



FOOD & BEVERAGE

WEST AFRICA

13TH - 15TH JUNE 2023

LANDMARK CENTRE, LAGOS, NIGERIA

2023 SHOW BROCHURE & 2022 POST SHOW REPORT



**OVER 87% OF
COMPANIES
REBOOKED THEIR
STAND FOR 2023
ONSITE IN 2022**

**“ This was our 6th year attending the exhibition
and it gets better and better every year. We are
already looking forward to returning in 2023.”**

Ashish Vidani
Nasco
UK



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INTRODUCTION

2022 saw our biggest edition of Food and Beverage West Africa to date, with just under **5,000 attendees** and **200 exhibitors**. The atmosphere on the show floor was fantastic and it was great to see so many deals being done, and partnerships being made.

The BtoB Events team would like to say a huge thank you to our sponsors (Just Food, Nasco and Daffy), exhibitors, VIP's, partners, visitors and suppliers. It really is a team effort to put the exhibition on every year and the feedback was unanimous; the 2022 edition of FAB West Africa was the best, and biggest, to date.

The 6th edition of the exhibition will return to the Landmark Centre, Lagos on June 13-15th 2023. With the new third hall at the Landmark Centre now finished, we will be growing the exhibition to reach the new higher capacity – in fact, we are already over 75% sold out for the next edition at the time of writing this (July 2022). Our strategy for 2023 will be to continue our focus on welcoming more, and more, attendees from other

West African nations. 2022 was the first year that we partnered with the Food and Beverage Association of Ghana (FABAG) which saw a significant increase in our Ghanaian visitor base. Something we will continue to grow and replicate across Benin, Cameroon, Togo, Senegal, Ivory Coast and more...

With the price of food rising all across the world, along with inflation, there has never been a more important time to bring new suppliers and buyers together in a bid to find new products and solutions that can ultimately lead to larger margins and more affordable products on the shelves of the West African retailers.

We look forward to welcoming everyone back to Food and Beverage West Africa 2023. We will have more exhibitors, more country pavilions, more show features and thousands of new and exciting food and beverage products for our visitors to come, taste, sample and investigate.

See you in June 2023!



NEW FOR 2022!

- ✓ New International Pavilions
- ✓ Show expanding into new halls
- ✓ New International Exhibitors
- ✓ New VIP attendees
- ✓ New exciting brands
- ✓ New opportunities
- ✓ New features

2022 SHOW SUMMARY:



4,893
ATTENDEES



188
EXHIBITORS



100+
HOSTED VIP
BUYERS



SME ZONE
WITH 32 LOCAL
EXHIBITORS



25+ PRESS
HOUSES
AND MEDIA
OUTLETS

THANK YOU TO OUR 2022 SPONSORS, AND PARTNERS

Gold Sponsors:



Show Partners:



Professional Partner:



Media Partners:



EXHIBITOR BREAKDOWN

Food and Beverage West Africa continues to grow and cement its position as Africa's leading trade show for the food and beverage sector. 2022 saw a total of 188 exhibitors participate from no less than 45 countries.

Our exhibitors showcase a whole range of products and equipment onsite, covering the full food and beverage spectrum. From catering and kitchen equipment to FMCG products, retail solutions to alcoholic beverages, confectionary to energy drinks, tea/coffee to rice/grains/cereals.

If you are a company who are looking to enter, or grow, your business across Western Africa then FAB West Africa is the only place to be. We work with key buyers from the open markets across the region to the largest retail chains and supermarkets to ensure that the key buyers are present and hungry to find new products and solutions for their business. This really is a once a year opportunity not to be missed. Contact the team on info@fabwestafrica.com to enquire today.

EXHIBITOR FEEDBACK:



96%

Would recommend this exhibition to other companies



87%

Booked a stand onsite for 2022



94%

Were happy that they participated



92%

Were more than happy with the quality and quality of visitors



“ We are entering the Nigerian market and FAB is a fantastic platform for us to identify consumer behaviours, needs and wants and more. Based on that information we will now adjust our customer portfolio accordingly.”

Daniel Indika
Lion Beer, Sri Lanka



2022 EXHIBITOR CATEGORIES INCLUDED:



BEVERAGES - 20%



FMCG - 19%



**KITCHEN/RETAIL
EQUIPMENT - 13%**



CONFECTIONARY - 12%



INGREDIENTS - 11%



**MACHINERY AND
PACKAGING - 8%**



DAIRY - 6%

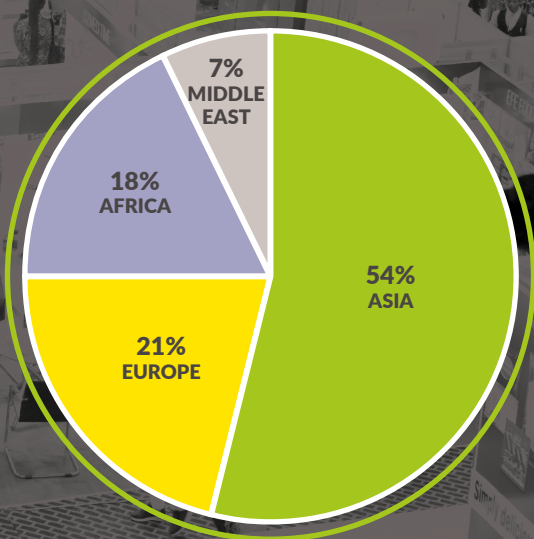


RICE, PULSE, CEREALS - 5%



OTHER - 6%

EXHIBITOR REGIONS:



“ The Food and Beverage West Africa exhibition gave our brand an avenue to introduce our business to other brands. The event was a really awesome experience as it really helped to meet all our targets and objectives.”

Comfort Oyenade,
Wines & Things Limited,
Nigeria



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VISITOR BREAKDOWN

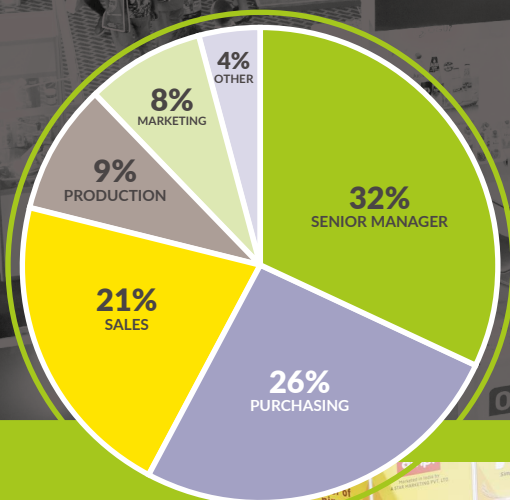
The Food and Beverage West Africa exhibition is proud to be partnered with the key associations and societies from across the West African F&B sector. We are the only exhibition partnered with bodies such:

- The National Association of Supermarket Operators of Nigeria (NASON)
- The Restaurant and Food Services Proprietors Association of Nigeria (REFSPAN)
- Food and Beverage Association of Ghana (FABAG)
- Association of Professional Food Service Providers of Nigeria (APFSPN)
- Culinary Arts Practitioners Association Nigeria (CAPA)
- African Business and Exporters Network (ABEN)
- National Association of Nigerian Traders (NANT's)
- Nigerian Hotel and Catering Institute (NHCI)
- Conference of All Agri Business in Nigeria (CABIN)

Partnering with these bodies allows us to bring the highest level of quality visitors through the doors during the three day event.

Our partnerships with the largest traditional market places for F&B trade right across the country are just another key reason which sets our exhibition apart from others across the continent. We were delighted to sponsor and host no less than 100 VIP's from across the region as our hosted buyers at the 2022 edition who were all very well received by our exhibitors.

VISITOR JOB TITLES

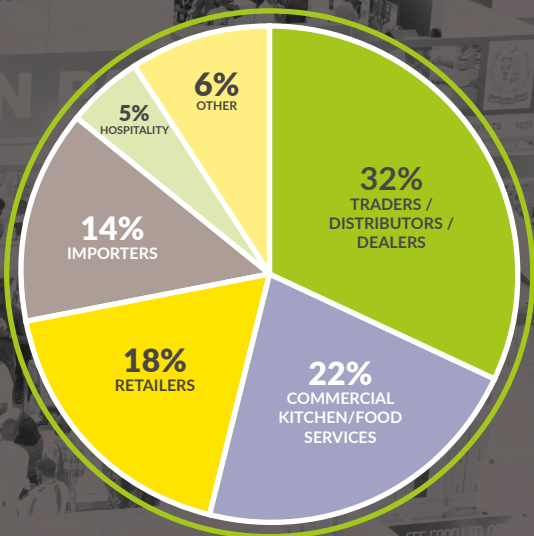


“FAB has exceeded our expectations! Our main target was to build relationships with our old and new clients. We are gaining a great market reputation!”

Mr. Al Hamed
Director
Soni Food, Pakistan



WHO ATTENDS:



87%

were successful in finding
new suppliers for their
business

91%

attended to look for new
partners and suppliers



“ This is our first FAB attendance and we are really glad to have participated. So far we’ve opened discussions with over 50 leads and hope to follow them through for future business decisions.”

Nora Dimmadbi
Everyday Supermarket
Nigeria

THE NIGERIAN MARKET

WHY NIGERIA?



Nigeria is the most populated country in Africa with a population of over 216million people. Lagos, the commercial hub of the country, alone has over 14million people and is Africa's most populated city.

- WorldoMeters



The food and beverage sector within Nigeria is estimated to grow annually by 5.50% (CAGR 2022-2027)



Revenue in the food market in Nigeria amounts to \$191.40bn in 2022.



The largest segment within the Nigerian food and beverage market is confectionary and snacks worth \$48.59 billion in 2022.

“Nigeria is our biggest market, we make over 5 million british pounds a year so a massive growth opportunity. We've met new customers and made so many high quality contacts.”

Alex Makino Farrell
Forrest Fresh Foods Ltd, UK



ABOUT THE VENUE:

The Landmark Centre is West Africa's premier venue for exhibitions, conferences and trade shows. With a capacity for over 25,000 people, the venue is the first choice for exhibition organisers from all around the world to use in Nigeria.

The Landmark Centre is located in the business hub and upmarket area of Victoria Island, Lagos. Positioned right on the coast of the Atlantic Ocean the venue has a truly iconic backdrop of the ocean and Landmark beach.

The Landmark Centre is part of the newly formed Landmark Village. The Landmark Village provides world class facilities for exhibitors and visitors to wine and dine long into the evening once the exhibition closes with 5 star dining at the Asian fusion restaurant Shiro, and the world famous Hard Rock Café. There is also the newly opened Landmark Beach club, which offers exhibitors the opportunity to soak in the sunshine whilst relaxing on a beach which is on par with any across the world.



“As a business, we think FAB West Africa can be a game changer for all companies. The market is huge and we believe that FAB can help businesses identify potential.”

Muhammed Usman, Ajmair Foods PVT Ltd,
Pakistan

