

# NIGERIA NO. 1 IN AFRICA

Nigeria  
**agrofood**



agro



food + bev tec



food ingredients



food + hospitality



Co-located with **5<sup>TH</sup> WACCSE**

**28 - 30**  
March 2023

8th International Trade Show  
Landmark Centre • Lagos - Nigeria  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)

Guest of Honour 2023

**Türkiye**

**Spotlight 2023 on  
Beverages - Production & Ingredients**



# 2023

**The 8th edition is back in March 2023!**

**Nigeria's leading trade show & conference  
on agriculture, food & beverage technology,  
food ingredients and food**

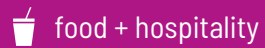
→ **Post show report 2022**

→ **Show gallery 2022**

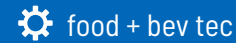
## **Facts on the fast-growing Nigerian agrofood market which make agrofood Nigeria 2023 so indispensable**



- To put the Nigerian agricultural sector on a growth path, measures are needed to produce enough fresh, high-quality food. To meet this challenge successfully, Nigeria depends on the support of know-how and agricultural & animal husbandry technology from abroad. (FMARD)
- Nigeria with its 217m inhabitants (2022) is the largest foodstuff market in Africa. The population is growing by an additional 4m people annually, to reach 411m by 2050.



- With food imports worth US\$7.4bn in 2020, Nigeria remains one of Africa's biggest food importers – despite high investments in local food production. The retail sector is developing rapidly and so is e-commerce (Jumia, Konga).



- Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020 and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. Still the market is considered underserved. (Euromonitor International)
- With €319 million in 2020, Nigeria is the second largest investor in food & packaging technology in Africa, just behind Egypt, but well ahead of South Africa, Algeria, Morocco and all other African countries. (VDMA 2022)



**For information on Nigeria (economic data, foreign trade, gdp, ...), please consult our [website](#).**



## **Global technology leaders**

showcase adapted solutions for the Nigerian and West African market

→ **See exhibitors 2022**

## **A top level 3-day conference will run alongside the exhibition**

→ **Conference program 2022**

# Guest of Honour 2023



# Türkiye



Türkiye has an equally diverse and high-quality industry along the entire value chain of agrofood & plastprintpack production. It is therefore with immense pleasure to welcome the Republic of Türkiye as Guest of Honour at the 8th edition of agrofood & plastprintpack Nigeria 2023.

Organised by Expotim Ladin, the Guest of Honour 2023 will present exciting solutions and products from renowned Turkish suppliers that are specifically tailored to the requirements of the Nigerian manufacturing sector.

From plant and animal production to machinery and equipment for processing food and beverages to finished food products. From plastic raw materials to machinery for producing high-quality plastic products, printing and packaging.

Let's look forward to exciting solutions and products from renowned Turkish suppliers.

**Let's look forward to Türkiye!**

**expotim**

**Expotim Ladin - Mert GÜL**

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# Spotlight 2023 on Beverages - Production & Ingredients

The 8th edition of agrofood & plastprintpack Nigeria comes up with something new.

From the 2023 edition onwards, a specific focus will be placed on a particular topic each year as part of the general exhibition programme.

## **For the 2023 edition, the Spotlight is on Beverages - Production & Ingredients.**

On the trade visitor side, buyers and decision-makers from all major beverage producers are expected. And as exhibitors, all important beverage technology and ingredient suppliers.

Of course, the Spotlight will also be particularly communicated in the trade visitor promotion and it will also enjoy high attention in the 2023 conference programme.

We very much look forward to realising this innovation together with you.



# Valuable institutional support



## agrofood Nigeria enjoys the strong support of the following institutions

- Delegation of the European Union to Nigeria & ECOWAS
- access Bank
- AHK Nigeria Delegation of German Industry and Commerce in Nigeria
- APO Africa Packaging Organisation
- ELAN Equipment Leasing Association of Nigeria
- German Ministry for Economic Affairs & German Consulate General Lagos
- IOPN Institute of Packaging Nigeria
- NABG Nigeria Agribusiness Group
- NAFDAC National Agency for Food and Drug Administration and Control
- NIFST – Nigerian Institute of Food Science and Technology
- OTACCWA - Organization for Technology Advancement of Cold Chain in West Africa
- VDMA German Engineering Federation

## Institutional partners







**To put the Nigerian agricultural sector on a growth path, measures are needed to produce enough fresh, high-quality food.**

**To meet this challenge successfully, Nigeria depends on the support of know-how and agricultural & animal husbandry technology from abroad.**

Accordingly, FMARD conceived the National Agricultural Technology and Innovation Policy (NATIP) to modernize the agricultural sector in line with the changing global food systems and supply chains. NATIP, 2022-2027 as approved by the Federal Executive Council on Wednesday, 18th May, 2022 will operate within other policies and strategies of relevant MDAs to ensure synergy and better coordination.

The renewed sectoral policy direction would consolidate the successes recorded in the implementation of the previous agricultural development policies and the repositioning of the National Agricultural Research System, holistic mechanization drive, provision of rural infrastructure, standardization of inputs and processing systems and techniques; development of commodity value chain through clusters and special agro-processing zones.

→ Source: [Federal Ministry of Agriculture & Rural Development \(FMARD\)](#)

→ **Exhibitor profile**

## Voices of the exhibitors



**Dr. Ferdinand Schmitt**  
**General Manager – Caisley**

Caisley stands for identification systems in agriculture and industry. Livestock production is an important sector in the agribusiness, animal identification is a prerequisite for a resource-efficient development of the sector and high-quality products.

At agrofood Nigeria, we have met with project experts, traders and lead farmers. I am missing representatives from governmental and research institutions. We had good meetings and valuable exchange with potential traders.



**Onome Ayide**  
**Head Marketing & Communication – C. Woermann**

C. Woermann Nigeria is a technical product supply company that was founded in 1968 in Lagos by her German parent company C. Woermann based in Hamburg, Germany. We pride ourselves on being a reliable source of genuine quality technical products that range from trailer parts, lubricants, engine parts, power tools, agricultural equipment, forklifts and industrial automation systems.

We are looking for food manufacturers interested in FESTO process automation solutions and customers for other brands we are representing like STIHL and HANGCHA.



# Why exhibit?

## Nigeria agrofood

⚙️ food + bev tec



### Voices of the exhibitors



**Samuel Menakachukwu**  
Sales Administrator - Krones

Krones is an all-round partner for the beverage and liquid-food industry. Whether made out of glass, PET or aluminium – Krones machines and lines process millions of bottles, cans and specially shaped bottles each day.

Our customers mainly comprise of breweries, water, soft drink and juice manufacturers, as well as dairies and producers of wine, sparkling wine and spirits or companies from the liquid-food field.



**Gaston Maidana**  
Head of Sales & Marketing - Macadams

Macadams Baking Systems Nigeria is a pioneer in introducing modern bakery equipment in Nigeria. Established in 1994 to represent Macadams International as a Sole Agent in Nigeria, Macadams Nigeria specializes in the distribution, sale and after-sale services of industrial and semi-industrial bakery and food service equipment.

As Nigeria is our second biggest market after South Africa, Nigeria is a very strategic country for us in Africa. Here at agrofood Nigeria 2022, we have met with bakery business owners, start-up entrepreneurs who got money. So far, we are about to sell a bakery line of €400,000 at the show. We are satisfied with the visitors' quality.

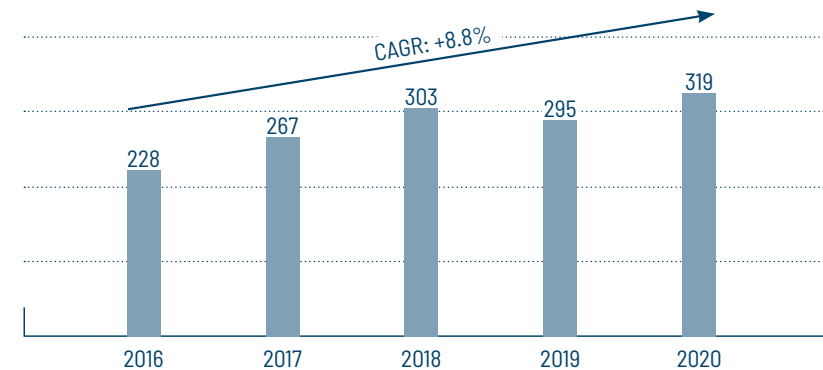


**Akunwa Kanayo**  
Market Intelligence Strategist - GEA

GEA is one of the world's largest systems suppliers for the food, beverage and pharmaceutical sectors. We specialize in machinery and plants as well as advanced process technology, components and comprehensive services. With more than 18,000 employees, the group generated revenue of more than EUR 4.6 billion in fiscal year 2020.

At agrofood Nigeria, we have met customers from dairy, breweries etc.

## Nigeria is the second largest importer of food & packaging technology in sub-Saharan Africa.



Source: VDMA / Graph: fairtrade 2022

- With €319 million in 2020, Nigeria is the second largest investor in food & packaging technology in Africa, just behind Egypt, but well ahead of South Africa, Algeria, Morocco and all other African countries. (VDMA 2022)
- The TOP 10 supplying countries of food and packaging machinery to Africa in general by delivery value in 2020 were Italy, Germany, China, France, Turkey, India, Netherlands, Spain, Switzerland and South Africa. (VDMA 2022)
- The enormous population growth from 206 million in 2022 to 411 million in 2050 demands high sustainable investments in Nigeria's food industry.
- Sharp increase: Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020 and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International)

### ➔ Exhibitor profile







## Demand for F&B ingredients rising continuously

With 211 million inhabitants (2021), which according to the United Nations will rise to 411 million by 2050, Nigeria has long been the largest food market on the African continent. Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Nigerian processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it was only natural that more and more leading international ingredients companies took part in agrofood Nigeria.

### → Exhibitor profile

## Voices of the exhibitors



**Ravichandran Palaniraj**  
Senior Flavourist – Givaudan

Powered by innovation and creativity, Givaudan Taste & Wellbeing aims to shape the future of food by becoming the co-creation partner of choice to its customers. Built on its global leadership position in flavours and taste, the company goes beyond to create Food Experiences that do good.

Having said that, the Nigerian market is very important for us as a flavour house because it is a great hub for emerging food and beverage industries – small, medium and large scale. The market is open for innovation and ready to adapt new trends.

Here at the show, we are meeting beverage industry partners, confectionery and sweets producers, agents and distributors.



**Chantal Borghino**  
Area Export Director – IPRA France

IPRA France develops and produces food flavorings for the food industry. Our expertise extends to all sectors of application: beverages, savory products, pastry, biscuits, bakery, dairy products, ice creams. Currently we export to more than 70 countries.

We experience a huge demand for flavors in Nigeria and we have had some good meetings already here at the show.





# Why exhibit?

## Nigeria agrofood

food + hospitality

### Facts on the Nigerian food industry

- Nigeria remains one of Africa's biggest food importers – despite high investments in local food production
- Expenses for food imports 7.4 billion US \$ in 2020
- There is a market for foreign products if only the price is right
- Retail sector developing rapidly: more and more supermarkets, in particular Shoprite and Spar
- Developing e-commerce (Jumia, Konga)
- Nigeria with its 211 million inhabitants (2021) is the largest foodstuff market in Africa. Expected population by 2050: 411 million
- The market is also considered underserved, and the population is growing by an additional 4 million people annually.

### → Exhibitor profile



### Voices of the exhibitors



**Ms Simphiwe Xinwa**  
**Head International Trade – Shumayela Holdings (Trevines Wines)**

The Nigerian market is the biggest African market and they love wine, especially red wine (Cabernet, Sauvignon, Shiraz, Merlot and sparkling wine just to name a few!). I believe there is room for my brand to grow and I have a market share in the economy.



**Mr Preecha Chaicharncheep**  
**Export Manager – Tipco**

Nigeria is a huge country with a huge population. A great opportunity for us to sell our products. We have already seen many customers interested in our products here at agrofood Nigeria.

### Visitor profile

- Bar & café professionals
- Caterers
- Distributors
- Executive Chefs
- F&B professionals
- Hotel & hospitality professionals
- Ice cream professionals
- Pastry chefs
- Restaurant professionals

# fairtrade and OTACCWA deepen cooperation



## 5<sup>TH</sup> WACCSE

### Discover the 5th West African Cold Chain Summit & Exhibition WACCSE 2023

Over the course of three days, WACCSE 2023 will deliver the most valuable in-depth and comprehensive business-to-business networking cold chain event serving the pharmaceutical, perishable farm produce, storage, and distribution industries.

Companies that have participated in past WACCSE events have gained a high level of brand recognition and targeted business development opportunities from investors and clients involved in the distribution of perishable products looking to optimize their supply chain and improve facility operations.

WACCSE 2023 will provide unparalleled opportunities for business. It is the premier destination for innovation, education and B2B networking for the entire cold chain industry in West Africa.

### WACCSE again co-located with agrofood & plastprintpack Nigeria

After the great cooperation between fairtrade & OTACCWA, the Organization for Technology Advancement of Cold Chain in West Africa, regarding agrofood & plastprintpack Nigeria in 2021 and 2022, the two entities announce to deepen their cooperation for the events in 2023 and following.

The cooperation agreement between the two partners includes the organisation of the 5th West African Cold Chain Summit & Exhibition WACCSE by OTACCWA alongside agrofood & plastprintpack Nigeria 2023.

WACCSE is the only cold chain event in West Africa where businesses gather to find solutions and share best practices for managing the complexities of the perishable food system and pharmaceutical supply chain.

By joining forces, fairtrade and OTACCWA expect valuable synergy effects for the benefit of all exhibitors and visitors.





# Visibility Content Network

exportal



## Get connected!

### Check out all exhibitors and products

→ <https://nigeria.fairtrade-messe.de>

## Your benefits

**all exhibitors • all products • all visitors • networking & matchmaking**



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors



## Landmark Centre in Lagos - Victoria Island

- Opened in 2014
- Offers all of the latest in modern exhibition and conferencing facilities
- Strategically positioned on the grounds of Landmark Village, a spectacular beach front location extending over 9.4 acres in Victoria Island, the heart of the vibrant and lively Lagos business district and metropolis

## The Landmark Village

Develops over 300 meters of beachfront overlooking the Atlantic Ocean

It accommodates:

- The Hard Rock Café
- The Shiro Japanese Restaurant
- The Leisure Centre
- Beachbar
- The Landmark Convention Centre - Hall 1 & Hall 2

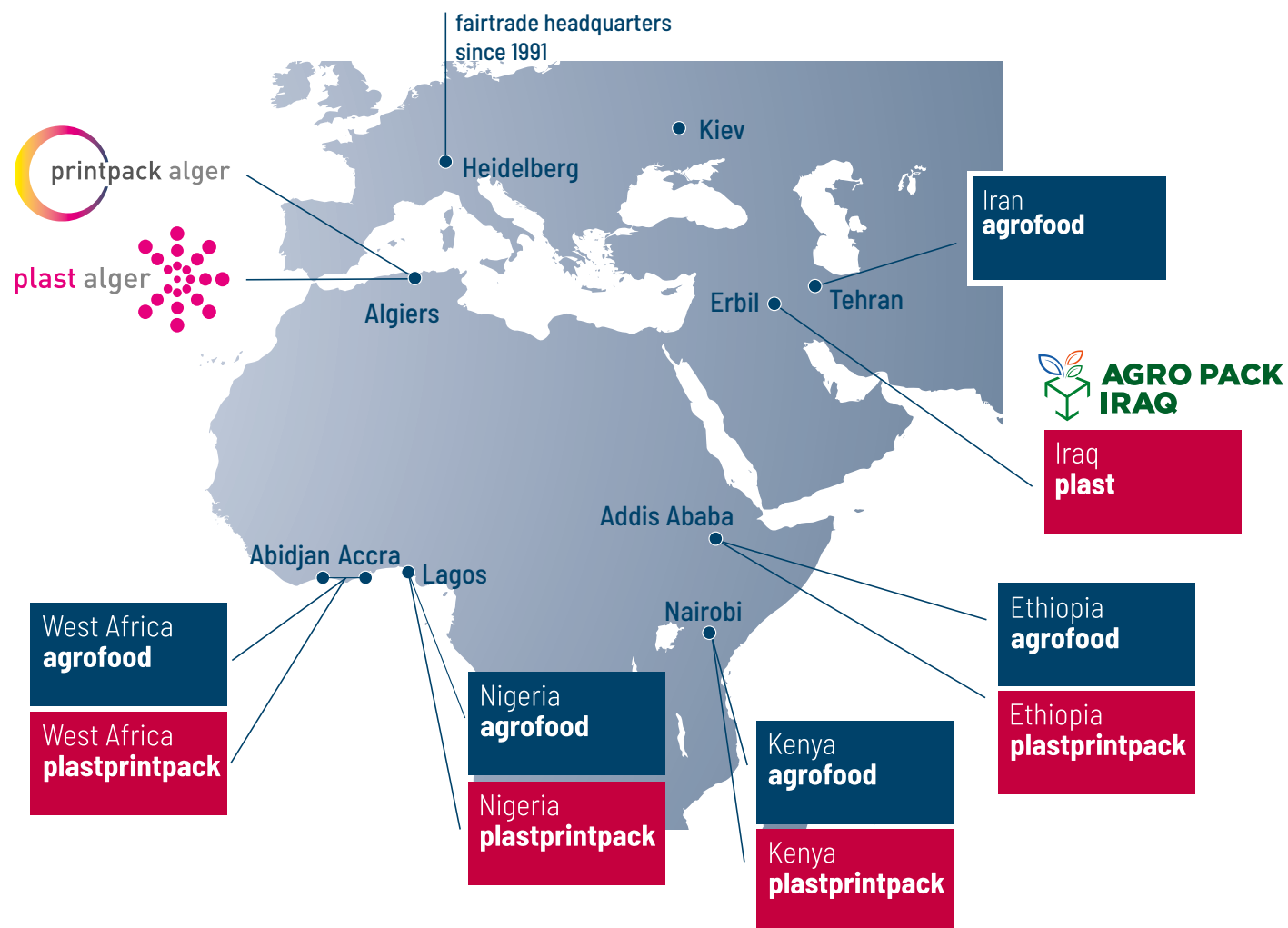
## Official caterer

- Daily exhibition catering including a variety of hot and cold dishes
- Customised catering for exhibitors at their stand, for seminars and other corporate events taking place in the frame of the show
- Premium ingredients





# Grow your business - upcoming events!



**Iraq** **22 – 24** **Erbil**  
Nov. 2022  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **29 Nov – 01 Dec** **Accra, Ghana**  
2022  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)

**Kenya** **08 – 10** **Nairobi**  
Feb. 2023  
[www.agrofood-kenya.com](http://www.agrofood-kenya.com)  
[www.ppp-kenya.com](http://www.ppp-kenya.com)

**Nigeria** **28 – 30** **Lagos**  
March 2023  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **08 – 10** **Addis Ababa**  
June 2023  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **17 – 20** **Tehran**  
June 2023  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Algeria** **04 – 06** **Algiers**  
March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)



[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

# We'll be your back-up team!



## **fairtrade - Valuable business contacts**

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



### **Organiser and international contact:**

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