



Cairo FoodAfrica

The 3rd International Trade Exhibition for Food & Beverages

CONCURRENT WITH:

MAC

fruit attraction

The 2nd International Fresh Produce Trade Show

22 - 24 APRIL 2017

Cairo International Convention and
Exhibition Center (CICC)

**POST SHOW
REPORT 2017**



Organized by:



KONZEPT
EXHIBITIONS &
EVENT MANAGEMENT

FOOD AFRICA 2017 - 3RD EDITION

Food Africa, the International Trade Exhibition for Food and Beverages, closed the curtains on its third edition that proved to be nothing short of remarkable success, evincing confidence in its role as one of the leading F&B and Agriculture exhibitions in the region.

The show was inaugurated by H.E Eng. Tarek Kabil, Minister of Trade and Industry, in the presence of the Minister of Supply & Internal Trade, Deputy Minister of Agriculture, Chairman of Egypt Expo & Convention Authority, Chairman of Food Export Council, Chairman of Agriculture Export Council, Chairman of Chamber of Food Industries, and the Ambassadors of DR Congo, Indonesia, Poland, Russia, Thailand, and Ukraine, among other dignitaries.

Organized by IFP Group and Konzept Egypt, Food Africa 2017 featured 294 exhibitors representing 32 countries and welcomed 10,830 visitors from 55 countries, across an exhibition space of 10,000 sqm.

Food Africa encompassed a dynamic Live Cooking Show powered by the Egyptian Chefs Association (ECA), a dedicated conference discussing the latest trends and developments in the agro-food industry, and a specialized Hosted Buyers Program that connected 282 buyers with potential business partners from around the globe.



We chose Food Africa because Egypt is a crucial market for our companies. Italy and Egypt had an overall trade worth about 4.6 billion Euros in 2016, and this is a very important market. Our exhibitors witnessed a growth of visitors this year. In these two days our companies had a lot of good contacts”

***Francesco Panini, Cairo Office Director -
Italian Trade Agency, Egypt***

MAC FRUIT ATTRACTION

Mac Fruit Attraction, the result of a collaboration between Macfrut from Spain and Fruit Attraction from Italy with IFP Group and Konzept, yielded a fruitful affair as the 2nd edition attracted the attention of numerous vendors of fresh produce looking for business opportunities in the MENA and African markets.

Held concurrently with Food Africa, the show provided a specialized platform for local & international fruit and vegetable companies to display their products and explore new markets. It attracted professionals from across all industries that rely on fresh produce, including producers, manufacturers, retailers, and distributors of food products and other relevant service providers.

LIVE COOKING SHOW

The Live Cooking Show returned this year for a sizzling display of talents of internationally-recognized Chefs in Egypt who prepared scrumptious recipes each day of the exhibition. Cooked utilizing products from the show's sponsors, the resulting **14 recipes** were collected in a special cookbook that was distributed to visitors. The Live Cooking Show, powered by the Egyptian Chefs Association, and sponsored by Juhayna Group and Masriya, was streamed live on a large screen to engage all visitors in the mouthwatering experience.



EGYPT FOOD AVENUE

Egypt's Food Avenue, is a new initiative of the Egyptian Chamber of Food Industries and the Food Export council in cooperation with the UNIDO / Green Trade Initiative that debuted at Food Africa 2017. Targeting mainly Egyptian SMEs and new exporters, the beneficiaries enjoyed a variety of services including capacity building, access to finance, taking part in the technical sessions and workshops as well as meeting with international and local buyers.

Egypt's Food Avenue hosted **30 companies** which presented processed foods, dates, herbs & spices, grains, and other agricultural crops.



SEA FOOD AFRICA

Sea Food Africa is a specialized section dedicated to fish and seafood. Visitors of this section explored a broad range of fresh, dried, frozen, and processed fish and seafood products, along with industry-related services. Sea Food Africa provided a specialized platform for the fish industry stakeholders to discuss trade and other business opportunities.



HOSTED BUYERS PROGRAM

The Hosted Buyers Program, Food Africa's dedicated B2B platform, presented industry professionals the opportunity to meet with **282 selected buyers** from Egypt and the region. The platform facilitated business undertakings and maximized return on investment for participants through expansion of their business network and signing agreements on the spot.



FOOD AFRICA 2017 IN NUMBERS


294
EXHIBITORS


10,000
EXHIBITION SPACE (SQM)


32
COUNTRIES REPRESENTED


10,830
VISITORS



PARTICIPATING COUNTRIES

6 COUNTRY PAVILIONS



China



Indonesia



Italy



Pakistan



Poland



Spain

OTHER EXHIBITING COUNTRIES



Belarus



Brazil



Egypt



France



Germany



Greece



India



Jordan



Kenya



Lebanon



Malaysia



Morocco



Myanmar



Netherlands



New Zealand



Nigeria



Portugal



Saudi Arabia



South Africa



Sudan



Syria



Thailand



Tunisia



Turkey



Ukraine



UAE

VISITING COUNTRIES



Algeria



Argentina



Bahrain



Bangladesh



Benin



Burundi



Cameroon



China



Côte d'Ivoire



Cyprus



Djibouti



Egypt



Ethiopia



France



Gambia



Germany



Greece



India



Iraq



Italy



Jordan



Kenya



Kuwait



Latvia



Lebanon



Libya



Mali



Mauritius



Morocco



Mozambique



Netherlands



Nigeria



Oman



Palestine



Poland



Portugal



Qatar



Romania



Rwanda



Saudi Arabia



Senegal



Singapore



South Africa



Spain



Sudan



Sweden



Tanzania



Tunisia



UAE



Uganda



UK



USA



Vietnam



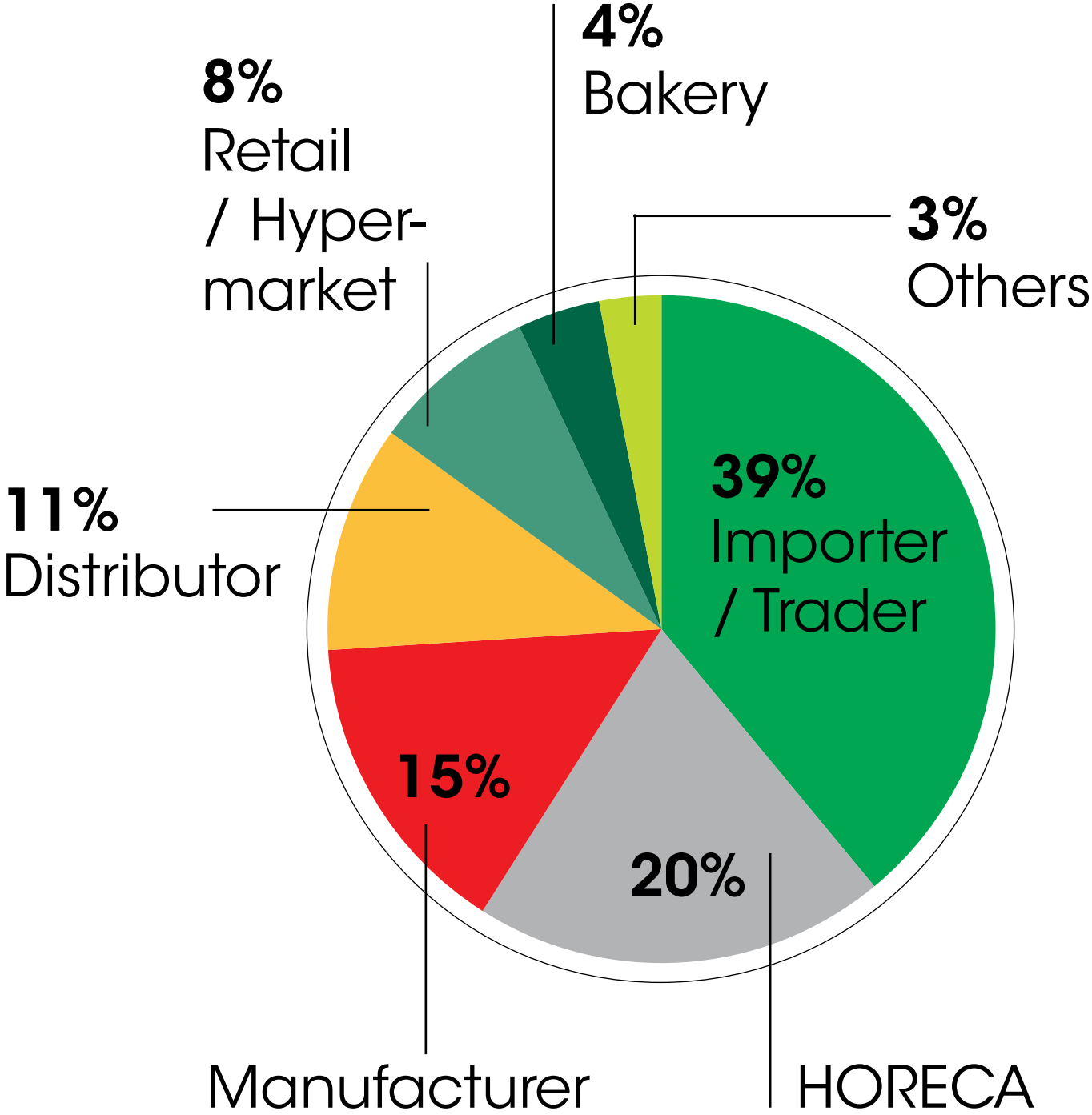
Yemen



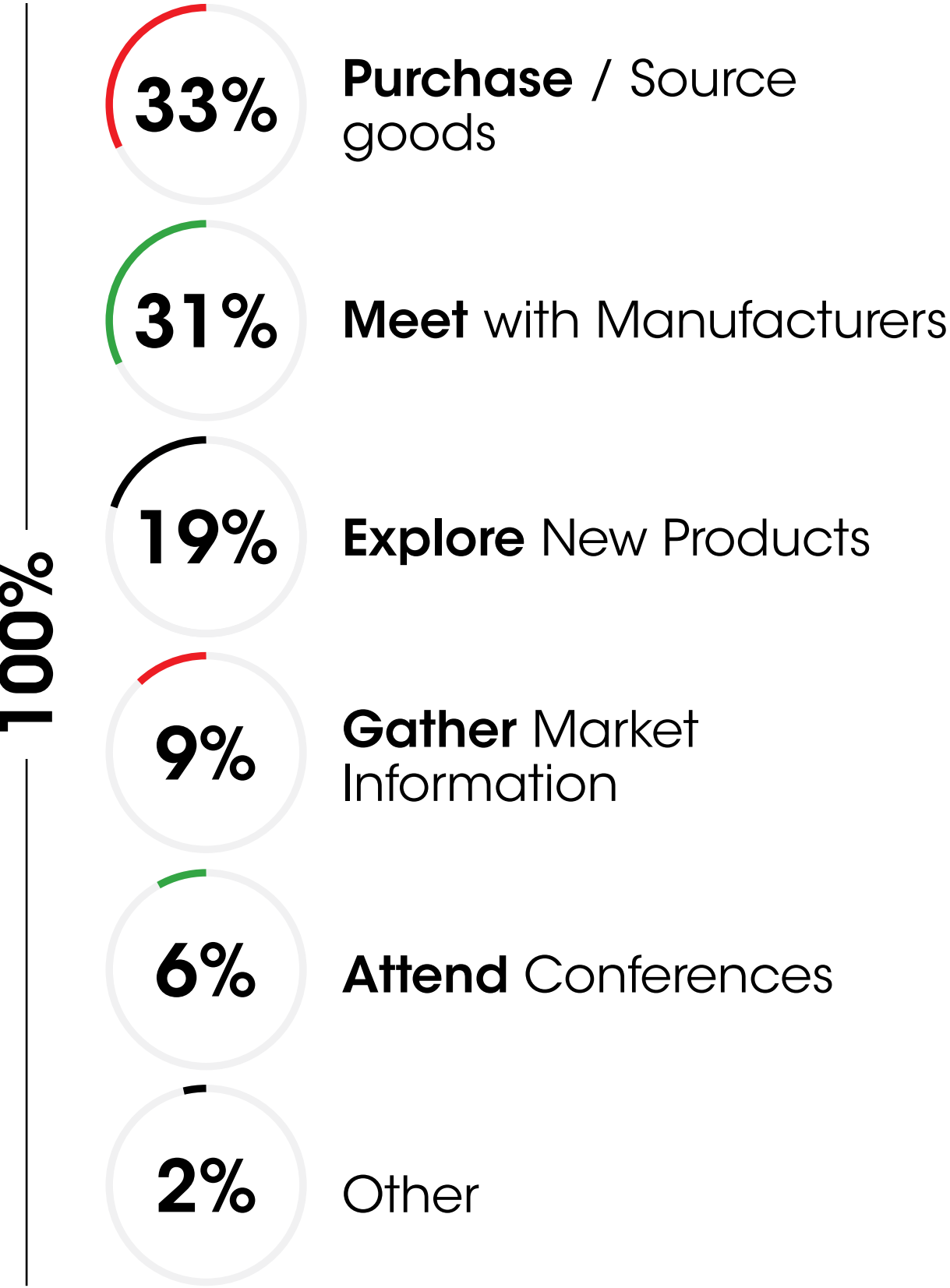
Zambia

VISITORS INFORMATION

CLASSIFICATION OF VISITORS

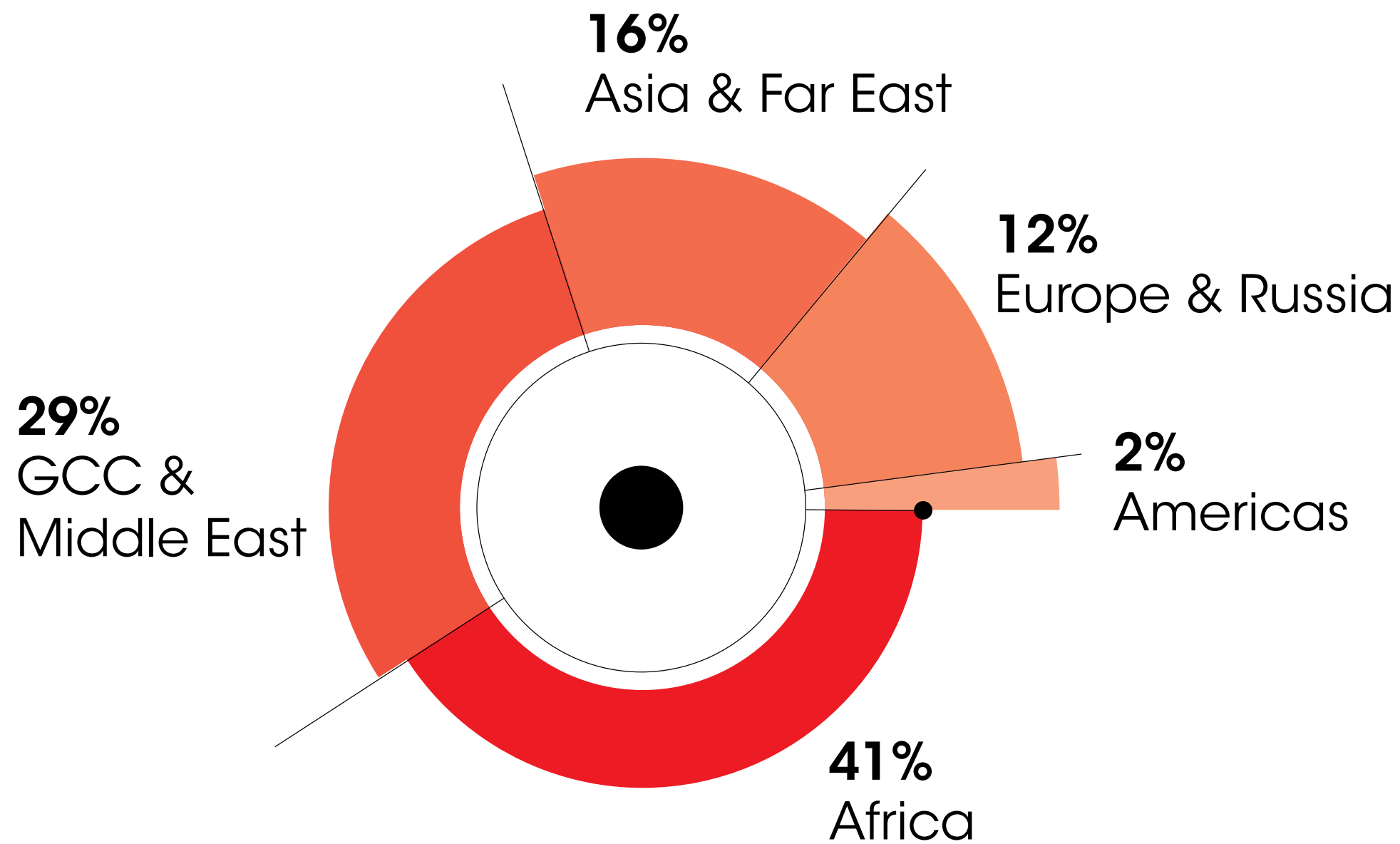


PURPOSE OF VISIT



HOSTED BUYERS PROGRAM

Visitors Geography



Exhibitors Feedback

92%

Planning to exhibit again next year



89%

Satisfied with their overall participation



80%

Met existing clients



72%

Found potential clients / leads



"It's been great, we've met with very interesting leads, the idea was to get export opportunities and we were happy to come to this event. We've gotten a lot of people we would like to follow up with, and we think that going forward we'll get a lot of good business from here. We'll definitely be here for the next one."

May Agoha Anyaegbunam, Head of Sales and Marketing - Reel Fruit, Nigeria

EARLY BIRDS REAP THE BENEFITS!

Be the first to secure a prime location at the upcoming edition of Food Africa that will take place from 4 to 6 December 2018, in Cairo – Egypt

**SEE YOU
IN DEC
2018**



GRAB THIS GOLDEN OPPORTUNITY

Visit WWW.FOODAFRICA-EXPO.COM or contact us on:

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