



# Cairo FoodAfrica

The 5<sup>th</sup> International Trade Exhibition for Food & Beverages

**9 - 11 DEC 2019**

EGYPT INTERNATIONAL EXHIBITION CENTER

• EGYPT • **NEW VENUE**

*Blending*  
international flavors



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

CONCURRENT WITH:

Ingredients Africa 

Sea  
FoodAfrica 

 **pacprocess**  
PROCESSING & PACKAGING

# Food Africa 2019

## Savor the Region's Potential

Egypt is one of the world's fastest growing markets for food, stimulated by a young and developing population. Demand for food products is high and is expected to increase in the coming years. Moreover, Africa's large import-dependent market provides immense opportunities for trade and investment.

Capitalizing on the region's evidently large business potential, Food Africa, the continent's largest International Trade Exhibition specialized in the Food and Agro-industries, returns for its fifth edition from 9 to 11 December 2019, at the Egypt International Exhibitions Center (EIEC).

Food Africa is continuously evolving and expanding to cater to the ever-growing needs of the agro-food sector in Egypt and Africa. This year, the exhibition will encompass a specialized conference and two additional components; Sea Food Africa and Ingredients Africa.

## Concurrent Events

### Sea Food Africa

Sea Food Africa is a dedicated platform for the trade of fish and other seafood products. It allows local and international fresh, frozen, and processed seafood producers, manufacturers and distributors to meet potential buyers and partners to expand their businesses. Sea Food Africa offers participants the opportunity to access substantial markets in Africa and build international networks.

### Ingredients Africa

Ingredients Africa is the latest addition to Food Africa. The exhibition is dedicated to the ingredients and additives sector which is a major component of the food and beverage industry. Ingredients Africa will bring together local and international manufacturers, suppliers, food development specialists to showcase the latest innovations, products and food technologies, find new buyers, and grow their business in Egypt and Africa at large.

### **pacprocess** PROCESSING & PACKAGING

Pacprocess 2019, the International Exhibition for Processing & Packaging in the Middle East and Africa, is a comprehensive and highly-targeted exhibition that addresses the requirements of the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food, and industrial goods sectors in the Middle East and Africa region. The trade fair brings together local and international industry stakeholders from across the entire value chain to showcase cutting-edge technologies and forge lucrative partnerships.

### FOOD AFRICA CONFERENCE



Keeping ahead of the curve with the latest developments in the food industry, Food Africa is hosting a specialized conference that will round up local and international specialists from various disciplines within the agro-food industry to share expertise, case studies, and emerging trends. The conference is a must-attend for anyone wishing to learn about the shifting dynamics in the industry and how their business can benefit.

# Special Features

## HOSTED BUYERS PROGRAM

The Hosted Buyers Program is Food Africa's dedicated B2B platform that presents industry professionals the opportunity to meet with hundreds of selected buyers from Egypt and the region. The platform facilitates business undertakings and maximizes return on investment for participants through expansion of their business network and signing agreements on the spot.

## LIVE COOKING SHOW

The Live Cooking Show is a major attraction at Food Africa where visitors of the show are treated to a mouthwatering experience. Several professional chefs showcase their gastronomic skills and creativity in presenting unique dishes using ingredients and products from the show's sponsors. To make sure culinary enthusiasts could replicate unique dishes, all the recipes are collected in a handy cookbook that is distributed to attendees.



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

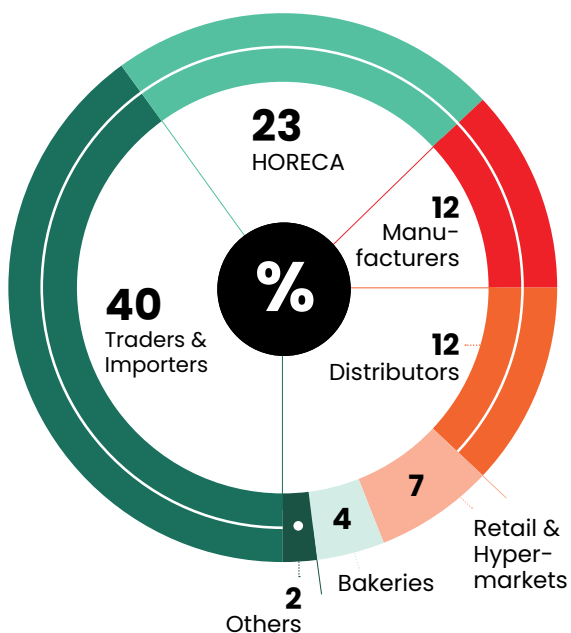
# Facts & Figures 2018

Fourth Edition of Food Africa



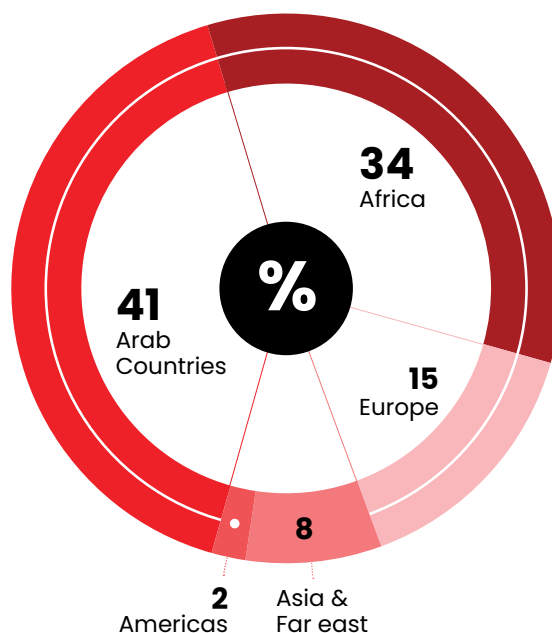
## VISITORS CLASSIFICATION

> BY PROFILE



## HOSTED BUYERS CLASSIFICATION

> BY REGION



**13,590**

NUMBER OF VISITORS

**320**

NUMBER OF EXHIBITORS

**6**

COUNTRY PAVILIONS

**28**

REPRESENTED COUNTRIES

**10,000**

EXHIBITION SPACE (SQM)



This is not the first time we participate in Food Africa. This year, the visitors' quality is very good, and we are very happy and satisfied with our participation. We will definitely participate next year."

**Amr Medany**, Manager, Export Sales, JUHAYNA - Egypt



"We are so glad for participating in this event, our companies are very satisfied with its organization. We are very pleased with the quality of visitors, there are a lot of negotiations at our stands and a big potential in this market."

**Anastasiya Korneyeva**, Belinterexpo - Belarus

# Egypt's flourishing agro-food market

The agriculture sector is an important contributor to the Egyptian economy as it represents roughly **11.5% of the GDP**.

Food production in Egypt does not meet domestic demand and the country is dependent on imported food. Egypt has a fast-growing population leading to a constant increase in demand for food, accompanied by limited local production due to restricted water supply and arable land.



- There are over 7,000 food processing and manufacturing companies in Egypt, generating sales of \$22.2 billion in the previous year. Moreover, retail food sales are expected to register \$98 billion by 2020.
- Egypt's restaurant, hotel, and retail food sectors are growing in 2018 thanks to a budding recovery in tourism and consumer spending. Sources forecast growth reaching 15 to 20% by 2021.
- Egypt is exporting over \$2.8 billion in processed and manufactured foods mainly to the Middle East. There are 339 million potential consumers within 500 kilometers of its borders.
- Egypt's 2018/2022 medium-term plan of sustainable development comprises investments of LE 217 billion in the agricultural sector, according to the Minister of Planning. The investments will cover the expansion of the area of agricultural land, and mechanization of the system of agricultural tenure.
- Egypt's agricultural exports rose by 13% between September 2017 and April 2018 to reach 3.17 million tons, up from 2.8 million tons during the same period a year earlier.











## AGRICULTURE IN EGYPT

**\$11.3 MN**  
MARKET SIZE  
(2023)

**3.6%**  
GROWTH RATE  
(2014 - 2023)

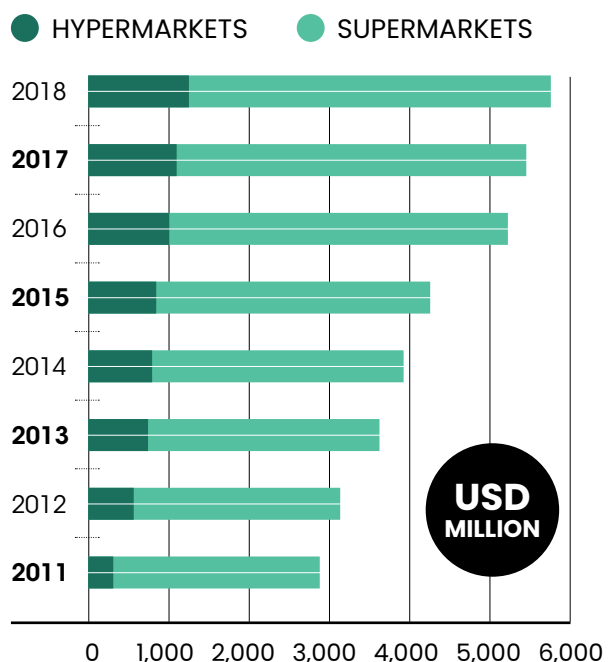
Source: FAS, Ministry of Planning, Fresh Plaza

## TOP FOOD IMPORTS IN EGYPT - 2017

	<b>\$4.4 Bn</b>	Cereals
	<b>\$1.5 Bn</b>	Meat & edible meat offal
	<b>\$1.3 Bn</b>	Animal or vegetable fats, oils & their cleavage products
	<b>\$1.1 Bn</b>	Oil seeds & oleaginous fruits
	<b>\$821.6 Mn</b>	Sugars & sugar confectionery
	<b>\$567.2 Mn</b>	Fish and seafood
	<b>\$496.4 Mn</b>	Coffee, tea, maté & spices
	<b>\$473.5 Mn</b>	Dairy produce, eggs & honey
	<b>\$455.4 Mn</b>	Vegetables and certain roots & tubers
	<b>\$334.7 Mn</b>	Fruits and nuts; peel of citrus fruits or melons

Source: UN Comtrade

## HYPERMARKETS & SUPERMARKETS SALES



Source: Euromonitor, FAS Cairo Office Research

# Egypt: The gateway to Africa's massive agro-food market

There are more than 1 billion people in the African consumer market. This is expected to increase to more than 2 billion by 2050. With 226 million people aged between 15 and 25 years, the continent also has the youngest population in the world. Also, African countries spend between \$30bn and \$50bn annually on imports. This represents enormous potential: A young, growing African consumer market that is more health-conscious, favoring nutritious and healthy foods.

- Egypt is among the 44 countries that signed the African Continental Free Trade Area (AfCFTA) Consolidated Text at the 10<sup>th</sup> Extraordinary Session of the African Union in March 2018.
- In 2017, Egypt imported goods from Africa valued at \$1.8 billion, which accounts for 3% of Egypt's total imports. The country's exports to Africa amounted to \$3.2 billion, or 12% of Egypt's total exports for 2017.

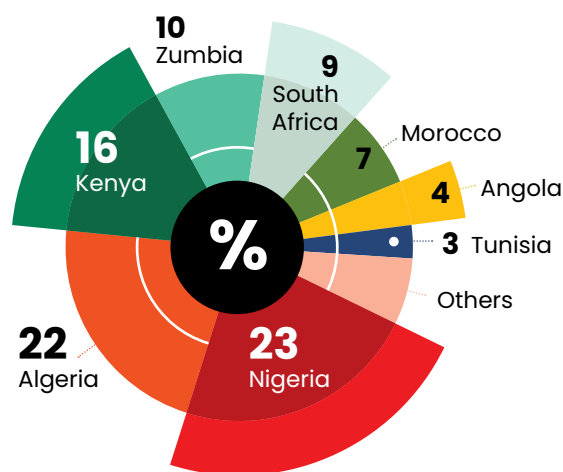


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Africa's food and agriculture market will hit \$1 trillion by 2030. Household consumption will hit \$2.5 trillion, with business-to-business expenditure at \$3.5 trillion by 2025. There's no doubt, Africa is where to invest."

**Akinwunmi Adesina**, President, African Development Bank - Egypt

## EGYPT'S MAIN AFRICAN IMPORT PARTNERS - 2017



Source: TRALAC



## THE VENUE

With a fully-equipped and flexible structure, EIEC's 4 halls provide over 40,300 sqm of exhibition space that can be divided into smaller and interlinked partitions with an 8-meter ceiling height.

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.

*Seize your opportunity  
to grow*

To enquire about exhibiting and sponsoring

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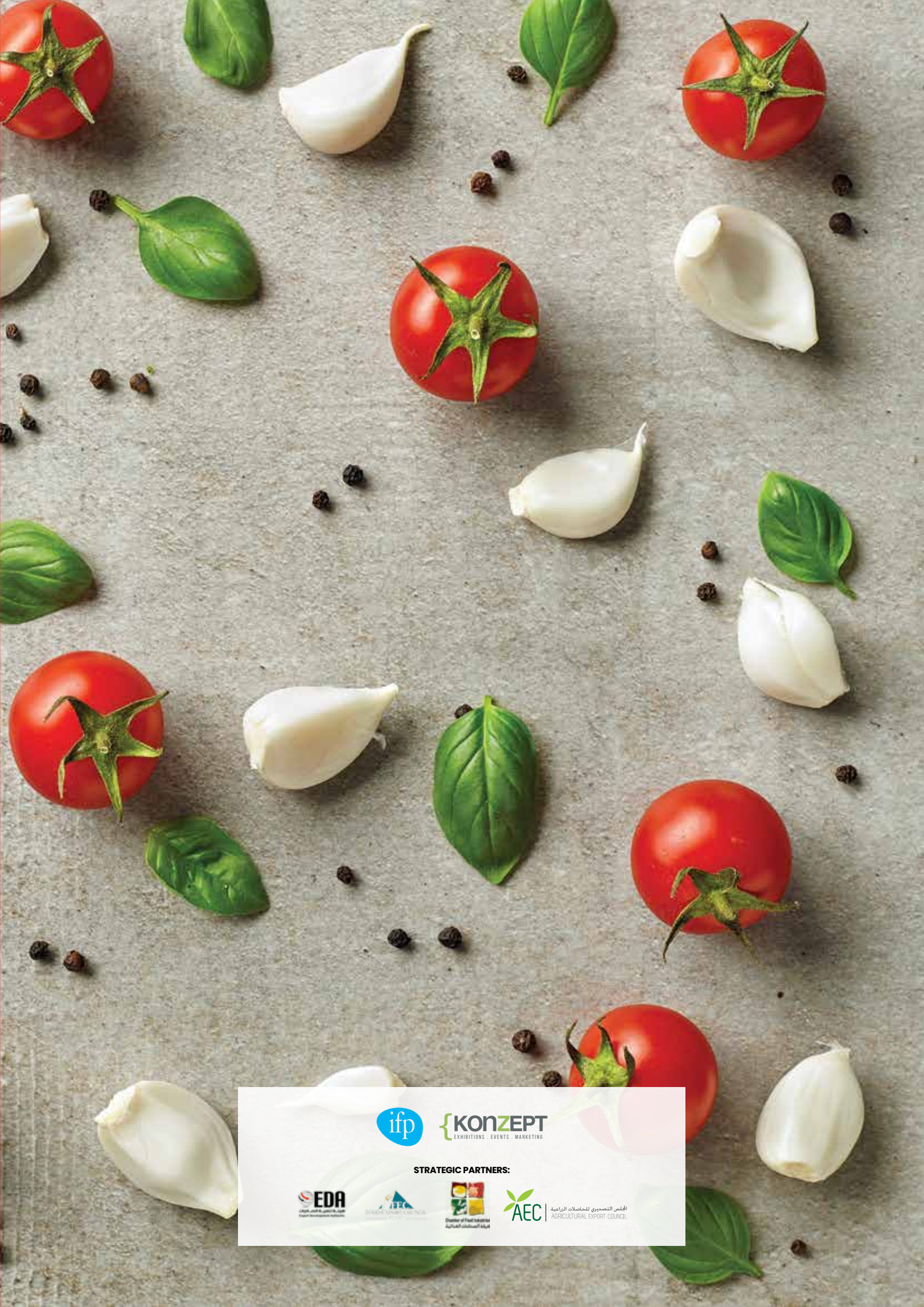
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## THE ORGANIZER

**IFP Egypt** is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 35 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** is 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 for individual Exhibition participants, Country pavilions and Corporate Events & Conferences.



**KONZEPT**  
EXHIBITIONS · EVENTS · MARKETING

STRATEGIC PARTNERS:



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AGRICULTURAL EXPORT COUNCIL