

FoodAfrica ^{Cairo}

The International Trade Exhibition for Food & Beverages

Grab fresh
opportunities
in new markets

6 - 9 May 2015

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

www.foodafrica-expo.com

Organized by:



In Collaboration with:



Food Africa

Serving the Needs of One of the Biggest Food Markets in the World

The African food market, a USD 3.3 billion business, is considered to be one of the most important markets in the world. Although agribusiness is a major industry in many countries around the world, the lack of advanced technology and know-how for an efficient agriculture and food processing industry keeps most of these countries dependent on importing a large number of food products, thus fuelling further market growth opportunities for the global suppliers. Top international industry players emphasize on the need for platforms to discover new business and investment opportunities, interact with major stakeholders, share their vision, and discuss key issues concerning the future of agriculture and food in Africa. In response to these needs, IFP Group (International Fairs & Promotions), the leading event organizer in the Middle East, is proud to be organizing Food Africa, the International Trade Exhibition for Food and Beverages Serving the African Market, in Africa's regional hub for business and trade, Egypt.

International Flavors Meet World-class Business

Featuring an extensive four-day showcase that covers all the sectors of the food industry, the event will provide space for the presentation of quality food manufacturers from all over the world, and serve as a premier meeting place for the food and drinks industry as well as a vibrant source of products for the African market.

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 that will lead to stocking up their products in shops and supermarkets all over Egypt and the greater African market.

For exporters seeking new sales leads in Egypt and Africa, Food Africa provides an unmatched trade and sourcing platform, offering a prime opportunity for suppliers to position themselves against their competitors, demonstrate their strength on a global level, and gauge demand for their products in this evolving market.



Food Africa is an ideal business platform to meet with decision makers from Egypt and other African countries



Hosted Buyers Program

Aiming at helping exhibitors maximize their benefits and return on investment from participating at Food Africa, the organizers, IFP Egypt, will arrange a Hosted Buyers Program, a special B2B platform entailing the invitation and hosting of few hundred prominent food importers from Africa, the Middle East, GCC and other parts of the world. The program is designed to allow these prominent guests to interact with Food Africa exhibitors and get acquainted with the latest products and trends on display, and to negotiate and conclude import contracts and sign agency and distribution agreements.

A large, diverse crowd of people is walking through a busy exhibition hall. The people are dressed in a variety of casual and business-casual attire. In the background, there are exhibition booths with displays and signage. The floor is blue carpeted. The overall atmosphere is one of a busy, international trade show.

Food Africa reaches out far beyond Egypt towards the east, central, and southern parts of the continent targeting a population of almost 500 million.

Egypt

The Gateway to Africa

Located in the northeast corner of Africa by the Mediterranean Sea, Egypt is a country marked by its remarkable geographical location as the main gateway to the whole African continent. Egypt's ideal location grants it distinct access to key regional markets. In addition, Egypt benefits from the Suez Canal, which is the shortest link between the east and the west due to its unique geographic setting. Egypt has access to large key markets through various multilateral and bilateral trade agreements with African countries; mainly the Common Market for Eastern and Southern Africa (COMESA), which secures benefits to Egyptian-based producers and re-exporters supplying these markets.

Food Market in Egypt

A Consumer Market of Significant Importance in the Region

With a growing population of more than 80 million, Egypt represents one of the largest consumer markets in the region and one of the most important, according to global food suppliers, and this is evident by the presence of dozens of global food brands and the sharp expansion of retail food sales in the past two years. Although the Egyptian food sector is considered to be one of the oldest in the economy, consumption still exceeds production, indicating that the market is still unsaturated with great opportunities to absorb unmet demand.

Production and Consumption of Main Products and Crops

► SUGAR	2010	2011	2012	2013
Production (Thousand Tonnes)	1,820	1,830	1,980	2,000
Consumption (Thousand Tonnes)	2,629	2,800	2,850	2,827
► WHEAT	2010	2011	2012	2013
Production (Thousand Tonnes)	8,523	7,200	8,400	8,500
Consumption (Thousand Tonnes)	17,900	17,700	18,600	18,693
► CORN	2010	2011	2012	2013
Production (Thousand Tonnes)	6,280	6,500	5,500	5,800
Consumption (Thousand Tonnes)	12,000	12,500	11,700	11,700

Food represented 8.5% of Egypt's bilateral trade total volume in 2012, where food imports amounted to USD 5.4 billion

Food Market in Africa

Sales Potentials are Rising

In the next few years, Africa is set to be the most dynamic growth region in the world. The enormous natural resources, an increasing labor force and middle class, as well as on-going reforms, contribute to the economic growth of the continent. Outlook for foreign companies of food production are therefore very good, especially in Eastern and Southern Africa where the sales potentials are rising.

COMESA's Food Imports

► DESCRIPTION	VALUE (USD MILLION)	► DESCRIPTION	VALUE (USD MILLION)
Edible Products & Preparations	938	Milk & Cream & Milk Products (Other than Butter or Cheese)	882
Fish (Fresh, Chilled or Frozen)	929	Oil Seeds & Oleaginous Fruits	1,459
Fixed Vegetable Fats & Oils (Crude, Refined or Fractionated)	2,108	Other food	6,113
Fixed Vegetable Fats & Oils (Soft, Crude, Refined or fractionated)	1,317	Other Meat & Edible Meat Offal (Fresh, Chilled or Frozen)	667
Fruit & Nuts (Fresh or Dried)	547	Rice	966
Maize	2,351	Sugars, Molasses & honey	2,267
Meat of Bovine Animals (Fresh, Chilled or Frozen)	855	Vegetables	832
		Wheat	4,414

Why Exhibit

Benefit from the Unique Business Prospects at Food Africa

Whether you're 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 to new markets and establish new business connections
- ▶ Meet new prospective buyers and suppliers and present your new products to existing clients
- ▶ Position your business amidst the greatest concentration of buyers in one place
- ▶ Sign contracts and agreements with buyer groups 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



Exhibits' Profiles

Food Products

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

Specialty Products

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

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

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 33 years and more than 450 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.

About 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, and just 5 minutes away from the Cairo International Airport, the Centre comprises three major buildings, including convention halls, a 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

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

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IFP EGYPT

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