

# FoodAfrica<sup>Cairo</sup>

The 2<sup>nd</sup> 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](http://www.foodafrica-expo.com)

Organized by:



**KONZEPT**  
EXHIBITIONS &  
EVENT MANAGEMENT



# 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 1<sup>st</sup> 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.”





# 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          |                         |





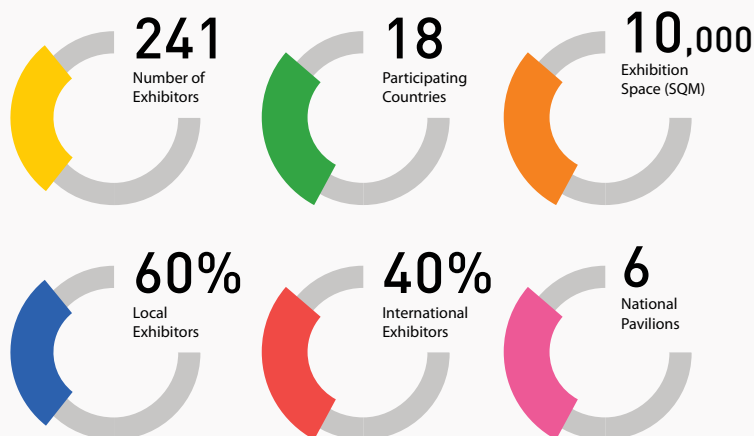
# FOOD AFRICA - CAIRO 2015

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.



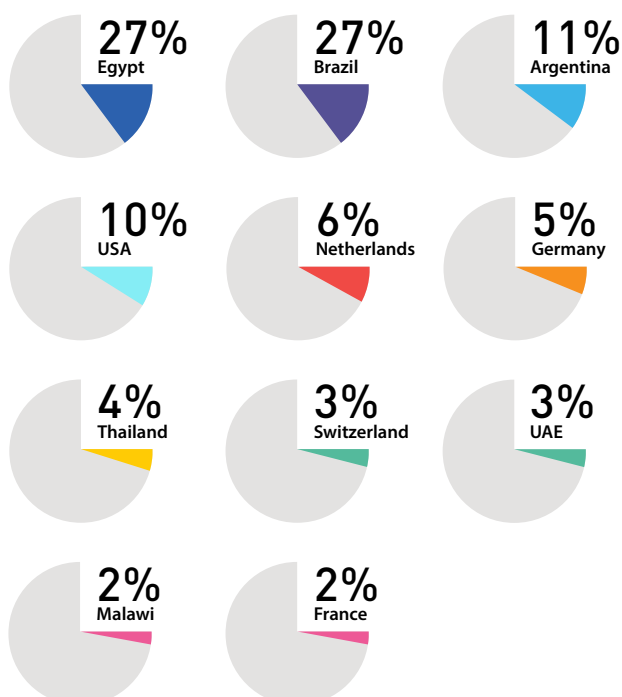
# WHY EXHIBIT

## 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

# 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](http://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](mailto:dalia.kabeel@konzept-egypt.com)

### For International Sales Inquiries:

Rania Houjaij

Tel: +961 5 959111 ext.112

Fax: +961 5 955361

Email: [rania.houjaij@ifpexpo.com](mailto: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](mailto:info@ifpexpo.com)

[www.ifpexpogroup.net](http://www.ifpexpogroup.net)

