

FoodAfrica^{Cairo}

The 2nd International Trade Exhibition for Food & Beverages

taste
Network
savour, grow

4 - 7 May 2016

Cairo International Convention & Exhibition Center (CICC)
Cairo - Egypt

www.foodafrica-expo.com

Organized by:



KONZEPT
EXHIBITIONS &
EVENT MANAGEMENT



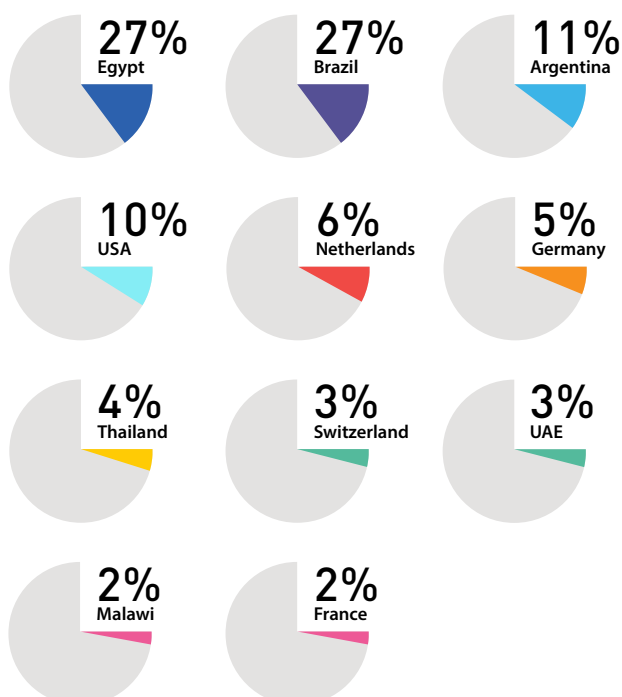
WHY EXHIBIT

BENEFIT FROM THE UNIQUE BUSINESS PROSPECTS AT FOOD AFRICA

Whether you are looking to meet new buyers or present your new products, exhibiting at Food Africa gives you the opportunity to directly engage with your future customers in their own environment.

- ▶ Launch your business in new markets and establish new business connections
- ▶ Meet new prospective buyers and suppliers
- ▶ Position your business amidst the greatest concentration of buyers
- ▶ Sign contracts and agreements on location
- ▶ Find a reliable agent or distributor
- ▶ Exchange experiences and insights with local professionals
- ▶ Gain increased visibility in the East African Market especially the COMESA region
- ▶ Discover new market trends and technologies in the African food industry

SOURCE MARKETS FOR IMPORTS OF FOOD & BEVERAGE TO EGYPT



EGYPT'S FOOD IMPORTS

Due to its large population, which is expected to exceed 100mn people by 2020, Egypt imports 60% of its food. Egypt's annual food import bill amounts up to USD 15 billion, making the Egyptian market a great potential for exporting companies.

| Value (USD mn) | Product |
|----------------|-------------------------------|
| 3.12 | Almonds (Fresh or Dry) |
| 1600 | Animal/Vegetable Fat & Oil |
| 221.32 | Apple |
| 4700 | Cereals |
| 6.84 | Coffee |
| 169.61 | Cotton |
| 2.14 | Fruit & Nuts (Fresh or Dried) |
| 5.42 | Garlic (Fresh or Chilled) |
| 2.23 | Grapes |
| 7 | Green Tea |
| 1985 | Maize |
| 2.23 | Potatoes (Fresh or Chilled) |

COMESA'S FOOD IMPORTS

| Value (USD mn) | Description |
|----------------|---------------------------------|
| 938 | Edible Products & Preparations |
| 929 | Fish (Fresh, Chilled or Frozen) |
| 2,108 | Fixed Vegetable Fats & Oils |
| 1,317 | Fixed Vegetable Fats & Oils |
| 547 | Fruit & Nuts (Fresh or Dried) |
| 2,351 | Maize |
| 855 | Meat of Bovine Animals |
| 882 | Milk & Cream & Milk Products |
| 1,459 | Oil Seeds & Oleaginous Fruits |
| 6,113 | Other Food |
| 667 | Other Meat & Edible Meat Offal |
| 966 | Rice |
| 2,267 | Sugars, Molasses & Honey |
| 832 | Vegetables |
| 4,414 | Wheat |

FOOD AFRICA - CAIRO 2016

THE BEST LAUNCHING PLATFORM FOR THE INTERNATIONAL FOOD BUSINESS TO THE AFRICAN MARKETS

Food Africa – Cairo is Egypt's largest and most important food and beverage trade fair aimed at serving new markets and target groups, for all the trends and themes and, above all, for first-rate contacts and business leads. Characterized by the professional business attitude and extensive networking, decision-makers from the domestic and regional market, as well as leading importers and buyers from key African countries visit the fair to obtain in-depth information about the services and products on display.

Over just four days, exhibitors will get the chance to meet face to face with thousands of wholesalers, distributors, retailers and other industry professionals, and develop partnerships which will see their products stocked in shops and supermarkets all over Egypt, and the greater African market.



FOOD AFRICA CONFERENCE

Food Africa Conference hosted a series of inspiring sessions on production, pre-processing, international requirements of quality and food safety, trade with Africa, investments & opportunities in the food sector as well as other important industry related topics. In addition to assembling a group of international buyers and procurement agencies interested in doing business with Egyptian exporters, the match making and B2B sessions alongside Food Africa exhibition allowed a wider exposure to relevant Egyptian institutions supporting herbs industry in Egypt.

Food Africa is considered one of the best exhibition I've visited this year.

► *H.E. Mounir Fakhry Abdel Nour (Minister of Industry, Trade & SMES)*

Food Africa has succeeded in its 1st edition and looking forward to bigger one next year.

► *Eng. Alaa El Bahay – Chairman Food Export Council*

Proud of Food Africa. Outstanding organization and a world class event.

► *Eng. Mohamed Shoukry – Chairman Chamber of Food Industries*

Egypt is the gateway to Africa, and Food trading is one of the fastest growing sectors in the continent.

► *Mr. Ahmed El Wakil, Chairman Federation of Egypt's Chambers of Commerce*

This is a first year participation for the Kingdom of Saudi Arabia with over 20 companies. It is an excellent first edition for the show and we hope for better years to come.

► *Faisal Abdul-Aziz – Exhibitions Manager, SEDA*

“THE FOOD AND
BEVERAGE INDUSTRY
IS GROWING
AT A PACE OF
25% ANNUALLY,
OPENING UP HUGE
OPPORTUNITIES FOR
INTERNATIONAL
COMPANIES.”



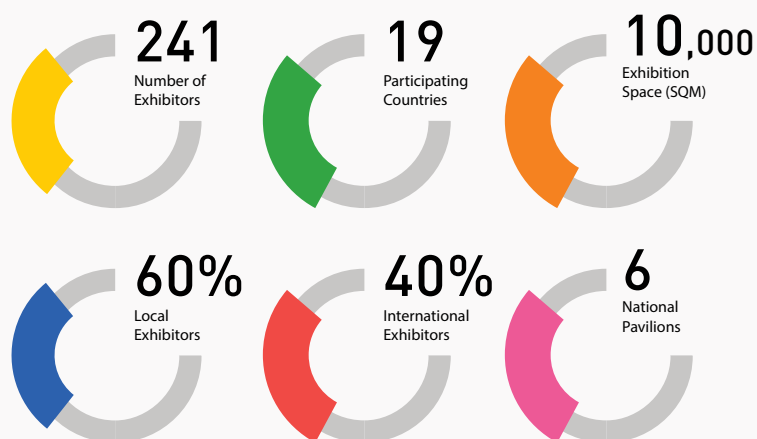
FOOD AFRICA - CAIRO 2015

COVERING ALL THE ASPECTS OF THE
FOOD INDUSTRY IN ONE EVENT

On 9 May 2015, the first edition of Food Africa – Cairo came to an end having achieved excellent results. Featuring an extensive four-day showcase and side events that covered all the aspects of the food industry, the fair provided space not only for the presentation of quality food manufacturers from all over the world, but also a premier meeting place for the food and drinks industry and a vibrant source of products.

FACTS & FIGURES

8340 NUMBER OF VISITORS



HOSTED BUYERS PROGRAM

●●●●● **45%**
EAST, NORTH,
& WEST AFRICA

●●●●● **40%**
GCC & MENA

●● **15%**
EAST EUROPE
& RUSSIA

Same as in 2015, Food Africa - Cairo will also feature a Hosted Buyers Program which aims at maximizing business opportunities for exhibitors. Prominent buyers, food and beverage importers, and distributors will be invited from the African states as well as the MENA region to the show to interact with exhibitors and conclude import contracts and dealership agreements.



VISITORS' PROFILES

MEET THOUSANDS OF BUYERS,
INFLUENCERS AND DECISION MAKERS
FROM THE GREATER AFRICAN MARKET

- ▶ International Importers
- ▶ Retail Professionals
- ▶ Distributors & Wholesalers
- ▶ Food & Beverage Professionals
- ▶ Hypermarkets
- ▶ Food Service Wholesalers & Retailers
- ▶ Catering , Restaurants & Cafes
- ▶ Government & Association
- ▶ Education & Training
- ▶ Hotels
- ▶ Airline Catering
- ▶ Bakeries
- ▶ Military Catering

EXHIBITS' PROFILES

FOOD PRODUCTS

- | | |
|----------------------------------|------------------------------------|
| ▶ Bakery, Cake & Desserts | ▶ Herbs & Spices |
| ▶ Beverages | ▶ Honey & Jam |
| ▶ Canned & Chilled Seafood | ▶ Ice Cream |
| ▶ Canned Food | ▶ Juices |
| ▶ Chilled Food | ▶ Meat & Poultry |
| ▶ Chocolate & Sweets | ▶ Milk, Cheese & Dairy Products |
| ▶ Condiments, Sauces & Preserves | ▶ Mineral, Spring & Flavored Water |
| ▶ Confectionary & Snacks | ▶ Nuts & Dried Food |
| ▶ Dates | ▶ Oils |
| ▶ Eggs | ▶ Olives & Olive Oil |
| ▶ Energy Drinks | ▶ Organic & Diet Food |
| ▶ Fresh Fruits & Vegetables | ▶ Rice |
| ▶ Frozen Food | ▶ Tea, Coffee & Herbal Infusions |
| ▶ Grains, Cereals & Flours | |

SPECIALTY PRODUCTS

- | | |
|---------------------------|-------------------------|
| ▶ Child Food | ▶ Organic Food |
| ▶ Dairy Free, Gluten Free | ▶ Private Label |
| ▶ Ethnic Food | ▶ Ready Meals |
| ▶ Food Franchises | ▶ Special Diet Products |
| ▶ Halal Products | |



JOIN THE MENA FRESH PRODUCE TRADE
www.macfruitattraction.com

IFEMA and CESENA FIERA, the organizers of the industry-leading events, FRUIT ATTRACTION, the International Trade Show for the Fruit and Vegetable Industry, in Spain, and MACFRUT - Fruit and Veg Professional Show, in Italy, in collaboration with IFP Group, are creating a new platform which will encourage the positioning and international professional network of fruit and vegetable companies with direct access to new strategic markets, allowing them to contact local operators and the area of influence. The first edition of MAC FRUIT ATTRACTION MENA will be held in Egypt as part of FOOD AFRICA - CAIRO, covering the Middle East and Africa markets.

THE MUST ATTEND EVENT FOR THE FRESH
PRODUCE TRADE

MAC FRUIT ATTRACTION MENA, as an international point of reference for the fruit and vegetable industry, offers a wide-ranging exhibition which covers the entire fresh produce supply chain, including global producers, distributors, service providers and retailers of fruit and vegetable.

AT MAC FRUIT ATTRACTION MENA YOU WILL HAVE THE OPPORTUNITY TO

- ▶ Showcase your products, varieties and value-added services to the African distribution channel
- ▶ Reach agreements with leading distributors around the continent
- ▶ Unlock the value of your capacity to meet supply schedules, volume requirements and programmed deliveries
- ▶ Foment dealings and forge personal contacts among distributors and suppliers from new markets

EXHIBITS' PROFILES

- | | |
|-------------------------------------|----------------------|
| ▶ Fresh Fruit | ▶ Storage |
| ▶ Fresh Vegetables | ▶ Technical Services |
| ▶ Fresh-cut, Convenience & Catering | |
| ▶ Organic Products | |
| ▶ Plants & Cut Flowers | |
| ▶ Transport & Logistics | |

CESENA • FIERA



GENERAL INFORMATION



IFP Egypt

IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 34 years and more than 480 international exhibitions with worldwide recognition.

IFP Group organizes the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and seeking exposure among top regional buyers and decision makers.



The Venue

Cairo International Convention and Exhibition Center is Egypt's leading business events venue. Superbly located in Cairo adjacent to the bustling central business district, just 5 minutes away from Cairo International Airport.

- ▶ The center comprises three major buildings, including Convention halls, Banquet hall and the Exhibition center.
- ▶ This world class venue is the perfect location for meetings, conferences, exhibitions and special events
- ▶ Five exhibition halls with a total exhibition space of 20,000 SQM.



BOOK YOUR SPACE NOW

To book your space, visit our website www.foodafrica-expo.com and fill the online application form.



For Local Sales Inquiries:

Dalia Kabeel

Tel: +20 2 25245187 / 88

Fax: +20 2 25245199

Email: dalia.kabeel@konzept-egypt.com

For International Sales Inquiries:

Rania Houjaij

Tel: +44 20 8638 0502

Fax: +961 5 955361

Email: rania.houjaij@ifpexpo.com



KONZEPT
EXHIBITIONS &
EVENT MANAGEMENT

IFP EGYPT

38 Cornish El Nile, Alia Tower Maadi
Cairo, Egypt

Tel: +20 2 25283101

Fax: +20 2 25283105

Email: info@ifpexpo.com

www.ifpexpogroup.net

