



FoodAfrica^{Cairo}

The 6th International Trade Exhibition for Food & Beverages



Savor
GROWTH
OPPORTUNITIES

**12 - 14
DEC
2021**

EGYPT
INTERNATIONAL
EXHIBITIONS
CENTER •

FOODAFRICA-EXPO.COM

CONCURRENT WITH:



THE VENUE

Egypt International Exhibitions Center has a fully-equipped and flexible structure, with 4 halls providing 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.

THE ORGANIZERS

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.



To enquire about exhibiting and sponsoring

LOCAL SALES

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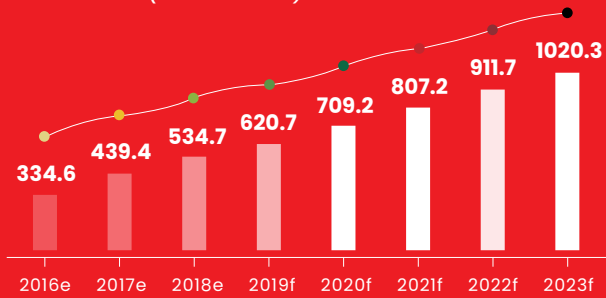
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EXHIBITIONS · EVENTS · MARKETING



المجلس التصديقي للمنتجات الزراعية
AGRICULTURAL EXPORT COUNCIL

EGYPT'S FOOD SALES

2016 - 2023 (EGP BILLION)



Source: Fitch Solutions, Egypt Food & Drink Report, 2019; e/f= estimate/forecast

EGYPT'S GDP GROWTH

2010 - 2023 (% CHANGE)



Access Africa's massive food market through Egypt

The rapidly growing demand for food in Africa fueled by rising population and faster economic growth presents greater market and trade opportunities for domestic agriculture. The value of Africa's food market is expected to more than triple to \$1 trillion by 2030 which would unlock enormous opportunities for farmers, food processors, and agribusinesses alike, particularly through domestic trade.

A successful expansion of intra-continental trade share from 10 to 52% by 2022, as expected by the African Union Commission, promises significant growth and food security for individual African countries.

Egypt has increased its interest in exporting to neighboring African countries. In 2018, trade exchange between Egypt and African countries increased by 23% to \$6.9 billion, compared to \$5.6 billion in 2017, and Egyptian exports to African countries increased by 26.9% to reach \$4.7 billion in 2018, compared to \$3.7 billion in 2017, according to CAMPAS.

- Egyptian imports from African countries increased by 15.2% to \$2.1 billion in 2018, compared to \$1.9 billion in 2017.
- Egypt's intra-Africa exports accounted for 16% of Egypt's total exports, and 3% of total imports for 2018.



“ For us, Food Africa is one of the key exhibitions in this region. During this exhibition we met a lot of people from other countries with whom we can construct our business together. We found a lot of companies with whom we would like to continue our presence in this region. I recommend this exhibition to all our companies.”

**ANASTASIYA VORAKH, Expert of Foreign Exhibitions
Department, Belinterexpo - Belarus**

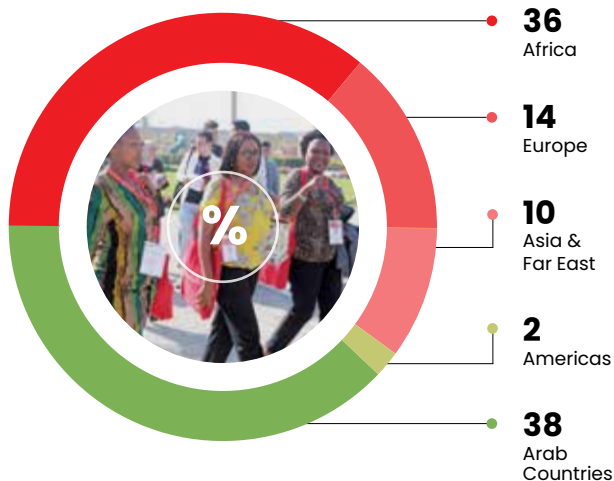


“ Food Africa is the most important food & beverages exhibition that we strive to be present at and participate in every year, especially with its success in transforming into the most important platform for companies to meet and network with industry specialists from Egypt, Africa, and all over the world.”

MR. AHMED AUF, CEO of Abu Auf Group - Egypt

HOSTED BUYERS CLASSIFICATION

> BY REGION



“Egypt is the third biggest market for Brazil, they are huge buyers from us, so this exhibition is very important, and Egypt is very important for Brazil. This exhibition is the contact point to meet all the Arab companies that we want to have in Brazil, as well as the buyers. We brought some Brazilian products here to show to these buyers and also meet all the exhibitors to do business with Brazil. The exhibition is very good, the quality of the contacts is amazing, so we are very happy.”

TAMARA MACHADO, Coordenadora de Eventos - Camara de Comercio Arabe Brasileira - Brazil



Egypt's agro-food market at a glance

- The Egyptian retail food sector size is around **\$15 billion**. Sources foresee growth of 15- 20% over the next five years. Traditional outlets still dominate the Egyptian market, representing 98% of total outlets and around 75% of total sales.
- Egypt's food retail sector is fragmented and dominated by small, traditional, grocery retailers, whose 115,000 outlets account for 98% of the nearly 119,000 stores in the country and 80% of sales. The growing formal sector of modern supermarkets, hypermarkets, and convenience stores makes up the remaining 2% comprising 1,500 outlets and representing around 20% of total sales. The modern grocery retail market is **forecast to double** between 2017 and 2021.
- According to the Egyptian Chamber of Food Industries (CFI), there are **over 7,000** food manufacturing companies operating in the country.

\$3.4 BN
EGYPT'S FOOD EXPORTS IN 2019

\$2.3 BN
EGYPT'S AGRI EXPORTS IN 2019

TOP FOOD IMPORTS IN EGYPT - 2018

| | | |
|--|-------------------|---|
| | \$4.5 BN | Cereals |
| | \$1.7 BN | Oil seeds & oleaginous fruits |
| | \$1.6 BN | Meat & edible meat offal |
| | \$1.2 BN | Animal or vegetable fats, oils & their cleavage products |
| | \$725.9 MN | Fish, crustaceans, molluscs & other aquatic invertebrates |
| | \$625.5 MN | Dairy produce, eggs & honey |
| | \$563.3 MN | Coffee, tea, maté & spices |



2.94% CAGR
EGYPT'S AGRICULTURE MARKET GROWTH (2019-2024)

Special Features



LIVE COOKING SHOW

The **Live Cooking Show** is a dynamic showcase of culinary talent blended with artistry and unique taste. This annual show, held concurrently with Food Africa, brings forward seasoned chefs to create signature dishes during a live demonstration that engages the exhibition's visitors.

HOSTED BUYERS PROGRAM

The **Hosted Buyers Program** is Food Africa's dedicated B2B platform that facilitates business undertakings and maximizes return on investment for participants, through expansion of their business networks and signing agreements on the spot.



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

2022 Edition Highlights

21,640
NUMBER OF VISITORS

410
NUMBER OF EXHIBITORS

12
COUNTRY PAVILIONS

34
REPRESENTED COUNTRIES

12,500
EXHIBITION SPACE (SQM)

Food Africa 2021

With a population of over 100 million people and a growth rate of 2.38%, Egypt boasts a highly attractive consumer market. On average, Egyptians spend 35% of their income on food, making way for immense business growth opportunities in the agro-food sector.

Staying on top of the demand and emerging opportunities in this industry, Food Africa, the International Trade Exhibition for Food & Beverages, returns in its 6th edition from 16 to 18 December 2020 at Egypt International Exhibitions Center, in Cairo.

Food Africa provides a full-fledged international business platform, bringing investors and agro-food suppliers in direct contact with prominent buyers and industry specialists from Egypt, Middle East and Africa.

The exhibition features a conference and several concurrent events catering to specialized food sectors.

Concurrent Events



Following a successful debut at Food Africa 2019, **DATES AFRICA**, the International Trade Exhibition for Date Palm, returns this year with ripe business opportunities in an increasingly growing market. The exhibition is an ideal specialized platform for local, regional, and international dates producers, suppliers, and exporters to meet substantial buyers from across the region and promote trade and investments.



This year marks the second edition of **INGREDIENTS AFRICA**, the International Trade Exhibition for Food Ingredients, alongside Food Africa. Catering to the versatile ingredients market, this specialized platform brings together local, regional and international manufacturers, suppliers, and food technology specialists to showcase food additives, ingredients, flavorings, and others to a large pool of buyers from Egypt, Middle East and Africa.



SEA FOOD AFRICA, the International Trade Exhibition for Fisheries and Seafood, also returns to Food Africa this year with fresh opportunities for growth in an attractive market. The exhibition is an essential platform for local, regional, and international manufacturers, suppliers and distributors of fresh, frozen and processed fish and other seafood to foster trade relations in the Egyptian, Middle Eastern and African markets.



The Food Africa Conference has become a staple concurrent event at Food Africa. With a keen eye for developments and emerging opportunities in the Food and Beverage market, the conference has become an annual meeting point for industry experts to share valuable knowledge and insights and network with other stakeholders from various sectors within the agro-food industry.



pacprocess MEA, the 2nd International Exhibition for Processing & Packaging in the Middle East and Africa, is a comprehensive exhibition dedicated to the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food, and industrial machinery, processing and packaging in the Middle East and Africa. The trade fair brings together local and international industry stakeholders to showcase innovative technologies and explore business opportunities in the region.