



pacprocess

PROCESSING & PACKAGING

12^{TO} 14 DECEMBER 2023

MIDDLE EAST AFRICA

MEMBER OF INTERPACK ALLIANCE

EGYPT INTERNATIONAL EXHIBITION CENTER

PACPROCESS-MEA.COM



KONZEPT
EXHIBITIONS · EVENTS · MARKETING



**interpack
alliance**
MADE FOR TOMORROW

FoodAfrica^{Cairo}

The 8th International Trade Exhibition for Food & Beverages

12 - 14 DEC 2023

EGYPT INTERNATIONAL
EXHIBITION CENTER
CAIRO

POST SHOW REPORT 2023



FOODAFRICA-EXPO.COM

EXCEPTIONAL GOVERNMENTAL REPRESENTATION DOMINATES THE OPENING CEREMONY

The grand inauguration of Food Africa, the 8th International Trade Exhibition for Food & Beverages, and pacprocess MEA, the 4th International Exhibition for Processing & Packaging in the Middle East and Africa, occurred on **12 December 2023**. The event was honored by the presence of H.E. Ali El-Moselhi, the Minister of Supply and Internal Trade, H.E. Ahmed Samir, the Minister of Trade and Industry, and H.E. Lieutenant General Kamel Al-Wazir, the Minister of Transport. This momentous occasion unfolded at the Egypt International Exhibition Center in New Cairo and was attended by ambassadors, commercial attachés, and other distinguished guests, along with media representatives.



“Food Africa and pacprocess MEA 2023 represent a significant convergence of food industries, agricultural crops, fresh fruits & vegetables, and food manufacturing and packaging technology. It serves as a crucial starting point for Egyptian products entering world markets and contributes to expanding the scope and boosting intra-trade movement among various African countries.”

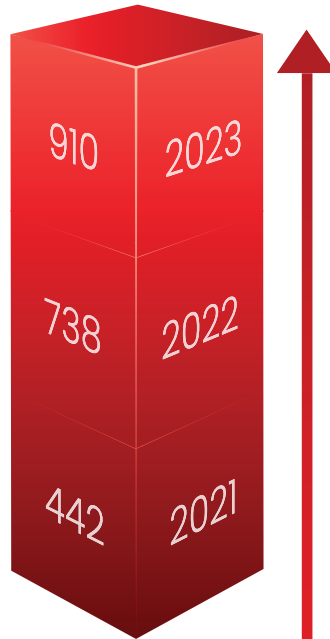
H.E. AHMED SAMIR

THE MINISTER OF TRADE AND INDUSTRY-EGYPT

A SKYROCKETING EXHIBITION IN THE REGION WITH SOARING RETURNS ON INVESTMENT

106%

Increase between
2021 & 2023



Number of
Exhibitors

69%

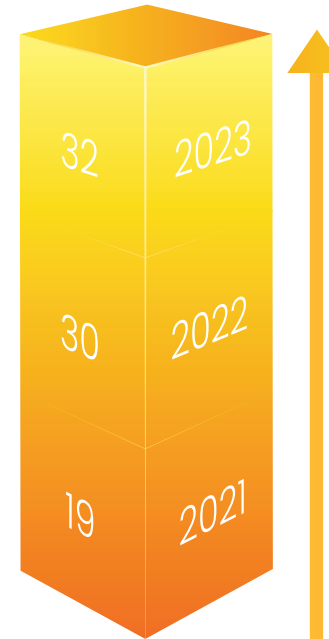
Increase between
2021 & 2023



Number of
Visitors

70%

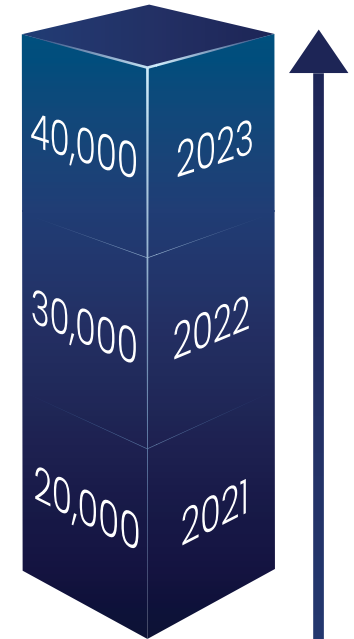
Increase between
2021 & 2023



Number of
Participating
Countries

100%

Increase between
2021 & 2023



Allocated Space
in SQM

89% of exhibitors experienced a solid return on investment



910 EXHIBITORS FROM 32 COUNTRIES

ORCHESTRATED DEALS WORTH BILLIONS OF DOLLARS

9 INTERNATIONAL COUNTRY PAVILIONS

- | | | |
|---|--|--|
|  Germany |  Kuwait |  Russia |
|  Greece |  Pakistan |  Türkiye |
|  India |  Poland |  United Arab Emirates |

32 PARTICIPATING COUNTRIES

- | | | | | | | |
|--|---|---|---|--|---|---|
|  Algeria |  Azerbaijan |  Belarus |  Brazil |  China |  Ecuador |  Egypt |
|  France |  Germany |  Greece |  Hungary |  India |  Indonesia |  Italy |
|  Jordan |  Kuwait |  Libya |  Malaysia |  Pakistan |  Poland |  Russia |
|  Saudi Arabia |  South Korea |  Spain |  Sri Lanka |  Thailand |  Tunisia |  Türkiye |
|  Ukraine |  USA |  UAE |  Vietnam | | | |



86% are returning exhibitors
94% are planning to exhibit in 2024
85% of exhibitors were able to generate leads

DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"This marks our 7th participation at Food Africa, and each edition surpasses the previous one. This edition is especially remarkable with a significantly high influx of visitors from various countries worldwide, not limited to Africa. The event is reaching new heights, evolving into an international event."



Mohamed Hagag
Export Manager, Abu Auf
Egypt



"pacprocess MEA this year is exceptionally strong. We engaged with numerous visitors from countries worldwide, including Libya, KSA, Yemen, France, Germany, and many more. This is, without a doubt, the best exhibition we've participated in, and we strongly recommend other companies to join as well."



Ahmed Othman
General Manager, Easy Pack
Egypt



"Food Africa has evolved into an international exhibition; the quantity and caliber of visitors are impressive. Participating in the event allowed us to successfully achieve our goal of connecting with distributors and exporters from Africa."



Anwar Alostath
Alameed Coffee
Kuwait



"A lot of people visited our stand at pacprocess MEA with requests for different type of products. We can only be really happy at the moment. This is exactly the right exhibition for our department of food. We are sure that we will join the next exhibition again."



Christian Andre Seibold
Sales, Stela Laxhuber GmbH
Germany

UNITING THE GLOBAL F&B, PACKAGING & PROCESSING COMMUNITIES IN A SINGULAR VENUE

THE AMERICAS

- United States
- Canada
- Brazil
- Australia
- Colombia



1%

ASIA

- Saudi Arabia
- Jordan
- United Arab Emirates
- Palestine
- Yemen



12%

EUROPE

- Türkiye
- Germany
- United Kingdom
- Spain
- Netherlands



7%

AFRICA

- Egypt
- Sudan
- Libya
- Tunisia
- Morocco



80%

27.5K
VISITORS

102
COUNTRIES

40K+
MEETINGS &
CONNECTIONS

FOOD AFRICA VISITOR PROFILES



PACPROCESS MEA VISITOR PROFILES



DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"Food Africa is exceptionally well-organized. The quantity and caliber of visitors are remarkable – we received visitors from all categories, ranging from farmers to owners of food and beverage companies and factories. The event provided us with excellent exposure and enabled us to network with new clients."



Mariam Emera

R&D Consultant, Mahaseel
Egypt



"We are delighted to participate in pacprocess MEA, and we are truly satisfied with the quality of requests we received from visitors. We are eager to achieve market penetration in the near future, thanks to pacprocess MEA."



Alexander Abelev

Head of Export, Sigitas Pak
Russia



"We are here at Food Africa for the 6th time. The event is growing year after year, and I would recommend other companies to participate, as it is the biggest show for food products in the African continent."



Agnieszka Chudzik

Chief Specialist Export
Support Department, KOWR
Poland



"We feel this exhibition is bringing us a good level of customers; the visitors have a high level of expertise in business, so, I expect that we will have successful results after this."



Dr. Ali Abd El Rehim

General Manager
Commercial Technical Group (Bella Pack)
Egypt

FRESH AFRICA:

THE SPECIALIZED EXHIBITION AREA DEDICATED TO AGRICULTURAL CROPS

60 EXHIBITORS

DATES AFRICA:

THE DEDICATED SECTION SPECIFICALLY FOCUSING ON THE WORLD OF DATES

47 EXHIBITORS

IN COOPERATION WITH



FOOD AFRICA'S CONFERENCE

SCULPTING THE FUTURE LANDSCAPE OF THE FOOD INDUSTRY

76

EXPERT
SPEAKERS

5,100

PROFESSIONAL
ATTENDEES

17

SESSIONS



Egypt's Food & Agro Blueprint with focus on food safety



MOU Signing between the Food Export Council & the Commercial International Bank



Women Business Forum

DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"Food Africa and pacprocess MEA really met our expectations. We are very confident that we will sign some deals after this event, and we look forward to it. This is a great opportunity for us to meet many serious visitors and potential clients and we would definitely participate again."



Katerina Zachou
CEO, Armos S.A
Greece



"We are among the first companies to participate in Food Africa. The event serves as a shortcut for us, allowing direct interactions with buyers and professionals, opening new horizons and markets. This year, we welcomed high-caliber visitors from Iraq, Libya, Sudan, and Africa in general."



Soha Morshed
Marketing Manager
Happy Sweet for Food Industries
Egypt



"The event is very well organized, and we are happy to be here. The quality of visitors is very good and genuine, and the business is going very well. I recommend everybody to participate to expand their business in the African market."



Rahul Mittal
Bhagwati Lacto Vegetarian
Exports (P) Ltd.
India



"We have succeeded to close two or three deals, but the most important part is connecting with people, and securing meetings that pave the way for future deals. It is great to be a partner with pacprocess MEA for success."



Waleed Abd El Gahni
Director, Sales & Marketing
Track INT'L TRADE
Egypt

PINNACLE PIONEERS

A Tribute To Visionaries
In Egypt's Food &
Beverage Industry

HOSTED BY



MR. NABIH BERZI
EDITA



MR. ROBERT MANSOUR
GIVREX



MR. MOHAMED SHOUKRY
MIFAD



DR. IBRAHIM ABO ELAISH
SEKEM



ENG. SALAH HEGAZY
AGROFOOD



MR. ALAA EL BAHAY
MASSFOOD



ENG. MOHAMED RACHID
UNILEVER



ENG. ALI EISSA
NAHDET MISR



MR. SAFWAN THABET
JUHAYNA



DR. MOUNIR MASSOUD
MISR CAFÉ



MR. SAYED EL FENDI
SIMA



ENG. MOKHTAR EL RASHIDI
EL RASHIDI EL MIZAN





DR. SAMIR EL NAGGAR
DALTEX



MR. IBRAHIM EL BANNA
AGREEN



ENG. TAREK ABOU BAKR
FRIDAL



DR. ADEL EL GHANDOUR
CENTECH



MR. KHALED ABOU ISMAIL
SONAC



MR. SHERIF BELTAGY
BELCO



MR. ALAA DIAB
PICO



MR. AHMED EL WAKIL
WAKALEX



PACPROCESS MEA CONFERENCE

DESIGNING & PACKAGING FOR IMPACT AND EFFICIENCY

60

EXPERT
SPEAKERS

2,400

PROFESSIONAL
ATTENDEES

12

SESSIONS



With SIG as the sustainability partner, pacprocess MEA drives sustainability in the region.



The SAVE FOOD Initiative successfully tackles food loss and waste in pacprocess MEA 2023.

DON'T JUST TAKE OUR WORD FOR IT, HERE'S WHAT EXHIBITORS SAID ABOUT THE EVENT



"It's been a very successful fair with high traffic and numerous potential clients. I recommend everyone in the industry to participate in Food Africa."



Jwan Daoudo

International Trade Specialist, Big Brands Türkiye



"Our partnership as Sustainability Partner at pacprocess MEA helps us create awareness about collection and recycling in the Middle East & Africa region. pacprocess MEA is bringing together the industry and interested partners on the sustainability journey to exchange knowledge, share best practices, and build partnerships for long term commitment."



Nicola Wagstyl

Sustainability Manager Middle East & Africa, SIG Combibloc MEA, Dubai



"Food Africa is impeccably organized and continuously growing. The event serves as a gateway to the Egyptian and African markets. The traffic is substantial, allowing us to reconnect with existing clients and forge connections with new ones."



Ahmed Al-Azzazy

Sales Manager, Angel Yeast Egypt



"This edition of Food Africa and pacprocess MEA was perfect for us. We are meeting with many people, and we signed a new contract with a new customer. Next year we would like to participate with a big booth."



Giuseppe Diez

MPS Packaging Evolution Italy

DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"At Food Africa, we initiated conversations with growers, buyers, importers, and retailers in Egypt, Africa, and the Middle East at large. The organization of Food Africa is great, and we are here to create long-term business relationships which means that we will be here not only next year but for many years to come."



Fernando P. Gómez Molina
Managing Director, proexport
Spain



"We are very proud to be part of Food Africa. This marks our 8th participation, and we've observed continuous improvement in the event every year. Local and international companies converge here to make deals and network."



Ahmed Fathy
Quality Director, Alamir Group
Egypt



"It is our first participation at Food Africa. It is a great exhibition, and the organization is pretty good. We will attend next year."



Yutao Wu, Founder
Zhejiang Xinmei Biotechnology Co., Ltd.
China



"This is our 2nd participation at Food Africa. It serves as a valuable meeting point for our target audience. The event provides us with the opportunity to meet clients face-to-face and establish trust, enabling us to finalize deals."



Nader Rizk
Sales Section Head, Think Big
Egypt

GREEN INNOVATIONS

SAVE FOOD INITIATIVE UNVEILS EGYPT'S SUSTAINABILITY DESIGN AWARD

HOSTED BY:



1

Teixeira Textil

"TEIXEIRA REVERSE"
Big bags made from recycled
post-consumer resin

2

Aluminios Mello

"MELLO CAKE PAN"
A baking tin and retail
packaging in one

3

LANG LASER System

"LASER TECHNOLOGY FOR
FLEXIBLE PACKAGING"
Gentle processing of mono films for food
packaging post-consumer resin

4

SIG Foundation

"CARTONS FOR GOOD"



TRAILBLAZING TITANS

A SALUTE TO VISIONARIES
IN THE PACKAGING
REALM

HOSTED BY



EXPORT COUNCIL
PRINTING, PACKAGING & PAPER
المجلس التصديري للطباعة والتغليف والورق

ENG. MOHAMED AKEF
PACK TEC



ENG. YEHIA EL SHAZLY
YES PAC



ENG. NADIM ELIAS
SAHARA PRINTING



ENG. MOHAMED IBRAHIM
NAHDET MASR



ENG. AHMED ALLAM
UNIBOARD



ENG. SAMIR EL BEIALY
EL SAFA PRINTING



INDUSTRY LEADERS HONORING CEREMONY

Cairo
for Food & Beverages



DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"We experienced high quality visitors and engaged in numerous business meetings with representatives from various countries. We are in the process of finalizing contracts with suppliers for our products, and we are genuinely pleased to have had this valuable opportunity."



Kseniya Shnitko

Key Account Manager, Levexport S.A.
Ecuador



"This edition of Food Africa has been exceptional. The event's continuous development is impressive. Our target market, comprising visitors from the Middle East, GCC, Africa, and Europe, has shown genuine interest. We've welcomed serious visitors and are currently in negotiations for distribution contracts."



Mohamed Hammad

Export Director, Juhayna
Egypt



"We are very pleased with what we see here at Food Africa. We did not expect that many visitors and we have very promising leads from the exhibition. We would like to participate again next year."



Béla Nagy

General Manager, Köröstej Ltd.
Hungary



"Food Africa is the biggest international trade exhibition for food and beverage in Africa. This year, the event surpasses previous years, providing us with an enhanced platform to communicate with international importers we met during the event. It is a successful event on all levels."



Alaa AlTahhan

Owner, AlTahhan Dates
Egypt

INNOAWARD: AN OVATION TO INNOVATION IN THE WORLD OF FOOD AND PACKAGING



CHEMICALS
SECTOR



ENGINEERING
SECTOR



FOOD
SECTOR



PRINTING &
PACKAGING SECTOR

UNDER THE AUSPICES OF:



MAIN PARTNERS



Trade Exhibition for Food & Beverages



B2B: BRIDGING BUSINESS OPPORTUNITIES

500+

HOSTED BUYERS

60

COUNTRIES

7,540

SCHEDULED BUSINESS
MEETINGS



DON'T JUST TAKE OUR WORD FOR IT,
**HERE'S WHAT EXHIBITORS
SAID ABOUT THE EVENT**



"Food Africa became an international event with a huge number of visitors from around the world, including Europe and Australia. Thanks to the event, we were able to sign export contracts."



Wael M Kh Alnen,
Owner, Aldurra International
Food Products Co. Ltd
Egypt



"Food Africa is a very busy show, we have tons of leads to follow up on and hopefully in the next two or three weeks, we can probably find a good franchise partner who wants to help us expand into this market."



Anthony Russo,
CEO & Founder,
Russo's New York Pizzeria
USA



"We had the chance to connect with businesspeople from outside of Egypt. This allowed us to successfully sign some export agreements. Food Africa proves to be a valuable opportunity for investors and all companies in the food and beverage industry."



Farghaly Omar Farghaly,
Manager, GIZ Egypt
Egypt



"Food Africa is an exceptionally successful event. It drew visitors from the Middle East, Africa, and Europe. The quality of visitors and the organization of the event are outstanding."



Hesham S. El Naggari,
Vice Chairman, Daltex
Egypt

LIVE COOKING SHOW:

A CULINARY EXTRAVAGANZA BRINGING DISHES TO LIFE

6 Celebrity
Chefs

14 Mouthwatering
Dishes



**CHEF SHERMEEN
SAAD**



**CHEF MOUSTAFA
ELREFAEY**



**CHEF PANEE
KHANGRANG**



**CHEF YASSER
RAMADAN**



**CHEF SALMA
SALEH**



**CHEF MOHAMMAD
YASRI**



LIVE BARISTA COMPETITION:

SHOWCASING COFFEE ARTISTRY IN A SPECTACULAR PRESENTATION

9 Talented
Baristas

7 Judges



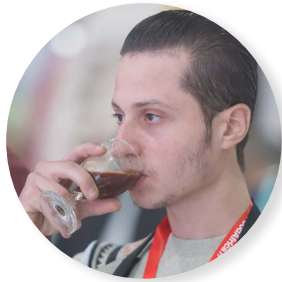
CAMILA KHALIFÉ
WORLD BARISTA CHAMPIONSHIP
SENSORY JUDGE



PAOLO INNOCENTI
TRAINER - BAR DESIGNER



ALEKSA NOVICIC
AMBASSADOR OF GRUPPO
CIMBALI



AHMED RAMADAN
TRAINER. COFFEE
SPECIALIST



MOHAMED SALE HUSSAI
LOCAL JUDGE



HUSSEIN BAHGAT
COFFEE CONSULTANT

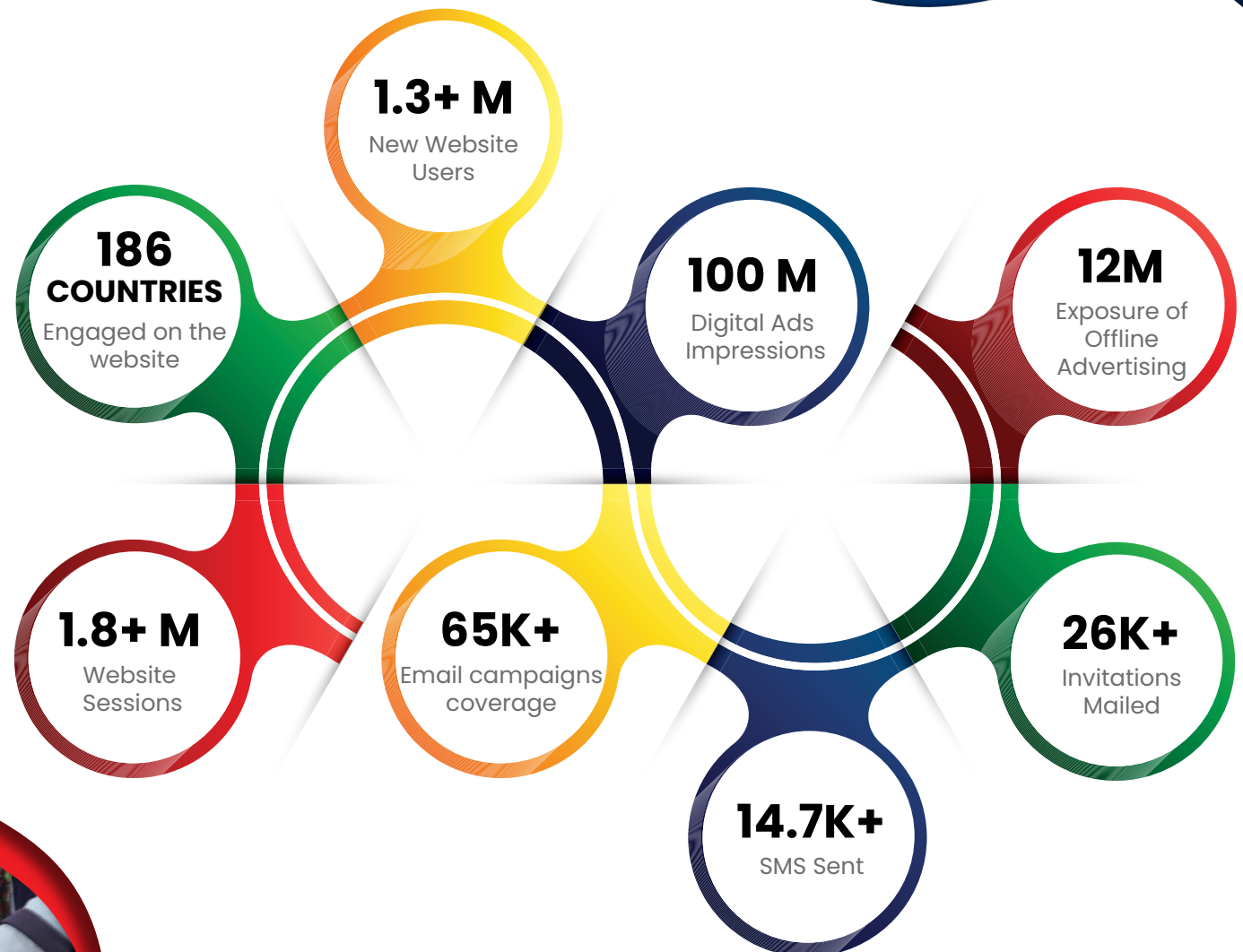


IBRAHIM HASSAN
BARISTA EG OPERATION
MANAGER



FUELING ENGAGEMENT: AMPLIFYING PRESENCE IN THE FOOD & PACKAGING SECTORS

FOOD AFRICA &
PACPROCESS MEA
2023 COVERAGE



THANKS TO ALL OUR SPONSORS AND PARTNERS

FoodAfrica ^{Cairo}



UNDER THE AUSPICES OF



Ministry of Trade and Industry

COUNTRY PARTNER – KUWAIT



الهيئة العامة للصناعة
PUBLIC AUTHORITY FOR INDUSTRY
دولة الكويت

UNDER THE AUSPICES OF



Ministry of Trade and Industry

SUSTAINABILITY PARTNER



FOOD AFRICA PLATINUM SPONSOR



there's more to nuts

FRESH AFRICA PLATINUM SPONSOR



MAHASEEL
Your Global Sourcing Platform

DIAMOND SPONSOR



Kamara

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GOLD SPONSORS



Instant Dry Yeast



ALAMIR GROUP
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SOCIAL
SPECIALTY COFFEE

INT. BUYERS LOUNGE SPONSOR



Basmati Rice

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NATIONAL BANK OF EGYPT

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Horticultural Export Improvement Association



Egypt Export & Convention Authority



Egypt Export & Convention Authority



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المجلس التصديري للصناعات الكيماوية والأسمدة



غرفة الصناعات الهندسية

AN UNMISSABLE EDITION AWAITS!

SECURE YOUR SPACE NOW AT
FOOD AFRICA & PACPROCESS MEA

3 – 5 DECEMBER 2024

EGYPT INTERNATIONAL EXHIBITION
CENTER – EIEC

FOODAFRICA-EXPO.COM | PACPROCESS-MEA.COM



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