

# FoodAfrica <sup>Cairo</sup>



The 9th International Trade Exhibition for Food & Beverages



EGYPT INTERNATIONAL EXHIBITION CENTER | **CAIRO**

*Feast of*  
**Opportunities**



FOODAFRICA-EXPO.COM



# FOOD AFRICA 2024

## Africa's Biggest Food & Beverages Event

Over the past 8 years, **Food Africa, The International Trade Exhibition for Food & Beverages**, has solidified its standing as a premier event for professionals in the food and beverages sector. This dynamic platform has been instrumental in unveiling the immense business potential of not only Egypt but the entire African continent and the MENA region.

Scheduled to take place from **3 to 5 December 2024**, at the Egypt International Exhibition Center (EIEC) in Cairo, Food Africa will offer delectable business opportunities to wholesalers, distributors, and retailers from around the world, enticing them with the rich tapestry of the Egyptian market and the demanding landscape of Africa's food and beverages sector.

Over three consecutive days, the event will showcase an innovative format, intertwining product exhibitions, networking sessions with local and international stakeholders, and curated buyer-supplier matchmaking. Exhibitors will have the unique opportunity to engage face-to-face with thousands of decision-makers and industry professionals, fostering partnerships and reaping solid opportunities in Egypt's thriving market and Africa's fervent food and beverages sector.



Join us as Food Africa 2024 unfolds a new chapter in culinary exploration, where business meets innovation in the heart of Egypt!

## Food & Beverages: A Booming Industry in Africa

With Africa's population projected to reach 2.5 billion by 2050, the food and beverages sector is booming, driven by a youthful and urban-centric consumer base. This surge in demand for diverse products is a key factor in the industry's role as a major driver of economic growth and job creation.

In Egypt, the food industry is experiencing notable growth, propelled by ongoing modernization in factories and robust support for small and medium-sized companies.



# TASTING OPPORTUNITIES

## Exploring Facts & Figures

**\$823.50 BN**

Revenue of the African food market in 2023

**8.37 %**

CAGR in the African food market (2023 – 2027)

\*GAFTA Agreement

\*AGADIR Agreement

\*COMESA Agreement



**\$182.70 BN**

Revenue of Egypt's food market in 2023

**7.32 %**

CAGR in the Egyptian food market (2023–2027)

**\$31 BN**

Egypt's food production total by 2026

Egypt's food industry exports in **2023**

**\$5.1 BN**

Egypt's food industry exports in **2022**

**\$4.5 BN**

14% CAGR

\*Some of Egypt's free trade agreements

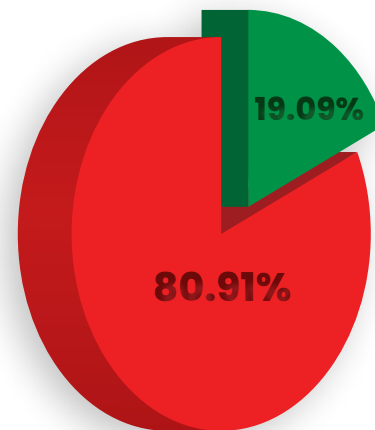
### Top 5 Food Importers from Egypt in 2023

	SUDAN	<b>\$470 M</b>
	KSA	<b>\$400 M</b>
	LIBYA	<b>\$268 M</b>
	USA	<b>\$233 M</b>
	PALESTINE	<b>\$230 M</b>

### Top Destinations for Egypt's Food Exports in 2023

Destination	% of the total value
Arab countries	54%
European Union	17%
Non-Arab African countries	9%
United States	5%
Other international groups	15%

### Egypt's Food Imports in 2022

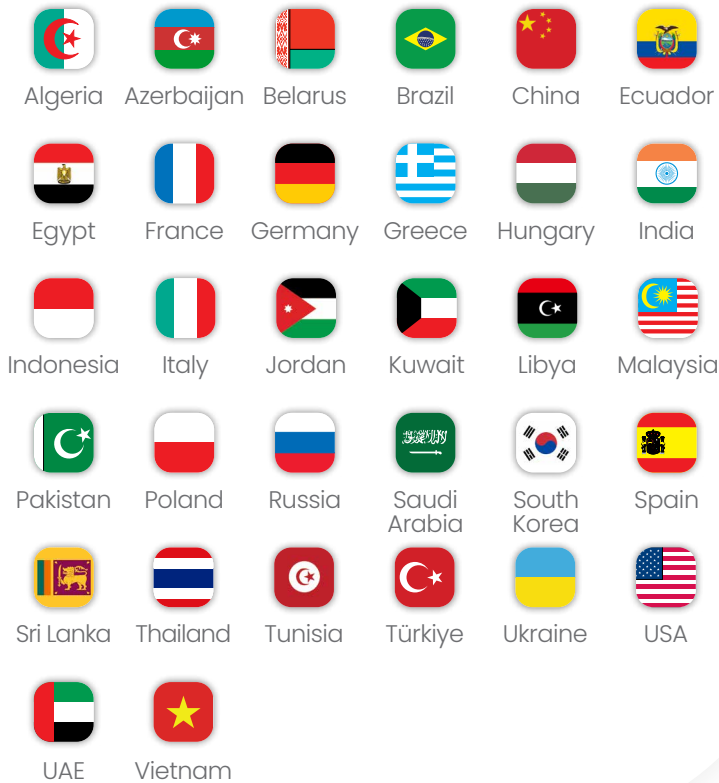


EGYPT'S FOOD IMPORTS	<b>\$ 15.22 BN</b>
EGYPT'S TOTAL IMPORTS	<b>\$ 64.49 BN</b>

# A GLIMPSE INTO FOOD AFRICA 2023 FIGURES

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

## 32 COUNTRIES



910

EXHIBITORS



27,500

TRADE VISITORS



102

VISITING COUNTRIES



40,000

SQM



500+

HOSTED BUYERS



40,000+

MEETINGS & CONNECTIONS



100+

INDUSTRY SPEAKERS



6

CELEBRITY CHEFS



9

TALENTED BARISTAS



30+

AWARD WINNERS



## EXHIBITS PROFILES

- Beverages & Energy Drinks
- Canned, Chilled & Frozen Food
- Sugar & Confectionery
- Dairy & Gluten-Free Food
- Dates
- Fresh Fruits & Vegetables
- Grains, Cereals & Flours
- Meat, Poultry & Seafood
- Herbs & Spices
- Honey & Jam
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Pasta & Rice
- Tea, Coffee & Herbal

Click [here](#) to see the full list.

## 9 COUNTRY PAVILIONS



GERMANY



GREECE



INDIA



KUWAIT



PAKISTAN



POLAND



RUSSIA



TÜRKIYE



UAE

# 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 around 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



The 5<sup>th</sup> 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.



**Fresh Africa** is dedicated to the fresh produce sector, featuring producers and traders from Egypt and 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.



For the 5<sup>th</sup> 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** 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 conference 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 operates 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 service 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.

# BOOK YOUR SPACE

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### STRATEGIC PARTNERS



### CONCURRENT WITH



**pacprocess**  
PROCESSING & PACKAGING



**Dates Africa**



**SeafoodAfrica**