

# FoodAfrica <sup>Cairo</sup>

The 8<sup>th</sup> International Trade Exhibition for Food & Beverages



## *SERVING* **APPETIZING OPPORTUNITIES**

**12 – 14 DEC 2023**

EGYPT INTERNATIONAL EXHIBITION CENTER  
CAIRO •

[FOODAFRICA-EXPO.COM](https://FOODAFRICA-EXPO.COM)



**{konzept}**  
EXHIBITIONS · EVENTS · MARKETING



# FOOD AFRICA 2023: *THE* *LEADING F&B* *TRADE SHOW* *IN AFRICA*

Building on its entrenched experience in the Egyptian food and beverages sector, Food Africa has proved itself to be an unmissable event for decision makers in the food & beverage industry from across the world, to uncover the business potential of Egypt, Africa and the MENA region, source new products and materials, and keep track of the industry's novelties.

Food Africa, the 8<sup>th</sup> International Trade Exhibition for Food & Beverages, will be held from **12 to 14 December 2023**, in Egypt International Exhibition Center (EIEC), Cairo. The exhibition provides a versatile and highly targeted platform, serving appetizing business opportunities for wholesalers, distributors, and retailers from around the world.

For three consecutive days, the event offers an innovative format of showcasing products, networking with local, regional, and international industry stakeholders, and matching buyers with suppliers.

Exhibitors will get the chance to meet face to face with thousands of decision makers and industry professionals, develop partnerships, and reap solid opportunities in Egypt's whopping market and Africa's highly demanding food and beverages sector.



## **A FAST- GROWING FOOD & BEVERAGES MARKET *IN EGYPT***

During the last 7 years, the food industry sector in Egypt has witnessed tremendous growth and development. Egyptian food products have a good reputation both locally and internationally, putting them at the forefront of global competition in light of the continued development and modernization of factories and the support of small and medium-sized companies.







# EGYPT A MODEL GATE FOR AFRICA & MIDDLE EAST FOOD MARKETS

**\$4.1 BN**

EGYPT'S FOOD EXPORTS IN 2022

**24.5%**

FOOD INDUSTRY'S  
CONTRIBUTION TO  
EGYPT'S 2022 GDP

**14%**

FOOD SECTOR'S  
CONTRIBUTION TO  
EGYPT'S TOTAL EXPORTS

**\$16.3 BN**

INVESTMENTS IN THE EGYPTIAN  
FOOD PROCESSING SECTOR  
IN RECENT YEARS

**14.7%**

**CAGR\*** IN THE REVENUE OF  
THE EGYPTIAN BEVERAGES  
SEGMENT (2023-2027)

**\$232.6 M**

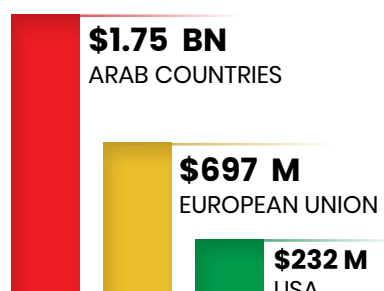
PROJECTED BEVERAGES  
MARKET VOLUME IN 2027

**325%**

**INCREASE** IN THE NUMBER OF  
COMPANIES IN EGYPT'S FOOD  
SECTOR IN THE LAST 7 YEARS

\*CAGR: Compound Annual Growth Rate

## TOP EGYPTIAN FOOD EXPORTS (JAN-OCT 2022)



## EGYPT'S TOP 5 FOOD IMPORTING COUNTRIES IN 2022

	SAUDI ARABIA	\$370 M
	UNITED STATES	\$277 M
	LIBYA	\$218 M
	PALESTINE	\$207 M
	SUDAN	\$182 M

## EGYPT'S TOP AGRICULTURAL EXPORTS IN 2022

	CITRUS	1.8 M TONS
	POTATO	871,000 TONS
	APPLE	578,000 TONS
	GRAPES	152,445 TONS
	BEANS	150,864 TONS

# FOOD AFRICA

## 2022 KEY FIGURES

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



### PARTICIPATING COUNTRIES



### EXHIBITS PROFILES

- Bakery, Cake & Desserts
- Beverages & Energy Drinks
- Canned, Chilled & Frozen Food
- Child Food & Ready Meals
- Condiments, Sauces & Preserves
- Confectionery & Snacks
- Dairy & Gluten-Free Food
- Dates
- Eggs
- Ethnic & Halal Food
- Fish & Seafood
- Fresh Fruits & Vegetables
- Grains, Cereals & Flours
- Herbs & Spices
- Honey & Jam
- Ice Cream
- Ingredients
- Meat & Poultry
- Milk, Cheese & Dairy Products
- Mineral, Spring & Flavored Water
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Pasta
- Rice
- Software Solutions Provider
- Tea, Coffee & Herbal Infusions



**25,821**  
VISITORS



**72**  
VISITING COUNTRIES



**30,000**  
SQM (3 HALLS)



**500+**  
HOSTED BUYERS



**3,768**  
SCHEDULED  
BUSINESS MEETINGS



**100+**  
EXPERT SPEAKERS



**12**  
CELEBRITY CHEFS



**10**  
TALENTED BARISTAS



**13**  
COUNTRY PAVILIONS

BELARUS  
BRAZIL  
GERMANY  
INDONESIA  
ITALY  
JORDAN  
SAUDI ARABIA

KUWAIT  
PAKISTAN  
POLAND  
RUSSIA  
TÜRKIYE  
UNITED ARAB  
EMIRATES

## 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 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



**pacprocess**  
PROCESSING & PACKAGING

The 4<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.



**FreshAfrica**

**Fresh Africa** is dedicated to 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.



**SeafoodAfrica**

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**

**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 conferences 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 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. Their full services 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

To inquire about  
exhibiting and sponsoring

### LOCAL SALES EGYPT

**MS. DALIA KABEEL**

+20 2 25245187/88

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events@konzept-egypt.com

### INTERNATIONAL SALES FOR AFRICA, MIDDLE EAST & GCC

**MR. RAWAD RAAD**

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is@ifpexpo.com

### INTERNATIONAL SALES OTHER COUNTRIES

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kasapoglud@messe-duesseldorf.de

### STRATEGIC PARTNERS



المجلس التصديقي للمحاصيل الزراعية  
AGRICULTURAL EXPORT COUNCIL



التمثيل التجاري المصري  
Egyptian Commercial Service



CONCURRENT WITH:



**pacprocess**  
PROCESSING & PACKAGING



**Fresh Africa**



**Dates Africa**

**Seafood Africa**



**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**

- ☐ Agent
- ☐ Department Store
- ☐ Food Services
- ☐ Hypermarkets
- ☐ Importer

- ☐ Manufacturer
- ☐ Retail Chain
- ☐ Wholesaler
- ☐ Other

**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:**

[Logistics@konzept-egypt.com](mailto:Logistics@konzept-egypt.com)

Concurrent with:



Strategic Partners



Organized by:



## Hosted Buyers Program

Once you Submit the HBP Form, your company profile will be screened and evaluated.

**Benefits:** (DO NOT NECESSARILY COVER ALL OF THE BELOW)

Hosted buyers will have the chance to benefit from the dedicated B2B platform which allows them to meet with 500+ exhibitors from 63+ countries and enjoy exclusive advantages during their visit.

- Air ticket from your destination to Cairo & back on an economy class basis, with a budget of 800 USD. Any amount exceeding 800 USD per ticket should be covered by the buyer.
- 3 nights' accommodation at a 5-star Hotel in Cairo on a Bed & Breakfast basis.
- Meet and assist services upon arrival at Cairo International Airport.
- Transportation from the Airport to the hotel & vice versa.
- International Buyer Kit {Entry Badge, Catalogue, Floor Plan, Bus Schedule, etc.}
- Shuttle bus from the hotel to the exhibition and vice versa.
- Access to the Hosted Buyers Lounge for meetings, checking emails, or networking with peers.
- One-to-one meetings with exhibitors of your choice.
- Matchmaking sessions by sector.
- Activities or official dinners / receptions.

**Program Exclusions**

- Meals
- Any personal extras at the hotel. These should be settled directly with the hotel upon your departure
- Hotel upgrades
- Transportation not mentioned in the invitation
- Visa fees
- Travel Insurance
- PCR Test

## Terms & Conditions

### 1. Appointments & Matchmaking Sessions

Each qualified buyer attends the exhibition, first and foremost to do business with our exhibitors. Therefore, each buyer is committed to a minimum number of Eight (8) appointments per day. This still leaves lots of time for buyers to take advantage of other elements at the show; networking & walking the floor exploring new products.

Appointments & Sessions will be monitored: Forms signed by the exhibitor must be submitted by the end of each day to Food Africa's matchmaking team help desk in the exhibition venue.

### 2. Stay for the day

Once your appointments are done, or in between if you prefer, we ask that you spend your time exploring new products & suppliers and generally checking out the exhibiting companies. (min. 2 days)

Organized By:

### 3. Provide your feedback

Each buyer is provided with a feedback form upon his arrival to the hotel in Cairo, this form must be submitted to our team at the hotel help desk before the departure, as it helps us improve our next show session.

### 4. Travel & Logistics

- Travel schedules are organized by the exhibition team to maximize a buyer's time at the exhibition, and it is expected that buyers adhere to these arrangements. Changes to these schedules should be requested by email prior to final confirmation.
- Hotel checkout is 12:00 pm on the day of your departure unless otherwise agreed by the hotel. Failure to checkout by this time may result in you being charged an additional fee by the hotel.
- Cancellations can only be accepted if notified via email at least 2 weeks before the opening of the exhibition.
- In case of cancellation due to COVID-19, please provide us with the positive PCR report.

### General Regulations:

- Information provided by the buyer will be treated as confidential.
- We only accept one application per company.
- The Hosted Buyer must attend the exhibition and hold a minimum of 8 verified meetings & Selected Sessions per day.
- Buyers' feedback shall be submitted to the buyers' helpdesk at the hotel before their departure.
- Buyers who do not meet the qualifying criteria will be given the opportunity to attend as an international visitor (Free Admission & Catalogue) and benefit from our hotel discounted rates.

**\*\*Any breach of the above terms & conditions could affect the buyer eligibility for the benefits of the Hosted Buyers Program.**

I Hereby confirm the acknowledgment of the above information & exhibition regulations.

Company Stamp

Name:

Company Name:

Signature



Please sign this document & send it along with the profile form to:

Logistics@konzept-egypt.com

Organized By: