

# BOOSTING TRADE WITH GHANA

Ghana  
**agrofood**

 agro

**AGRO  
TECH**  
WEST AFRICA

 food + bev tec

 food ingredients

 food + hospitality



9th International Trade Show & Conference

**21 - 23**  
November 2023

Grand Arena - Accra International Conference Centre  
Accra - Ghana  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)

# 2023

**The 9th edition is back in November 2023!**

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

After the great success of agrofood & plastprintpack West Africa 2022, the 9th edition is now coming up, organised by fairtrade.

The event will again take place at the state-of-the-art Trade Center Arena in Accra, right next to the AICC Accra International Conference Center.

→ **Find out more**

The rebranding from agrofood West Africa to agrofood Ghana reflects the growing importance of the Ghanaian market since the inaugural event in Ghana in 2013.

In addition to Ghana, fairtrade in West Africa serves Nigeria with the [agrofood Nigeria](#). And francophone West Africa will finally meet again in 2023 in Abidjan, at [food tec West Africa](#).

## Recap 2022

- 1,384 Ghanaian and West African professional visitors from x countries
- 98 exhibitors from 22 countries → [more](#)
- 3-day program of presentations and conferences → [more](#)
- High level of exhibitor and visitor satisfaction

→ **Show video 2022**

→ **Post show report 2022**

→ **Show gallery 2022**



# Valuable institutional support



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

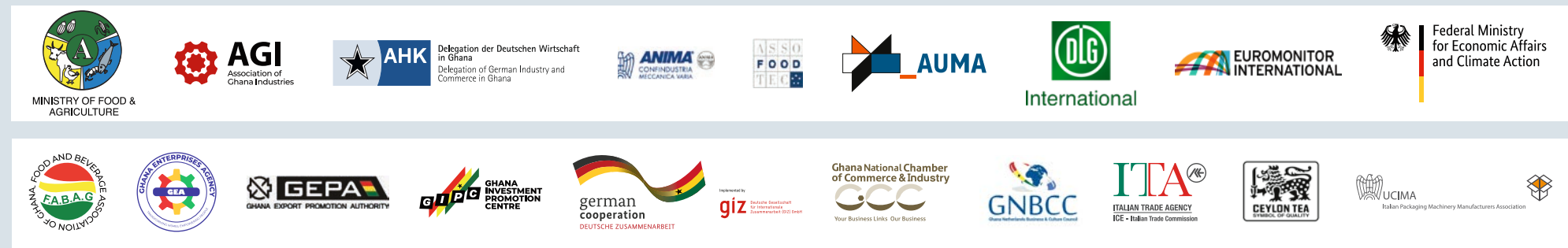
### Support from within Ghana

- Ghanaian Ministry of Business Development
- The Ministry of Food and Agriculture
- The Ministry of Environment, Science, Technology and Innovation
- The Ministry of Trade and Industry
- AGI Association of Ghana Industries
- FABAG Food & Beverage Association of Ghana
- GIPC Ghana Investment Trade Promotion Centre
- NEIP National Entrepreneurship and Innovations Plan

### International support

- AHK Delegation of German Industry and Commerce in Ghana
- ANIMA / ASSOFOODTEC - Italian Association of Manufacturers of Machinery, Plants, Equipment for Food Production, Processing and Preservation
- DLG German Agricultural Society
- EECA - Egypt Expo and Convention Authority
- Embassies of France, Germany, Italy, the Netherlands and Türkiye to Ghana
- German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry (AUMA)
- GIZ
- GNBCC Ghana Netherlands Business & Culture Council
- ITA Italian Trade Agency
- NABC Netherlands African Business Council
- South African Department of Agriculture Western Cape
- Sri Lanka Tea Board
- UCIMA - Union of Italian Manufacturers of Automatic Packaging Machinery

## Institutional partners



# National Pavilions



## National Pavilions at the 2022 trade fair



### German Pavilion

12 German exhibitors presented by

- German Federal Ministry for Economic Affairs and Climate Action
- in cooperation with the Association of the German Trade Fair Industry (AUMA)
- German Pavilion → [more](#)



### Iranian Pavilion

Supported by the Trade Promotion Organization of Iran and the Iran International Exhibition Center IIEC.



### Italian Pavilion

The Italian Trade Agency ITA in cooperation with AMAPLAST, ACIMGA, UCIMA and ANIMA / ASSOFOODTEC organised the first Collective Participation of 21 Italian companies at the 2022 event.



### Netherlands Pavilion

Supported by the Embassy of the Kingdom of the Netherlands and GNBCC - Ghana Netherlands Business & Culture Council featuring 7 Dutch exhibitors.



### South Africa Pavilion

South Africa joined in with a Department of Agriculture Western Cape Pavilion with 17 exhibitors.



### Sri Lanka Pavilion

The Sri Lanka Tea Board presented 8 producers of fine Ceylon Tea.



# Why exhibit?

## Ghana agrofood



## Exports of agricultural technology to West Africa firm on a high level

The West African market for agricultural technology becomes ever more important. According to VDMA, West African imports of agricultural machinery reach around €200 million annually.

### Exhibitor profile

Agricultural machines, farming tractors, harvesting equipment  
Analytical equipment

Dryers, cleaner, silos and storage systems

Feeding equipment  
Fish farming equipment

Grains, grain systems  
Greenhouse and greenhouse plastics and equipment

Irrigation systems

Livestock and poultry breeding

Milk processing equipment  
Milling and mixing installations/  
equipment

Pesticides and fertilisers  
Poultry equipment

Seeds, seedlings  
Stable equipment

Veterinary syringes

## Voices of the exhibitors



**Thomas Rathmer**  
Head of Sales - Bewital

We provide high-quality products and services that are both forward-looking and sustainable. For over 50 years we have been a reliable partner not only for our staff, customers and suppliers but also for the Westmünsterland region where we have deep roots.

Ghana is a market with a promising perspective. Currently Ghana is already interested in dedicated solutions. We met quite a few business partners, actually more than expected.



**Tjalling Wiarda**  
General Manager - GNbcc Ghana Netherlands Business & Culture Council

We as GNbcc are happy to be involved in the 7th edition of this trade show where we are present with our own Dutch pavilion. We want to thank the Embassy of the Kingdom of the Netherlands for financially supporting the pavilion. I hope we can welcome you at our Netherlands Pavilion where you can find all our seven exhibitors.



**Siba Laurent Koropogui**  
Sales - Export West Africa - RIELA Africa

RIELA has been involved in the development of grain processing equipment since 1972 and is now one of the major suppliers of cleaners, dryers and silo systems with associated conveyor technology, as well as grinding and mixing systems for feed production.

Ghana is a politically stable country and agriculture is developing rapidly. Post-harvest processing techniques are still missing but most farmers are very interested in modern technique. Being a manufacturing company of these machines we are interested in Ghana.

We had visitors, farmers, agro business men from private and public sector and others. We are satisfied with their skills and quality.



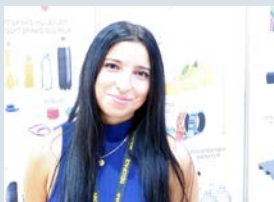
# Why exhibit?

Ghana agrofood

gear food + bev tec



## Voices of the exhibitors



**Sabrina Caldeira**  
Commercial Export - Decopack

We already work with 3 companies here in Ghana and West Africa. Despite money difficulties, there is still a lot of new projects and opportunities in Ghana.

In addition there is a lot of agrofood companies and projects in this area. We get 2/3 good contacts in beverage field. We are happy to be here after all the pandemic period. This exhibiton is a good push to get more visibility, moving our products and experience. We are happy to be able to be part of this trade fair once again.



**Kanayo Akunwa**  
Market Intelligent Strategist - GEA West Africa

GEA is one of the largest suppliers for food processing technology and of related industries. The global group specialises in machinery, plants, as well as process technology and components. The Ghanaian market is important to our busines because of the portfolio, which covers items in food processing, beverage and dairy processing.

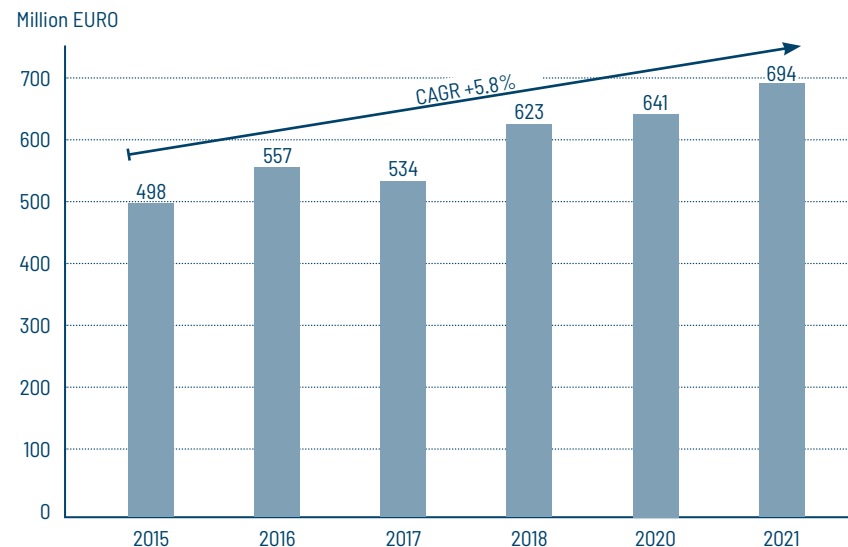
We access the Ghanaian market by creating more visibility for our business by letting the customers know what we have to offer. We have met customers interested in our food and beverage solutions. Our goal here at agrofood & plastprintpack West Africa is to meet top manufacturers in beverage, food processing, dairy etc.

## Range of exhibits

find out more

## West Africa's food & beverage technology imports increase to €694 million in 2021

West Africa's imports of food & beverage technology show an annual increase of 5.8%, from €496 million in 2015 to €694 million in 2021. Ghana's food tec imports even increased by 17% annually, from €59 million in 2017 to €112 million in 2021. (VDMA)



Source: VDMA





## Demand for F&B ingredients rising continuously

With already well over 420 million inhabitants (2022), which according to the World Bank will rise to 800 million by 2050, West Africa is a huge food market. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the West African processing industry.

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

## Voices of the exhibitors



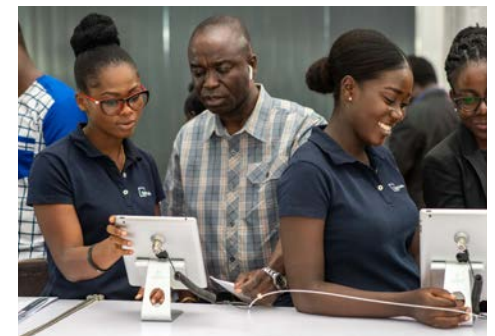
**Matthias Thienel**  
CEO - Destilla

Highest product quality, innovation, sustainability and a serious commitment to customer proximity - this is what Destilla's lively company culture has consisted of all along. As an owner-managed family business, we bring together tradition and cutting edge technology.

Ghana is one of the most developed countries in the sub-Saharan market with a bright future. Politically stable since more than 30 years. The agrofood trade show gives us the perfect combination of market overview and direct access.

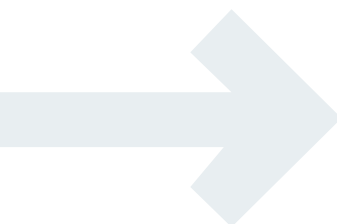
We met food & beverage producers from the whole country. They are experts in their particular business segments and we are more than happy about being able to satisfy their needs.

We expected to meet both, the big players in the industry as well as start-ups, working in exciting niches and our expectations have been met, 100%.



## Range of exhibits

find out more



# Why exhibit?

## Ghana agrofood

🍷 food + hospitality



## Voices of the exhibitors



**Londiwe Thabethe**  
**Manager: Marketing and Agribusiness Agricultural Economic Services - Western Cape Government**

Ghana is a nascent wine market in West Africa with great future potential for wines from South Africa. In addition there is also huge opportunity for collaboration and partnership in other industries as well.

Here at agrofood West Africa, we met visitors from the agro-processing value chain.



**Mr Eric Bentsil Quaye**  
**Ministry of Food and Agriculture MOFA Ghana**

It is my great pleasure to be here today with you for the official opening of the 7th agrofood & plastprintpack West Africa 2022. I bring you warm regards from the Ministry of Food and Agriculture (MoFA) and special greetings from our Honourable Minister Dr. Owusu Afriyie Akoto.

MOFA is the lead agency of the Government of Ghana responsible for developing and executing policies and strategies for the agriculture sector within the context of a coordinated national socio-economic growth and development agenda.

The vision of the Ministry is a modernized agriculture culminating in a structurally transformed economy and evident in food security, employment opportunities and reduced poverty.

Today's event which has gathered international exhibitors, industry leaders, investors, experts, academia and journalists is to exhibit and discuss the latest technologies needed to improve the entire value chain.

On behalf of the Honourable Minister for Food and Agriculture, I would like to thank the organizers for putting this great event together. We are looking forward to facilitating fruitful meetings over the next three days between Ghanaian and international companies.

## Food trade with West Africa: a US\$40 billion business!

According to the World Trade Organization WTO, West African food imports have reached around US\$19 billion in 2021. West Africa's largest food importers, behind Nigeria, were Côte d'Ivoire with US\$3.1 billion, followed by Senegal with US\$2.1 billion, Ghana and Benin with US\$1.2 billion each, and Cameroon with US\$1.0 billion.

West African food exports made up for US\$21 billion in 2021. West Africa's largest food exporting countries were Côte d'Ivoire with US\$8.2 billion, followed by Ghana with US\$7.3 billion, Senegal with US\$1.6 billion and Nigeria with US\$1.5 billion.

Thus, food trade with West Africa is a US\$40 billion business.

## Visitor profile

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



**Range of exhibits**  
**find out more**





# Visibility Content Network

exportal

**Get connected!**

**Check out all exhibitors and products**

→ <https://exportal.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

# The venue

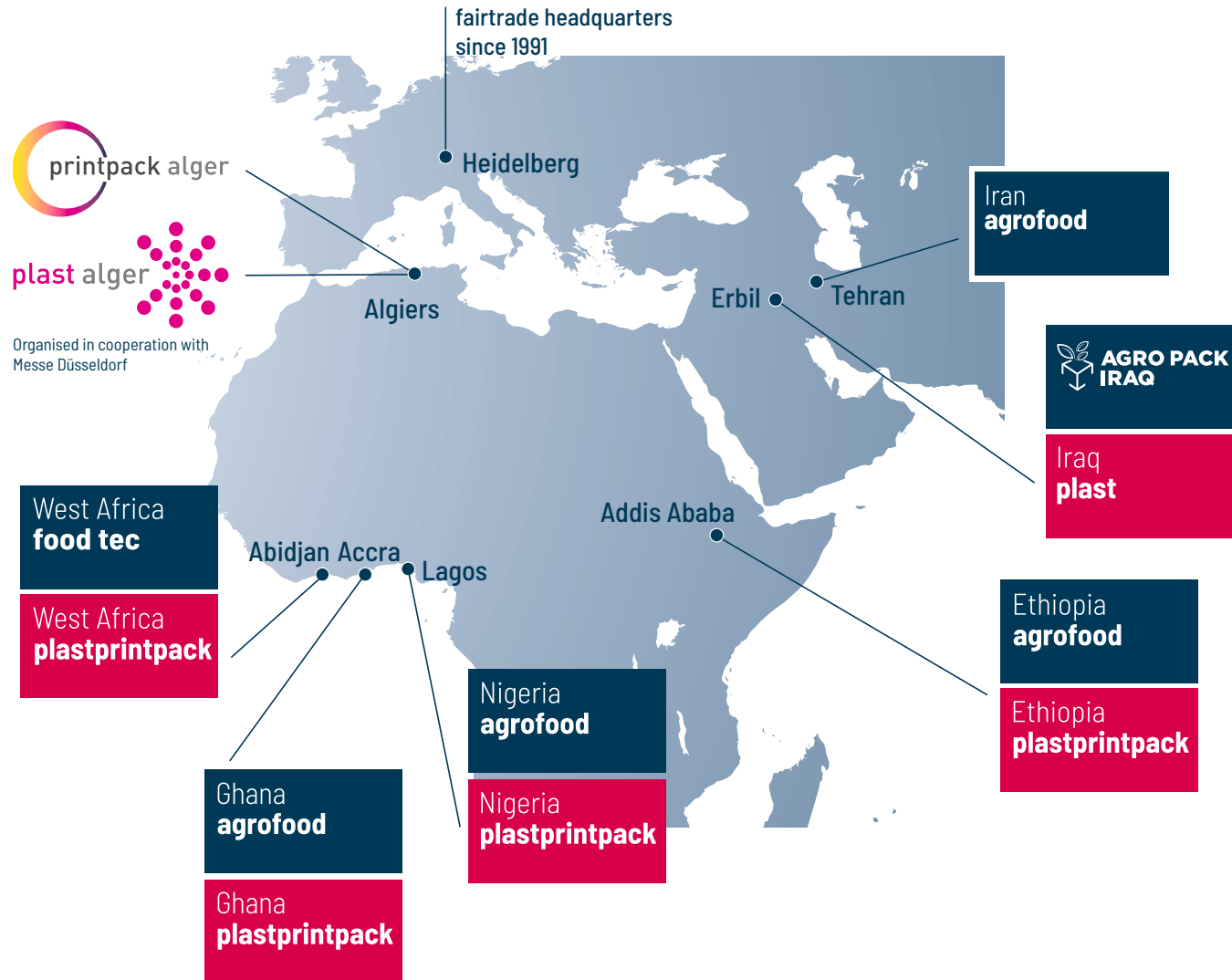
## agrofood Ghana at the Grand Arena, Accra International Conference Centre

Situated in Ghana's capital, with ready access to Kotoka Airport and first-class hotels, the all new ultra-modern, multi-purpose hall, at the Accra International Conference Centre hosts professional events from exhibitions, conferences, concerts and political events.

For large-scale conferences and events, there is no finer venue – the Grand Arena at the Accra International Conference Centre is a centre of attention for everyone doing business in Ghana.



# Grow your business - upcoming events!



**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** **16 - 19** Tehran  
 June 2023  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **19 - 21** Erbil  
 Sept. 2023  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **17 - 19** Abidjan, Ivory Coast  
 Oct. 2023  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)

**Ghana** **21 - 23** Accra  
 Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.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.



## Geovision

We are a global events and branding hub that creates lasting memories by bringing experience to life and using our incredible imaginative ability to create spectacular events.

Established in 2005 we have grown into a confident and aspiring events management, branding and Consulting company with the ambition to always be better by adding value to our customers and our people.

At Geovision Services we offer the best services you can imagine. We take great pride in our commitment to quality, value and excellence.

Our dedicated team is always ready to support with any of the various services we render.



**Organiser and international contact: fairtrade Messe**

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**Local organiser: Geovision**

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