

FoodAfrica ^{Cairo}

DEC 5 - 7
2022

The 7th International
Trade Exhibition for
Food & Beverages

Egypt International
Exhibitions Center - EIEC

Food Africa 2022



A Unique International Investment and Trade Gateway to One of the Biggest Food Markets in the World

Food Africa, the International Trade Exhibition for Food & Beverages, resumes its 7th edition establishing itself as a global brand developed to create an efficient network between international traders and vendors with their counterparts from Egypt, the MENA, and the African region.

The event is a multilateral platform for wholesalers, distributors, and retailers to meet with industry professionals aiming to address the different needs of buyers and importers, and to serve new markets in Egypt and Africa.

For exporters seeking new sales, the exhibition provides a trade and sourcing platform without equal, and for suppliers it offers a prime opportunity to pitch against competitors, demonstrate strength on a global level, and gauge demand for new products in this evolving market.

Last year's edition of Food Africa welcomed 16,233 visitors from 32 countries. This year, the show, packed with new features, is set to be grander and is expected to attract larger numbers.

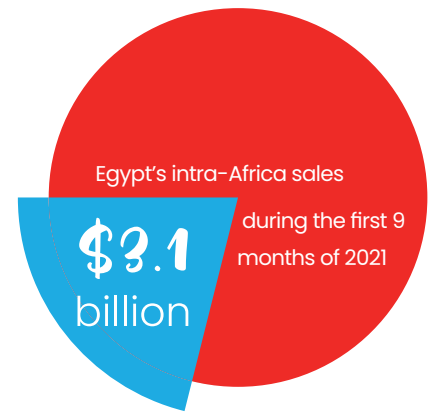
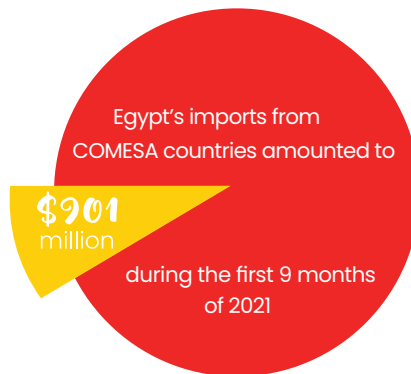
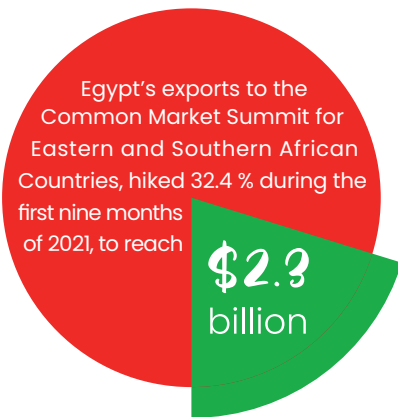
Large demand to a growing variety of foods and beverages from around the world

The Egyptian food and beverage sector is expanding rapidly, fueled by large demographics, a fast-growing economy and higher liquidity – thanks to the openness in the economy and the increasingly affluent residents' demand to a growing variety of products. The development of ambitious hypermarkets, new hotels, restaurants, and fast-food projects is further driving the demand for food and beverage from around the world. Catering services are also witnessing rapid growth as official and private banquets, receptions, and gatherings are on a rapid growth.



Access Africa's massive food market through Egypt

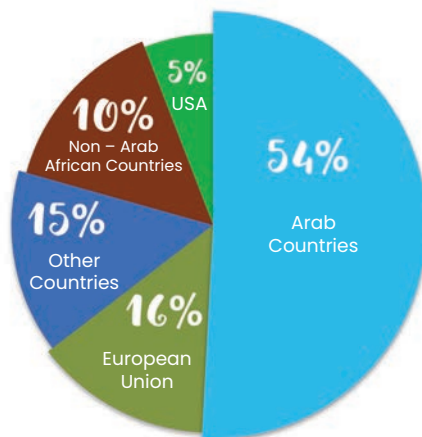
Due to a combination of population growth, rising incomes, and urbanization, strong demand is driving global food and agricultural prices higher, and is proving tremendous opportunities in the trade market and domestic agriculture. Africa's food market is expected to grow more than triple to \$1 trillion by 2030, which would support trade fortunes for farmers, food processors, and agribusinesses, with Egypt being one of the world's fastest growing markets for food and agricultural products, and one of the largest manufacturing bases in Africa, offering huge business potential.



Egypt's proximity to key global markets, its favorable growing conditions, and its advantageous agricultural calendar are all factors contributing to positioning the Food and Agro industries as the most dynamic and fastest growing sectors in Egypt.

Driving Egypt's growing food and beverage sector is its burgeoning population, growing at around 2.3 – 2.5 % per year, who spend over 30% of their income on food (current population is over 105 million).

Egyptian Food Exports for International Groups during 2021 amounted as follows:



Top Products of the Egyptian Food Exports in 2021:

| | |
|--------------------------------|----------|
| Frozen Strawberry | \$244 MN |
| Sugar cane dregs & animal food | \$235 MN |
| Cereals | \$203 MN |
| Sugar | \$198 MN |

Top Importing Countries to Egypt in 2021:

| | |
|-------------|----------|
| Spain | \$66 MN |
| Netherlands | \$86 MN |
| Lebanon | \$93 MN |
| Germany | \$119 MN |

General Increase in Export Products in 2020-2021

| | |
|-------------------------------|---------|
| Tomato Paste | \$25 MN |
| Oil Seeds & Oleaginous Fruits | \$27 MN |
| Sugar | \$35 MN |
| Grains | \$36 MN |

Special features



pacprocess 2022, the 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, pharmaceutical, cosmetics, non-food, and industrial goods industries.

In its 3rd edition, the event provides local and international firms with the most conducive rendezvous to explore the latest industrial trends and business opportunities in Egypt and the African region, as well as to answer the needs for the latest and most innovative products and technologies. Held concurrently, pacprocess MEA and Food Africa exhibitions complement each other, with the food industry being the biggest consumer of processing and packaging technology and products.

Ingredients Africa

Ingredients Africa is a dedicated platform for the ingredients and additives sector, a major component of the food and beverage industry. The exhibition capitalizes on vast opportunities for trade and investment in Egypt, one of the world's fastest growing markets for food, and also provides access to African markets.

Ingredients Africa brings together local and international manufacturers, suppliers, food development specialists and technicians to showcase the latest innovations, products, and ingredients, find new buyers, and grow business in Egypt and Africa at large.

FreshAfrica

Fresh Africa is dedicated for 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.

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.

Sea FoodAfrica

For the 4th consecutive year, Food Africa will host a special addition dedicated for fish and seafood. It 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.

Specialized Areas



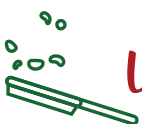
Hosted buyers program

A powered hosted buyers and matchmaking program, organized at Food Africa will assist exhibitors in making networking with trade buyers and decision makers from many African and MENA region countries by suggesting the relevant contacts to meet and help exhibitors and buyers prepare their show participation efficiently.



Food Africa Conference

Welcoming industry experts, the specialized conference explores numerous agro-food related topics including trading opportunities with Africa, trade agreements, food safety, consumer behavior, and the latest trends, among others. The conference provides attendees with unique insights into new market trends and demands in Egypt and Africa.



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 throughout the period of the exhibition.

Exhibits Profiles

- Bakery, Cake & Desserts
- Beverages
- Canned & Chilled Seafood
- Canned & Chilled Food
- Child Food & Ready Meals
- Chocolate & Sweets
- Condiments, Sauces & Preserves
- Confectionary & Snacks

- Dairy & Gluten-Free Food
- Dates
- Eggs
- Energy Drinks
- Ethnic & Halal Food
- Fish & Seafood
- Fresh Fruits & Vegetables
- Frozen Food

- Grains, Cereals & Flours
- Herbs & Spices
- Honey & Jam
- Ice Cream
- Ingredients
- Meat & Poultry
- Milk, Cheese & Dairy Products
- Pasta

- Mineral, Spring & Flavored Water
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Rice
- Tea, Coffee & Herbal Infusions

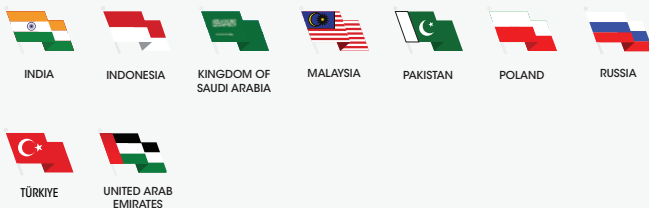
2021 Edition at a Glance

Food Africa 2021 not only provided space for the presentation of quality food manufacturers from around the world, but was also a premier meeting place for the food and beverage industry and a vibrant source of products for the African market.

Over three days, exhibitors got the chance to meet face to face with thousands of wholesalers, distributors, retailers and other industry professionals.



INTERNATIONAL COUNTRY PAVILIONS



PARTICIPATING COUNTRIES



THE ORGANIZERS

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.

IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 40 years and more than 500 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 an Exhibition & Event Management Company based in Cairo and 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. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns.

THE VENUE

Egypt International Exhibitions 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 inhouse-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.

Strategic Partners



الجلس التصديري للحاصلات الزراعية
AGRICULTURAL EXPORT COUNCIL



التمثيل التجاري المصري
Egyptian Commercial Service



Book your space

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Concurrent with:



pacprocess
PROCESSING & PACKAGING

Dates Africa



Seafood Africa



FreshAfrica



Ingredients Africa

