



Cairo

# FoodAfrica

FOODAFRICA-EXPO.COM



## pacprocess

PROCESSING & PACKAGING

DECEMBER 2021

MIDDLE EAST

# AFRICA

MEMBER OF INTERPACK ALLIANCE

WWW.PACPROCESS-MEA.COM

# POST SHOW REPORT 2021

# 12 - 14 DEC 2021

EGYPT  
INTERNATIONAL  
EXHIBITIONS  
CENTER •

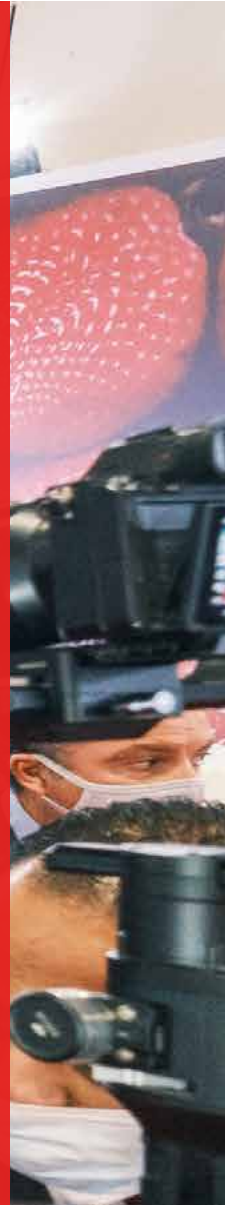


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# ORGANIZERS' MESSAGE

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 Duesseldorf.

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



interpack  
alliance  
MADE FOR TOMORROW

# 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



TURKEY



UNITED ARAB  
EMIRATES

## PARTICIPATING COUNTRIES



EGYPT



GREECE



INDIA



INDONESIA



JORDAN



KINGDOM OF  
SAUDI ARABIA



KUWAIT



LATVIA



LEBANON



MALAYSIA



MOROCCO



PAKISTAN



POLAND



RUSSIA



SUDAN



TUNISIA



TURKEY



UKRAINE

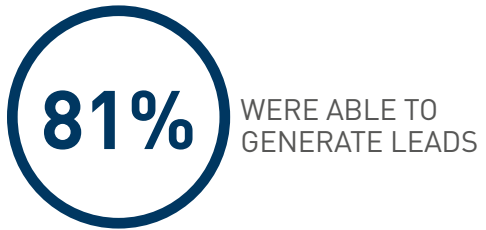
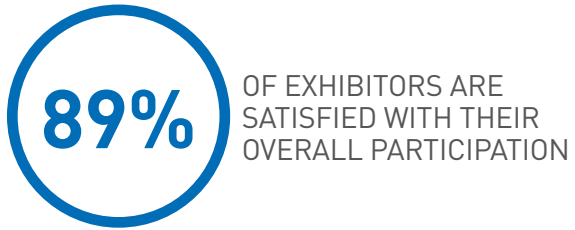
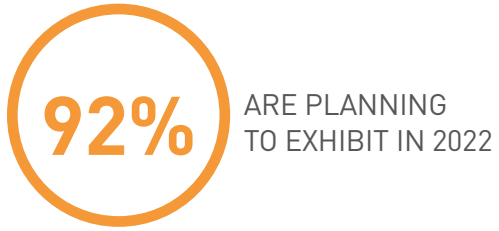


UNITED ARAB  
EMIRATES

## 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





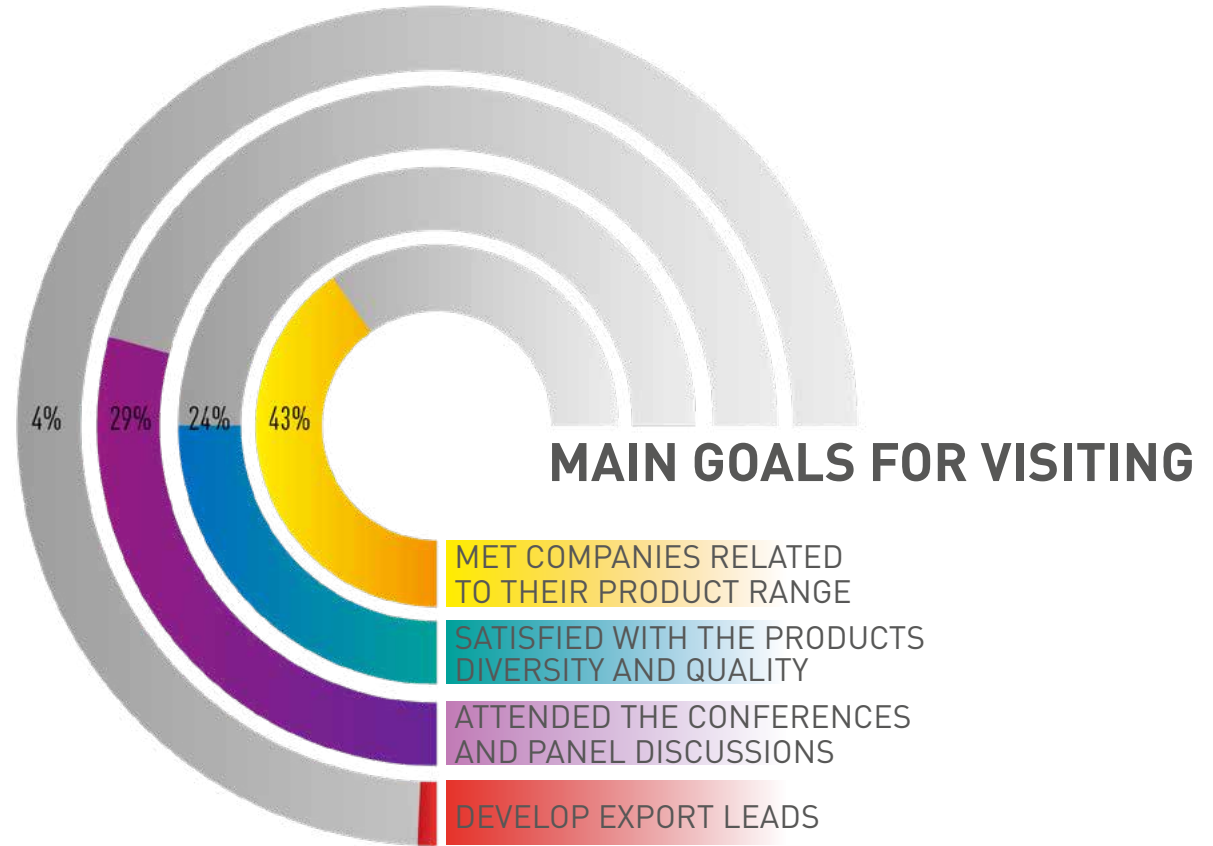
# VISITORS SURVEY

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
- WHOLESALEERS
- 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

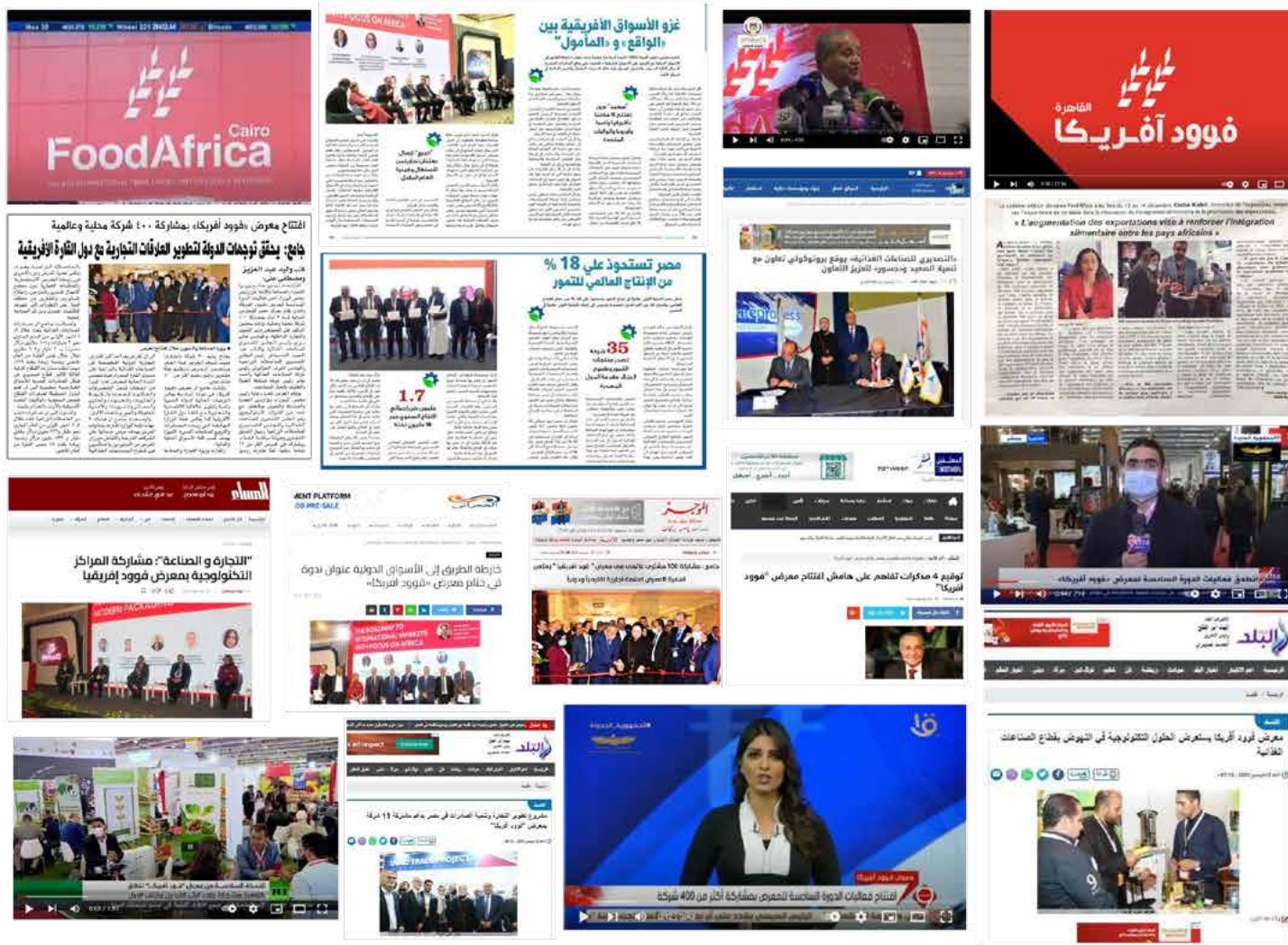
16 Supporting Entities

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



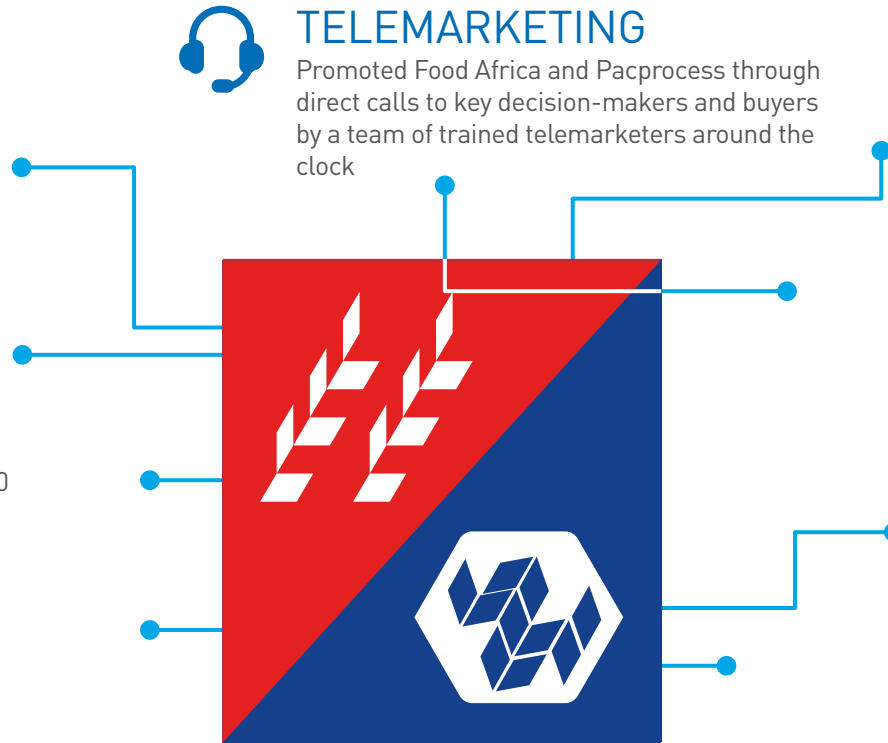
## DIGITAL MEDIA

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

<b>SUPPORTED BY</b>	<b>PLATINUM SPONSOR</b>	<b>DIAMOND SPONSOR</b>
 Ministry of Trade and Industry	 Abu Araf® there's more to nuts	 ALMAZAQ الموزع المصري لبن العميد الكويتي
<b>GOLD SPONSORS</b>	<b>SILVER SPONSOR</b>	<b>FINTECH SPONSOR</b>
 Angel Instant Dry Yeast	 MERANO 3000g	 Fawry FMCG
<b>PARTNER COUNTRY</b>	<b>DATES AFRICA STRATEGIC PARTNERS</b>	
 RUSSIA	 FAITC Food and Agri Innovation Technology Center	
<b>STRATEGIC PARTNERS</b>		
 EFC FOOD EXPORT COUNCIL EGYPT	 AECI الغرفة الصناعية للتصدير الزراعية AGRICULTURAL EXPORT COUNCIL	 ECS التمويل التجاري المصري Egyptian Commercial Service

<b>SUPPORTED BY</b>	<b>PLATINUM SPONSOR</b>			
 Ministry of Trade and Industry	 Elsewedy MED HAT prighthouse دار مدحت السويدي للطباعة			
<b>CO-SPONSORS</b>				
 Gargour Technologies LLC	 AKEF Trading Agents Plastics & Packaging Solutions	 MORCOS EGYPTIAN ENGINEERING COMPANY Production Lines & Equipment Manufacturer	 NILE TRADE الغرفة التجارية للتجارة والتكنولوجيا القاهرة - مصر	
<b>STRATEGIC PARTNERS</b>				
 EXPORT COUNCIL PRINTING, PACKAGING & PAPER الغرفة التجارية للتجارة والتكنولوجيا	 ENGINEERING EXPORT COUNCIL OF EGYPT المجلس المصري للمصنعات الهندسية	 غرفة المصنعات الهندسية Chamber of Engineering Industries	 Chemical & Fertilizers Export Council المجلس المصري للمصنعات الهندسية والتكنولوجيا	 غرفة المصنعات الكيماوية Chamber of Chemical Industries

# 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:

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Email: [info@ifegypt.com](mailto:info@ifegypt.com)



## INTERNATIONAL VISITOR PROFILE

Name : .....

Company : .....

Position : .....

City, Country : .....

Phone : ..... Mobile : .....

Email : .....

Website or Company profile : .....

Annual Turnover : ..... Annual Value of Imports : .....

How did you know about Food Africa? (Previous visit "mention the year" – Email – Facebook – Website – Official invitation) : .....

### TYPE OF ACTIVITY

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Agent            | <input type="checkbox"/> Manufacturer |
| <input type="checkbox"/> Department Store | <input type="checkbox"/> Retail Chain |
| <input type="checkbox"/> Food Services    | <input type="checkbox"/> Wholesaler   |
| <input type="checkbox"/> Hypermarkets     | <input type="checkbox"/> Other        |
| <input type="checkbox"/> Importer         |                                       |

Currently Buying From (Countries) : .....

In which countries / markets are you active? : .....

What is the target market segment of your products?

- Low  
 Middle  
 Upper

Did you work with Egyptian Companies before? If yes, please mention them :

.....  
.....

**PLEASE INDICATE THE PRODUCT RANGES YOU ARE INTERESTED IN**



**Bakery**

- Bread (fresh, frozen, partly baked)
- Small baked rolls
- Fine baked goods
- Gluten free baked goods (108)
- Frozen Baked Goods  
(Tarts, Bread, Cakes & Pastries)



**Beverages**

- Fruit juices
- Fruit nectars
- Vegetable juices
- Coffee
- Mineral water
- Spring water
- Soft drinks
- Caffeinated cold drinks
- Instant beverages
- Energy drinks
- Iced tea
- Syrups
- Tea



**Confectionary & Snacks**

- Chocolate
- Biscuits
- Lollypops
- Toffee & Candy
- Wafer
- Cakes
- Ice Cream
- Other cocoa and chocolate products
- Sugar confectionery
- Nuts
- Salty Snacks
- Chewing gum



**Dairy Products**

- Milk and dairy products
- Cream and cream products
- Cheese
- Processed cheese
- Butter
- Dried milk products
- Dairy substitute products

**Dates**

**Pulses & Grains**

**Fresh Fruit & Vegetables**



**Frozen Fruits & Vegetables**

- Frozen fruit (unprocessed)
- Frozen fruit products
- Frozen vegetables (unprocessed)
- Frozen vegetable products



**Fish & Seafood**

- Frozen fish (unprocessed)
- Frozen fish products
- Frozen shellfish and crustaceans
- Fresh Fish
- Salted Fish
- Other frozen seafood



**Canned Food**

- Canned fruit
- Fruit preserves
- Vegetable preserves
- Mushroom preserves
- Pickled products
- Fish preserves
- Olives
- Soya products



## Oils & Fats

- Vegetable oils
- Olive oil
- Soya oil
- Grapeseed oil
- Sesame oil
- Sunflower oil
- Other Oils
- Margarine



## Sauces & Seasonings

- Salad dressings
- Vinegar
- Mustard
- Mayonnaise
- Ketchup
- Tomato paste, concentrate and puree
- Essences and aromas

## Herbs and spices



## Ingredients

- Raw materials and process materials
- Food additives
- Concentrates (liquid and powder)
- Sugar
- Salt
- Flour
- Starches
- Custard and jelly powder

- Yeast
- Breadcrumbs
- Baking ingredients
- Baking powder
- Vanilla/vanillin sugar
- Sweetening agent



## Meat & Poultry

- Frozen meat (unprocessed)
- Frozen meat products (whole)
- Frozen poultry (unprocessed)
- Frozen poultry (whole)
- Meat (unprocessed)
- Meat Products
- Fresh meat
- Other frozen meat .....



## Grocery

- Pasta
- Rice
- Potato products
- Honey
- Jam
- Semolina
- Oat products
- Cereals
- Muesli
- Cornflakes
- Chocolate spreads
- Other spreads
- Other nutrients .....

## RELATED PRODUCTS

- Ethnic Food
- Food Processing Machinery
- Printing & Packaging Machinery & Materials
- Private Label
- Ready Meals
- Special diet products
- Others .....

## KINDLY FILL THIS FORM AND SEND BACK TO:

Ms. Ingi Saad

ingi.saad@konzept-egypt.com

Ms. Rana Youssef

rana.youssef@konzept-egypt.com

Concurrent with:



Strategic Partners



Organized by:



# FoodAfrica <sup>Cairo</sup>

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.

Combining an innovative format of showcasing products, networking with local, regional, and international industry stakeholders, and matching buyers with suppliers, Food Africa is the ultimate destination for exploring new business opportunities.

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.

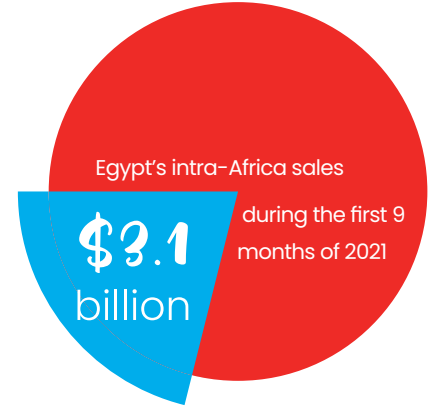
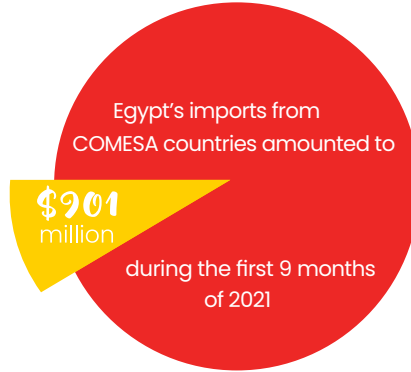
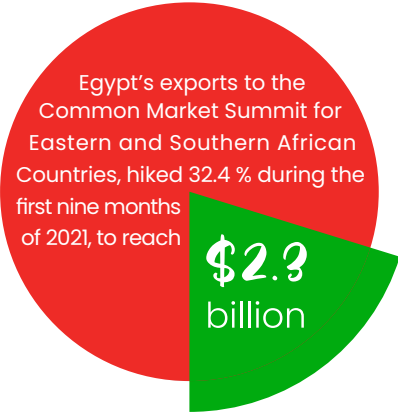
## Large demand to a growing variety of foods and beverages from around the world

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 supermarkets, 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

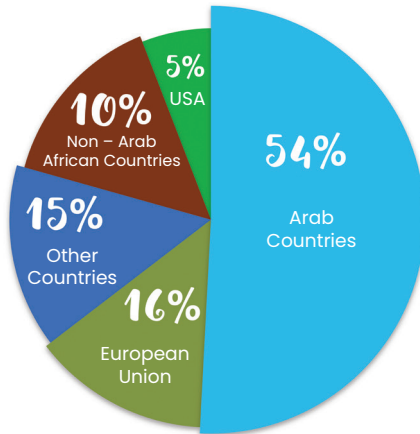
Due to a combination of population growth, rising incomes, and urbanization, strong demand is driving global food and agricultural prices higher, and is proving tremendous opportunities in the trade market and domestic agriculture. Africa's food market is expected to grow more than triple to \$1 trillion 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

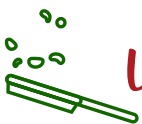
For the 4th consecutive year, Food Africa will host a special addition dedicated for fish and seafood. It will attract manufacturers and suppliers from the sector to showcase a wide range of fresh, dried, frozen and processed seafood products, along with industry related services.

## 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.



### 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.



### 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.

## 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.

  
**16,233**  
VISITORS

  
**442**  
EXHIBITORS

  
**9**  
INTERNATIONAL  
PAVILIONS

  
**19**  
PARTICIPATING  
COUNTRIES

  
**367**  
HOSTED  
BUYERS

  
**1,200+**  
SCHEDULED  
BUSINESS MEETINGS

  
**16**  
SESSIONS

  
**83**  
SPEAKERS

  
**20,000**  
GROSS SPACE  
[SQM] (2 HALLS)

### 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



# Book your space

## To enquire about exhibiting and sponsoring

### Local Inquiries:

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### Concurrent with:



Dates Africa



Ingredients Africa