

Network *Savour* Grow

foodafrica-expo.com



FoodAfrica^{Cairo}

MAC

fruit attraction

THE WORLD'S INTERNATIONAL FRESH PRODUCE TRADE SHOW BRAND / macfruitattraction.com

The 3rd International Trade Exhibition
for Food & Beverages

22 - 24 April 2017

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

Organized By:



KONZEPT
EXHIBITIONS &
EVENT MANAGEMENT



THE **GATEWAY** TO AFRICA'S AGRIFOOD

The launch of the Tripartite Free Trade Area* (TFTA) from Egypt in 2015 is a sign of a renewed bilateral relation between Egypt and Africa: Egypt is the entryway to Africa, and Africa is the new pathway for economic growth. The TFTA represents an integrated market of 26 countries with a combined population of 632 million which is 57 % of Africa's population, with a total GDP of US\$ 1.3 trillion in 2014 (about 58 % of Africa's GDP). The free trade agreement will bolster intra-regional trade by creating a wider market, increase investment flows, enhance competitiveness, and encourage regional infrastructure development as well as pioneer the integration of the African continent.

*The Tripartite Free Trade Area (TFTA) is the new free trade agreement between the Common Market for Eastern and Southern Africa (COMESA), Southern African Development Community (SADC) and East African Community (EAC).

Food Africa 2017

Food Africa is the continent's largest International Trade Exhibition specialized in the Food and Agro industries.

The exhibition, combining an innovative format of showcasing, networking, and matchmaking, is a unique platform to access the Egyptian mega-market, and Africa's booming agriculture industry. Food Africa is the peerless portal to access major agriculture opportunities in Egypt and Africa.

Food Africa Conference

Welcoming industry experts, the specialized conference explores numerous agri-food related topics including: trading opportunities with Africa, trade agreements, food safety, consumer behavior, and the latest trends, among others. The conference will provide you with unique insights into the new market trends and demands in Egypt and Africa.

Specialized Platforms

[Hosted Buyers Program

The dedicated B2B platform helps you maximize your benefit and return on investment (ROI) by meeting selected buyers from more than 55 countries. The B2B meetings allow guest buyers to get acquainted with the latest products and trends, negotiate and conclude contracts, and sign agency and distribution agreements.



[Live Cooking Show

The Live Cooking Show is powered by the Egyptian Chefs Association (ECA). The show welcomes the finest internationally-renowned chefs in Egypt, who prepare recipes every day of the exhibition. Made from the sponsors' products and crops and promoted by the Chefs during the show, the resulting recipes are then collected in a cookbook that is distributed to the visitors. In addition, and to ensure that all visitors had a taste of the delicious food, a Live Streaming Screen projects the Cooking Show while the cooked recipes are distributed as sampling to the show's attendees.



"The diverse clientele that visits the show makes Food Africa one of the best specialized exhibitions in Egypt. We are confident of the outcome of our participation."



ERIC MANSOUR / VP SALES & MARKETING – GIVREX - Egypt

2016 EDITION IN NUMBERS

290

Exhibitors

8

National Pavilions

28

Countries Represented

10,260

Visitors

10,000

Exhibition Space (SQM)



"Our five members who attended the trade fair (Vog, Vip, Melinda, La Trentina and Melavi) were satisfied. In addition to meeting some existing commercial partners, they also had the opportunity to acquire many new contacts from Egypt and more generally from across the Middle East and North Africa region."



GIULIA MONTANARO / INTERNATIONAL RELATIONS OFFICER ASSOMELA
(An association that represents 80% of the Italian apple production industry) - Italy

Official Supporting Bodies



EGYPT

- > Chamber of Food Industries
- > Food Export Council
- > Agriculture Export Council
- > Egyptian Tourism Authority
- > Federation of Egyptian Chamber of Commerce
- > Union of African Chambers of Commerce
- > Industry, Agriculture, and Professions
- > Horticultural Export Improvement
- > Association – HEIA
- > Green Trade Initiative, UNIDO
- > Embassy of the Republic of Poland in Cairo
- > Trade & Investment Promotion Section



KINGDOM OF SAUDI ARABIA

- > Saudi Export Development Authority



UAE

- > Dubai Exports



SPAIN

- > IFEMA – Feria de Madrid



ITALY

- > CESENA Fiera



PAKISTAN

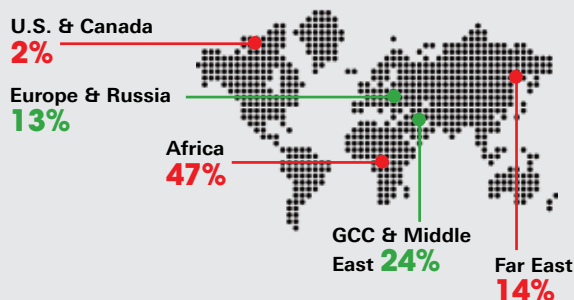
- > TDAP – Trade Development Authority of Pakistan

Hosted Buyers Program 2016

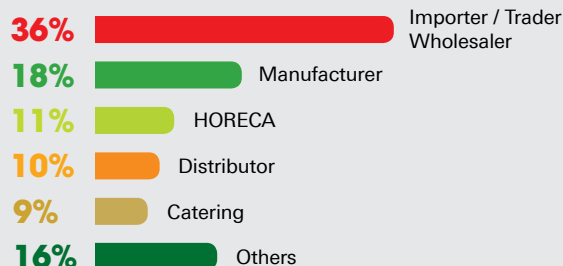
302 Number of Hosted Buyers

59 Number of Countries

Visitors Geography



Classification of Visitors



Exhibiting Countries





In order to cover all aspects of the agri-food industry, Food Africa 2017 will be held concurrently with Africa Food Manufacturing, the leading food manufacturing and packaging trade fair in Egypt and North Africa featuring AfroPack and FoodTech streams. Discover the latest technology, material, equipment, and solutions for packaging business at AfroPack, and explore the newest machinery, solutions, and services required within all phases and types of the food processing and manufacturing cycle at FoodTech. Africa Food Manufacturing is the hub of the most prominent suppliers within the Food Manufacturing, Processing, and Packaging industry along with SMEs and innovative Start-ups. During three days, thousands of food processing, manufacturing and packaging professionals will attend the show seeking machinery, equipment, and solutions that will help them: optimize processes, decrease costs, implement more advanced technologies, and learn about the latest trends in the field.

Who should exhibit:



- ▶ Packaging Technology and Machinery Providers
- ▶ Packaging materials and products Providers
- ▶ Printing Technology and Machinery Providers



- ▶ Food Processing Technology and Machinery Providers
- ▶ Food Processing Equipment and Solutions
- ▶ Food Ingredients

To enquire about exhibiting please contact alex.hawkes@informa.com or call +201 000 611 032

Special Highlights of Food Africa Include:



VIP Welcome
Reception



National
Pavilions



Hosted
Buyers
Program



Educative
Seminars &
Workshops



MACFRUIT ATTRACTION

MAC FRUIT ATTRACTION MENA is a new global brand for the fresh produce industry, developed to create and maintain a strong and efficient network between traders and vendors in Europe, MENA, and Africa. Held concurrently with Food Africa for its second consecutive year, MAC FRUIT is a unique platform providing international fruit and vegetable firms direct access to new strategic markets.

Exhibits Profiles



Fresh Fruits



Fresh Vegetables



Fresh-cut, Convenience & Catering



Organic Products



Plants & Cut Flowers



Transport & Logistics



Storage



Technical Services

MARKET INSIGHTS



Africa's Food Exchange

- ▶ Before 2000, Sub-Saharan Africa was a net exporter of food.
- ▶ Today, the region has a food import bill of over US\$ 35 Billion per year, and imports exceed exports by 30%.

Egypt's Relation with Africa

- ▶ Africa's global economic and strategic importance is rapidly increasing. With 54 countries and a population of over a billion people, it is the second largest continent in terms of area and population, in addition to being rich in resources.
- ▶ The Egyptian government is seeking to reinforce Egypt's trade relations with its African partners. In 2014, Egypt's exports to Africa reached US\$ 3.8 Billion (14% of total Egyptian exports); while imports from Africa stood at US\$ 1.2 Billion (1.7% of total imports).

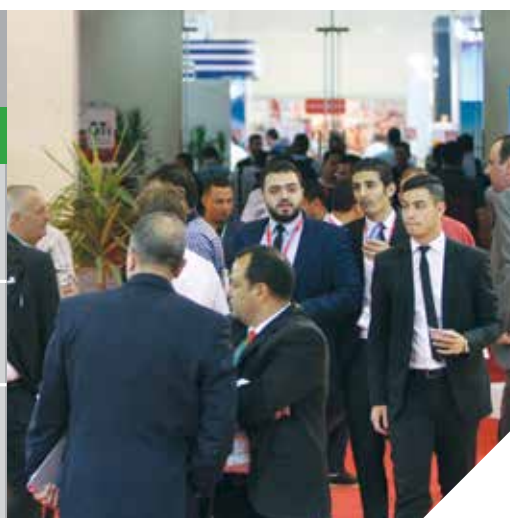
Egypt's FMCG Sector

- ▶ With 90 million inhabitants, 70% of which are under the age of 30, Egypt is considered the 2nd economy of Africa.
- ▶ US-based Kellogg's purchased an 86% stake in Egypt's Bisco Misr in January 2015 for US\$ 125 Million, and acquired Mass Food Group in September for US\$ 50 Million.
- ▶ Egyptian food producer Edita Food Industries held a successful initial public offering of 30% of its shares on the Egyptian Stock Exchange in March, with the issue 4.5-times oversubscribed, indicating robust investor appetite.
- ▶ The demand for ready-made food in Egypt is growing rapidly as the increasing number of women entering the work force pushes the demand for convenience based food even further.



Headline Industry Forecasts

	(Y-O-Y) 2015	(CAGR) 2014 - 2019
Total Food Consumption Growth	+13.5%	+11.7%
Per Capita Food Consumption	+11.7%	+10.0%
Total Mass Grocery Retail Sales	+15.2%	+12.8%



The Organizer

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 Africa 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 adjacently 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, offering five exhibition halls with a total exhibition space of 20,000 SQM.



BOOK YOUR SPACE AND ACCESS AFRICA'S BOOMING AGRI-FOOD INDUSTRY

To enquire about exhibiting and sponsoring:

Local Sales

Ms. Dalia Kabeel
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Fax: +20 2 25245199
Email: dalia.kabeel@konzept-egypt.com

International Sales

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Fax: +961 5 955 361
Email: leyla.tay@ifpexpo.com

Held Concurrently With:

IFAC
fruit attraction
THE WORLD'S INTERNATIONAL FRESH PRODUCE TRADE SHOW BRAND

**AFRICA FOOD
MANUFACTURING**

Organized By: **informa**
exhibitions

Organized By:

ifp
KONZEPT
EXHIBITIONS &
EVENT MANAGEMENT

Co-Organized By:

CESENA • FIERA

IFEMA
Feria de
Madrid



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