pacprocess

PROCESSING & PACKAGING  
DECEMBER 2021  
MIDDLE EAST  
AFRICA

MEMBER OF INTERPACK ALLIANCE  
[WWW.PACPROCESS-MEA.COM](http://WWW.PACPROCESS-MEA.COM)

**tn**  
Messe  
Düsseldorf



**{KONZEPT}**  
EXHIBITIONS · EVENTS · MARKETING



## POST SHOW REPORT 2021

# 12 – 14 DEC 2021

EGYPT  
INTERNATIONAL  
EXHIBITIONS  
CENTER •

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# ORGANIZERS' MESSAGE

Dear esteemed visitors, exhibitors, partners, and sponsors.

We are pleased to have welcomed you all to the 6th edition of Food Africa, the premier International Trade Exhibition for Food & Beverages in Egypt. The show was proudly held under the auspices of Egypt's Ministry of Trade and Industry and the Ministry of Supply & Internal Trade.

We sincerely cherish the support of the Egyptian Government, a true testament of the show's position as a key international business platform highlighting the Food & Beverages industry in Egypt and Africa.

Organized by IFP Egypt and Konzept for the sixth consecutive year, Food Africa takes pride in bringing stakeholders together from around the world aiming to generate fruitful partnerships, showcase premium brands and services to regional buyers. The event has become the annual rendezvous for local, regional, and international industry specialists to access lucrative trade and investment opportunities in Egypt and Africa.

With each edition, Food Africa evolves with more innovative features to become more comprehensive and to maximize the benefits to our exhibitors and visitors. This year's edition brings you a string of exciting concurrent events, starting the Food Africa Conference, the signature Live Cooking Show as well as the Hosted Buyers Program which is designed to optimize business undertakings and stimulate trade relations and new business partnerships.

Running alongside Food Africa 2021, and for the second time in Egypt, was pacprocess Middle East Africa; the International Exhibition for Processing & Packaging in the Middle East and Africa organized in partnership with Messe Düsseldorf.

We would like to extend our deepest gratitude to the Ministry of Trade & Industry and the Ministry of Supply & Internal Trade for their valued support, as well as to our exhibitors, sponsors, partners, and visitors.

We hope to see you in 2022

Sincerely,



**Mr. Albert Aoun**  
Chairman & CEO



**Mrs. Dalia Kabeel**  
Executive Director

## Message From Messe Düsseldorf

Dear exhibitors, dear visitors,

We were very pleased to have welcomed you to the second edition of pacprocess Middle East Africa 2021.

So much has happened since the first show in 2019. Many trade fairs and events in the world were postponed or cancelled due to the Covid-19 pandemic. During this time though, one thing became very clear: Face-to-face meetings and interactions are not replaceable by digital alternatives. This made us all the more excited for pacprocess MEA 2021.

Although international travel restrictions were still in effect, exhibitors and visitors came together in one place to meet, get to know each other, build trust and do business, making pacprocess MEA a top-class event for Egypt and the whole Middle East region again. This is what we were really looking forward to, pacprocess MEA was held parallel to Food Africa thus creating a number of synergies for both exhibitors and visitors.

The significance of the Egyptian market and the Middle East region made pacprocess MEA a must-attend event. As a member of the interpack alliance, pacprocess MEA also benefits from an international network of trade fairs and industry expertise. With all that pacprocess MEA had to offer, exhibitors were sure to find what they were looking for.

Looking forward to welcoming you again in 2022

Yours truly,

Thomas Dohse

Project Director, Processing & Packaging

Messe Düsseldorf



# INAUGURATION & **OPENING CEREMONY**



Held under the auspices of H.E. Prime Minister, the opening ceremony of the 6th edition of Food Africa and the 2nd edition of pacprocess Middle East Africa took place on December 12, 2021

H.E. Minister of Trade & Industry, Mrs Neveen Gameh and H.E. Minister of Supply & Internal Trade, Dr. Ali El-Moselhi inaugurated the event, with the attendance of Mr. Hani Berzi, Chairman of the Egyptian Food Export Council and Mr. Abdelhamid El Demerdash, Chairman of the Egyptian Agriculture Export council, Eng. Ashraf El Gazayerli, Chairman of the Chamber of Food Industries, Mr. Ahmed Gaber, Chairman of the chamber of printing and packing

# FOOD AFRICA & PACPROCESS 2021 TESTIMONIALS



**Sidrah Haque**

Trade and Investment Attaché  
Embassy of Pakistan

"The Food Africa 2021 edition saw the biggest Pakistani participation in the show's history. This is an encouraging sign for the Trade Section that businesses in Pakistan see opportunities in the agro-food market here. Many debut exhibitors did not expect the level of footfall they received, and other exhibitors were enthused with the variety of countries that were represented in all days of the event. I am confident that the upcoming edition will witness an even bigger and better showcase."



**Roman Medvedskiy**

Belyov Pastila  
Russia

"This is the first time we participate in Africa specifically in Egypt and was very pleased with the high level of organization of this event. We had a lot of business meetings with different profile and promising future deals. The presence of our Ministry of Agriculture was very helpful also. Will definitely exhibit at the show again next year."



**Ashish Bansal**

Indika  
India

"Food Africa 2021 is a huge event and we have been exhibiting in many fairs but this one grew very big and would like to increase our presence in Cairo and other parts of Africa. We signed 2 deals on the first day and would definitely participate in the next edition. We thought that we will meet only Egyptian clients, but we met many clients coming from Iraq, Libya, Algeria, Sudan and the African region"



**Abdullah Alhudaithi**

Al Nakheel Al Ali Liltoumour.  
Kingdom of Saudi Arabia

"This is our first time we participate at Food Africa. It exceeded our expectations with the high level of organization and the quality of visitors. We signed deals with big distributor companies and the market is very promising. We are definitely coming back next year!"

# EXHIBITION OVERVIEW



442

EXHIBITORS



20,000

GROSS SPACE  
[SQM] (2 HALLS)



16,233

VISITORS

## INTERNATIONAL COUNTRY PAVILIONS



INDIA



INDONESIA



KINGDOM OF  
SAUDI ARABIA



MALAYSIA



PAKISTAN



POLAND



RUSSIA



TÜRKIYE



UNITED ARAB  
EMIRATES

## PARTICIPATING COUNTRIES



EGYPT



GREECE



INDIA



INDONESIA



JORDAN



KINGDOM OF  
SAUDI ARABIA



KUWAIT



LATVIA



LEBANON



MALAYSIA



MOROCCO



PAKISTAN



POLAND



RUSSIA



SUDAN



TUNISIA



TÜRKIYE



UKRAINE



UNITED ARAB  
EMIRATES

## NEW: FRESH AFRICA PAVILION

Food Africa launched for the first time, a dedicated pavilion for the Fresh produce sector, featuring a total of 36 companies from Egypt. The pavilion was supported by the Agricultural Export Council – AEC and the Horticultural Export Improvement Association – HEIA, highlighting the rising sector of the Fresh produce ingredients in Egypt.

# EXHIBITORS SURVEY

92%

ARE PLANNING  
TO EXHIBIT IN 2022

89%

OF EXHIBITORS ARE  
SATISFIED WITH THEIR  
OVERALL PARTICIPATION

81%

WERE ABLE TO  
GENERATE LEADS



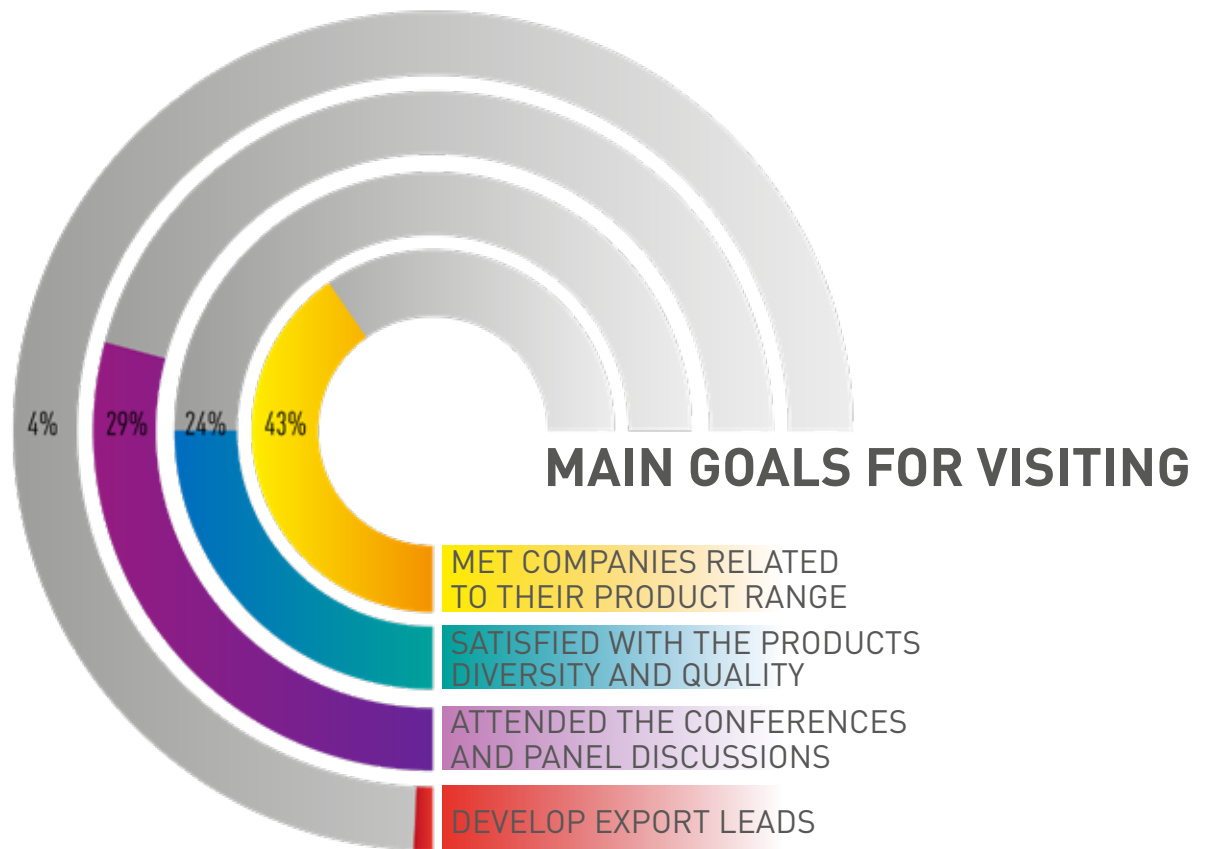
# VISITORS SURVEY

93%

WILL VISIT FOOD  
AFRICA AND  
PACPROCESS  
AGAIN NEXT YEAR

84%

HAVE FULLY  
ACHIEVED THEIR  
VISIT OBJECTIVES



# HOSTED BUYERS PROGRAM



1 200+

SCHEDULED  
BUSINESS MEETINGS



367

HOSTED  
BUYERS



51

COUNTRIES

The advanced HOSTED BUYERS PROGRAM, designed to seamlessly blend and match the needs of the food and packaging industry buyers with those of the manufacturers and distributors exhibiting on show, through prescheduled one-on-one meetings, ensured exhibitors met with qualified buyers over the three live show days.

## TOP PROFILES OF THE HOSTED BUYERS



- IMPORTERS
- WHOLESALERS
- HYPER MARKETS
- DISTRIBUTORS
- BROKERS
- SUPERMARKETS



# FOOD AFRICA & PACPROCESS CONFERENCE

Taking place over three consecutive days, the conferences provided several informative sessions that showcased the opportunities and challenges within the food and packaging sectors in Egypt and the region, explored new strategies, technologies and innovations to keep up with market developments.

Top Egyptian officials, industry leaders, market experts and guest celebrities spoke at the conference which covered various topics

- RUSSIA-EGYPT: "Development prospects of the agricultural intertrade"
  - WE GO DIGITAL
  - EGYPT'S FOOD SAFETY – The Way Forward
  - NATIONAL FOOD SAFETY AUTHORITY ROAD MAP FOR SAFE FOOD & BETTER FUTURE
  - INNOVATION IN MODERN PACKAGING
- COFFEE MARKET TRENDS IN THE EGYPTIAN MARKET
  - PRIVATE SECTOR DIALOGUE ON AGRICULTURE SOURCING
  - AGRICULTURE INNOVATION PROJECT -AIP
  - THE EMERGING DATE PALM INDUSTRY
  - THE ROADMAP TO INTERNATIONAL MARKETS
  - PRINTING & PACKAGING ROLE MODEL



16

SESSIONS



83

SPEAKERS



4,600

ATTENDEES



# LIVE COOKING & BARISTA SHOW

12

Participating  
Chefs

3

Participating  
Baristas

16

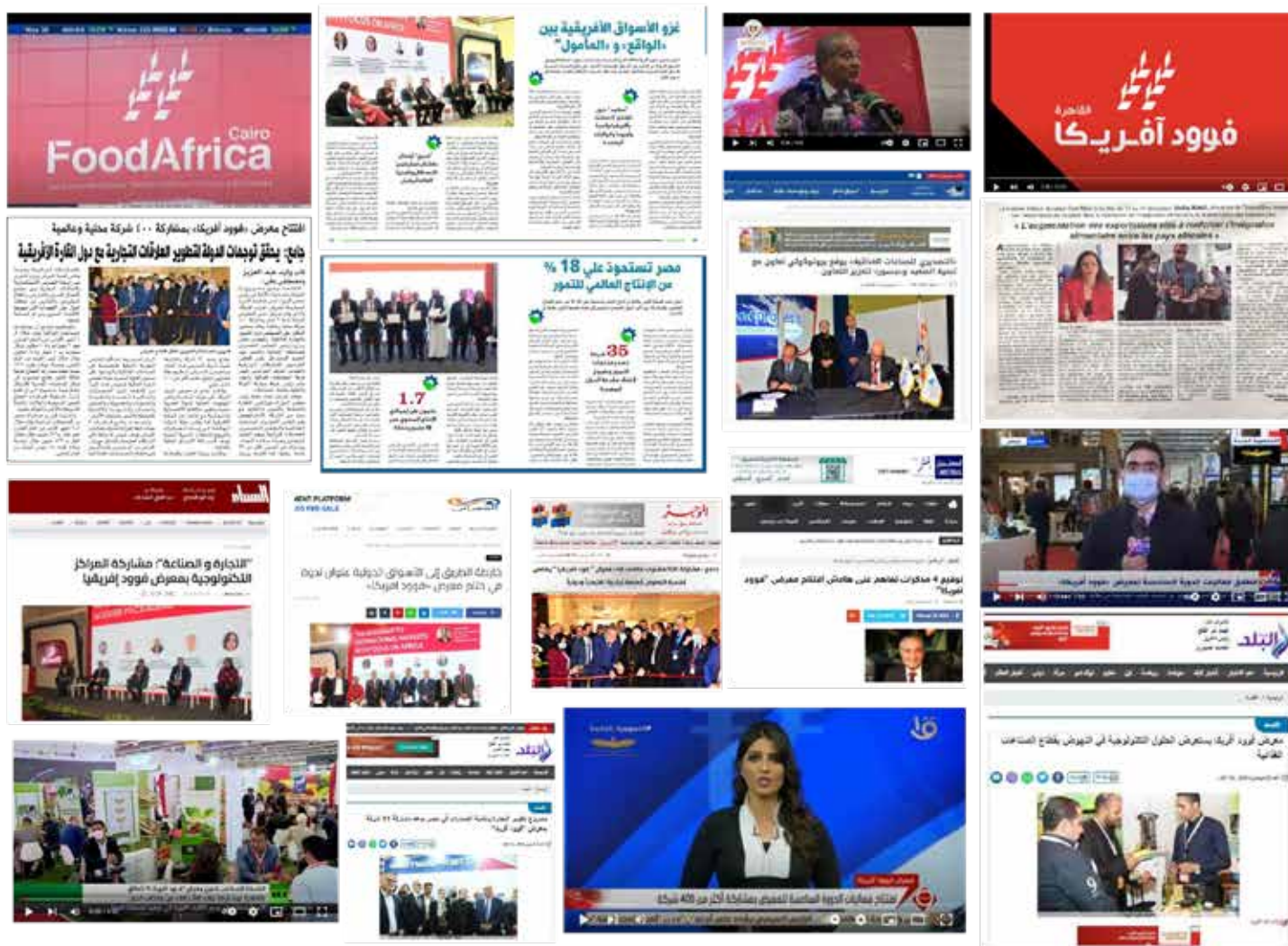
Supporting  
Entities

The LIVE COOKING show is Food Africa's culinary highlight, organized for the 6th consecutive year. The event hosted some of Egypt's top chefs who presented their culinary skills and masterpieces in front of a live audience of visitors eager to learn new cooking techniques.

Held concurrently with Food Africa, and for the first year, the Barista show gathered some of Egypt's baristas and coffee makers through live demonstrations on stage to serve classic coffee beverages and unique creations.



# MEDIA & PRESS COVERAGE



# MARKETING PLAN



## EMAIL MARKETING

Several e-campaigns were sent throughout the year targeting more than 60,000+ local, regional, and international Food & Beverage and Packaging professionals



## SMS MESSAGING

SMS campaign to 30,000 trade professionals



## WEBSITE

The website generated more than 100,000 sessions in the past year, and provided full information about the show to all exhibitors, visitors, and media



## SOCIAL MEDIA

Targeted ads/messages were sent across different social media platforms covering the entire region in both English and Arabic



## TELEMARKETING

Promoted Food Africa and Pacprocess through direct calls to key decision-makers and buyers by a team of trained telemarketers around the clock



## NEWSLETTERS

Several newsletters were published during the live days of the event, covering the headlines and latest news to 60,000+ professionals



## PRINT MEDIA

Several ads were published in major local, regional, and international magazines and newspapers directed to business professionals



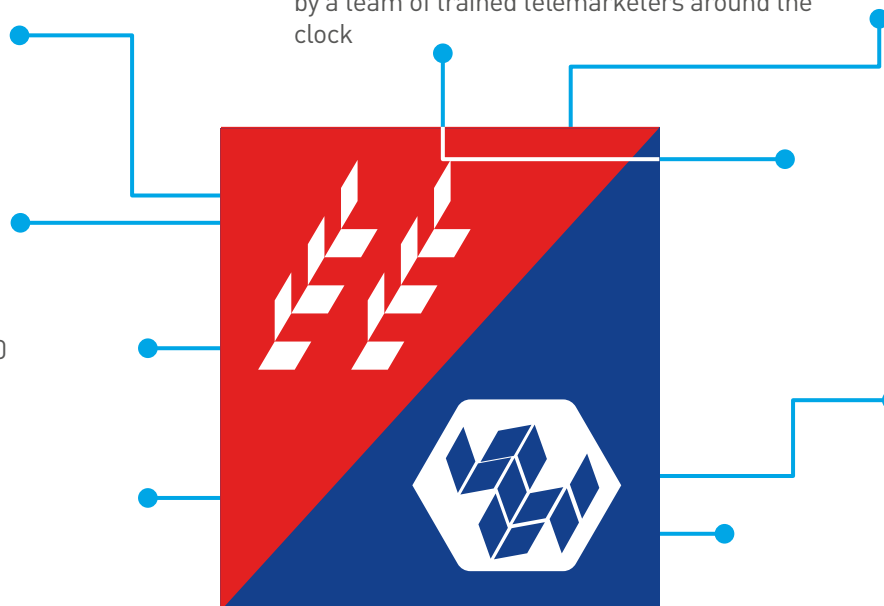
## DIGITAL MEDIA

Targeted messages were sent across media platforms to more than 18,000 industry professionals across the region throughout the year



## ROAD BANNERS

Placed in strategic locations in Cairo, reaching a large audience



# THANK YOU

**FoodAfrica** <sup>Cairo</sup>

**pacprocess**  
PROCESSING & PACKAGING

## SUPPORTED BY



## PLATINUM SPONSOR



## DIAMOND SPONSOR



## GOLD SPONSORS



## SILVER SPONSOR



## FINTECH SPONSOR



## PARTNER COUNTRY



## DATES AFRICA STRATEGIC PARTNERS



## STRATEGIC PARTNERS



## SUPPORTED BY



## PLATINUM SPONSOR



## CO-SPONSORS



## STRATEGIC PARTNERS



# LOOKING FORWARD TO SEEING YOU AT **FOOD AFRICA & PACPROCESS 2022**

## 5 - 7 DEC 2022

EGYPT INTERNATIONAL EXHIBITIONS CENTER – EIEC

Please visit **FOODAFRICA-EXPO.COM & WWW.PACPROCESS-MEA.COM**  
or contact us on the following:

**Local Enquiries:**  
MS. DALIA KABEEL

Tel: +20 (2) 25245187/88  
Fax: +20 2 252 45 199  
Email: [dalia.kabeel@konzept-egypt.com](mailto:dalia.kabeel@konzept-egypt.com)

**International Sales Enquiries:**

Tel: +961 1 511 977  
Fax: +961 1 511 970  
Email: [is@ifpexpo.com](mailto:is@ifpexpo.com)

**Inquiries within Germany:**  
KATJA TÜNNISSEN

Tel: +49 211 4560 615  
Fax: +49 211 4560 87615  
Email: [TuennissenK@messe-duesseldorf.de](mailto:TuennissenK@messe-duesseldorf.de)



**IFP Egypt**

38 Corniche El Nile, Alia Tower, Maadi - Cairo, Egypt  
Tel: +20 2 2528 3101  
Email: [info@ifegypt.com](mailto:info@ifegypt.com)