

Cairo  
**FoodAfrica**

The 4<sup>th</sup> International Trade Exhibition for Food & Beverages

**MAC**  
fruit attraction

The 3<sup>rd</sup> International Fresh Produce Trade Show

# “Cultivating International Food Trade **4 - 6 DECEMBER** **2018**

CAIRO INTERNATIONAL CONVENTION  
& EXHIBITION CENTER (CICC)  
CAIRO - EGYPT



Organized by:



FOODAFRICA-EXPO.COM | MACFRUITATTRACTION-EXPO.COM

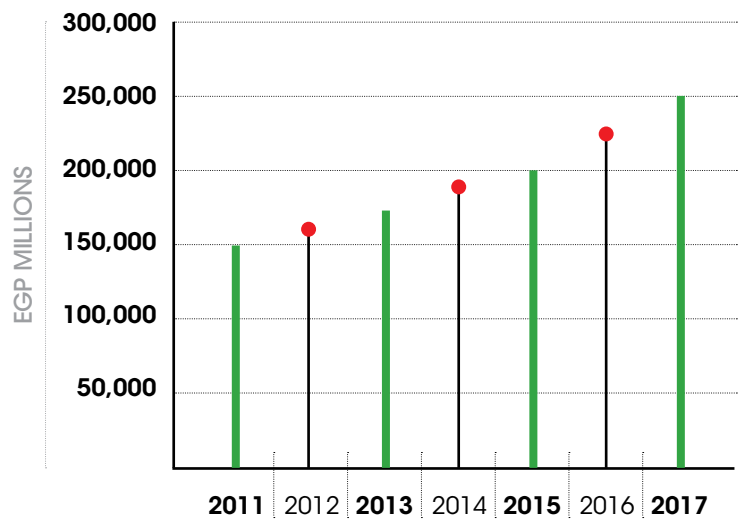


# EGYPT REMAINS THE LARGEST CONSUMER MARKET IN NORTH AFRICA

ACCORDING TO A REPORT BY THE GLOBAL AGRICULTURE INFORMATION NETWORK (GAIN), AN EXPECTED IMPROVEMENT IN THE EGYPTIAN ECONOMY WILL RESULT IN A STRONGER PURCHASING POWER WHICH SUBSEQUENTLY TRANSLATES INTO A HIGHER DEMAND FOR IMPORTED FOOD PRODUCTS.

- As per the Economist Intelligence Unit, food, beverages, and tobacco sales in 2016 in Egypt were estimated at \$92 bn, or approximately \$999 per capita. That number is expected to rise to \$114 bn by 2020
- Food products sales in Egypt, in the retail market, stood at \$70 bn in 2016
- 40% of meat consumption in Egypt accounts for imports
- Egypt imports close to \$1 bn per year in dairy products
- Egypt remains one of the largest importers of wheat, sugar, and oils
- Egypt has trade agreements with the EU, the Arab League (GAFTA), COMESA and Turkey, granting them easy access to the Egyptian market

## EGYPT'S TOTAL RETAIL GROCERY SALES



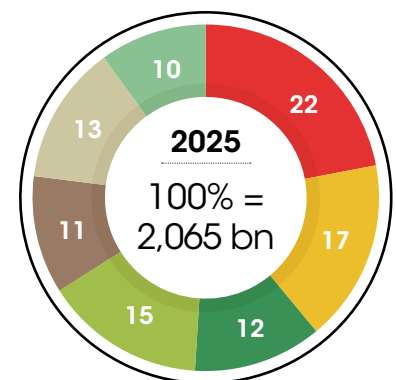
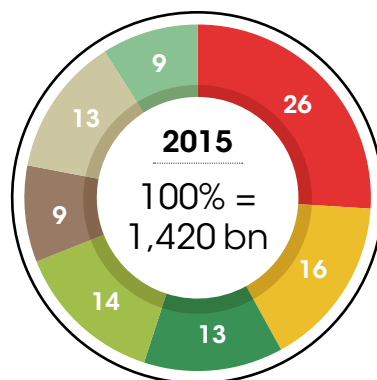
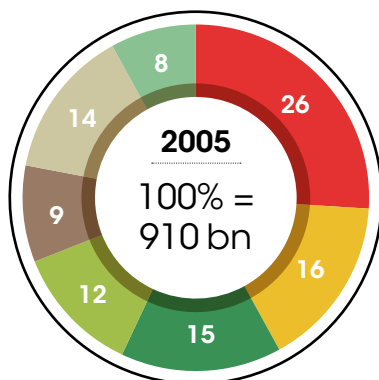
Source: FAS analysis based on Euromonitor data (2017 est.)

## THE REGIONAL SHARE OF HOUSEHOLD CONSUMPTION IS PROJECTED TO GROW BY \$645 BILLION BY 2025

Total Household consumption. 2005 - 25 | %;\$ billion, 2015 prices

Source: McKinsey Global Institute

● Nigeria | 
 ● Egypt | 
 ● South Africa | 
 ● East Africa | 
 ● Francophone Africa | 
 ● Rest of North Africa | 
 ● Rest of Sub-Saharan Africa





## THE AFRICAN EXPORTS TO EGYPT ARE WORTH \$360 BN

- Egypt's Agricultural Export Council (AEC) is working on the preparation of marketing and consumer studies for the African markets. It intends to raise exports of the sector to \$2.26 bn in 2017, up from \$2.15 bn in 2016, with an expected growth of 5%.
- The African market receives Egyptian exports worth \$3.7 bn, per Egypt's Ministry of Industry and Trade. Based on Egypt's Economic Strategy, it is planned to raise the volume of Egyptian exports to Africa by \$300 million by the end of 2017.
- Agriculture and agro-processing across the African continent is set to witness an increase of \$204 bn by 2025.

### CATEGORY GROWTH 2015 - 2025

\$ Billion, 2015 prices (real compound annual growth rate, %)

Source: McKinsey Global Institute

CATEGORY	ALGERIA	ANGOLA	EGYPT	KENYA	MOROCCO	NIGERIA	SOUTH AFRICA	SUDAN	REST OF AFRICA
FOOD BEVERAGES	4.4	14.5	19.2	9.1	6.2	28.7	9.5	6.3	69.0
OTHER CONSUMER GOODS	4.4	5.6	19.1	4.9	4.8	10.9	7.6	2.9	32.5



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# FOOD AFRICA 2018 IN ITS 4<sup>TH</sup> EDITION

AFTER THREE SUCCESSFUL EDITIONS, FOOD AFRICA HAS MARKED ITS FOOTPRINT AS A FOREMOST INTERNATIONAL EXHIBITION IN THE AFRICAN REGION, DEDICATED TO THE AGRO-FOOD INDUSTRY. SITUATED IN EGYPT, THE GATEWAY TO AFRICA, THE EXHIBITION PROVIDES A VERSATILE AND HIGHLY-TARGETED PLATFORM FOR LOCAL, REGIONAL, AND INTERNATIONAL INDUSTRY PLAYERS TO REAP SOLID OPPORTUNITIES IN EGYPT'S WHOPPING MARKET AND AFRICA'S HIGHLY DEMANDING AGRO-FOOD SECTOR.

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Food Africa combines multiple attributes under one umbrella so that exhibitors and visitors alike get the most out of their participation in the exhibition.

## Hosted Buyers Program

This specialized Business-to-Business platform is developed with a primary focus on building bridges between buyers, vendors, and traders from across the region and beyond, to facilitate business undertakings and allow guest buyers to explore a diverse range of products, and negotiate contracts on the spot.

## Food Africa Conference

This carefully-designed knowledge-sharing platform welcomes industry experts from around the globe to discuss up-to-the-minute topics from the agro-food field including trading opportunities with Africa, food safety, and purchasing tendencies. It also provides valuable insights into the latest developments and trends in the industry in Egypt and Africa.

## Live Cooking Show

Powered by the Egyptian Chefs Association (ECA), the dynamic Live Cooking Show sets the stage for internationally-famed chefs to employ their culinary skills and prepare unique recipes in front of a live audience, each day of the exhibition. The show is streamed live on large screens for all visitors to enjoy, and the resulting recipes are collected in a special cookbook to be distributed to them.

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# MACFRUIT ATTRACTION

A GLOBAL EXHIBITION DEDICATED TO THE FRESH PRODUCE INDUSTRY, DEVELOPED TO MAINTAIN A FRESH OUTLOOK ON THE INDUSTRY AND BRIDGE THE GAP BETWEEN TRADERS AND VENDORS IN EUROPE, MENA REGION, AND AFRICA. HELD CONCURRENTLY WITH FOOD AFRICA FOR THE THIRD CONSECUTIVE YEAR, THE SHOW WILL PROVIDE A STRATEGIC PLATFORM FOR RELEVANT STAKEHOLDERS TO ACCESS NEW MARKETS AND EXPAND THEIR BUSINESS.

For more information: [www.macfruitattraction-expo.com](http://www.macfruitattraction-expo.com)

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## FOOD AFRICA EXHIBITS PROFILES



- Bakery, Cake & Desserts

- Beverages

- Canned & Chilled Seafood

- Canned & Chilled Food

- Child Food & Ready Meals

- Chocolate & Sweets

- Condiments, Sauces & Preserves

- Confectionary & Snacks

- Dairy & Gluten-Free Food

- Dates

- Eggs

- Energy Drinks

- Ethnic & Halal Food

- Fish & Seafood

- Fresh Fruits & Vegetables

- Frozen Food

- Grains, Cereals & Flours

- Herbs & Spices

- Honey & Jam

- Ice Cream

- 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



# 2017 EDITION AT A GLANCE



We chose Food Africa because Egypt is a crucial market for our companies. This year we saw growth in the number of visitors. In these three days, our companies acquired a lot of good contacts”

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



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”

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

**294**

NUMBER OF EXHIBITORS

**6**

COUNTRY PAVILIONS

**32**

COUNTRIES REPRESENTED

**282**

NUMBER OF HOSTED BUYERS

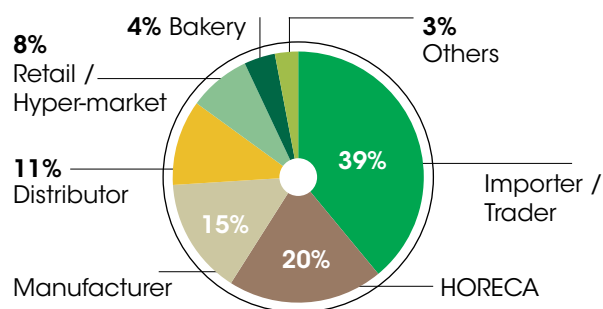
**10,830**

NUMBER OF VISITORS

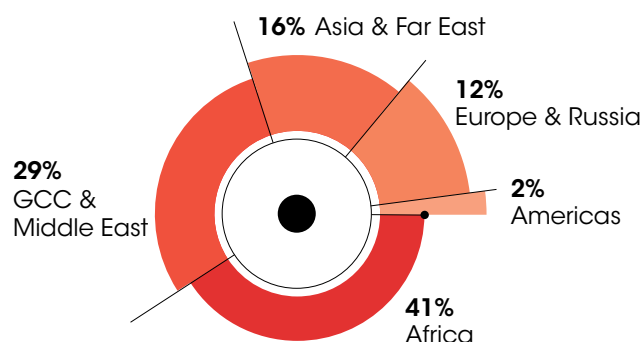
## VISITING COUNTRIES

Belarus	Netherlands
Brazil	New Zealand
China	Nigeria
Egypt	Pakistan
France	Poland
Germany	Portugal
Greece	Saudi Arabia
India	South Africa
Indonesia	Spain
Italy	Sudan
Jordan	Syria
Kenya	Thailand
Lebanon	Tunisia
Malaysia	Turkey
Morocco	Ukraine
Myanmar	UAE

## 2017 CLASSIFICATION OF VISITORS



## 2017 HOSTED BUYERS - VISITORS GEOGRAPHY



## The Venue

Cairo International Convention and Exhibition Center is Egypt's leading business events venue. Superbly located in Cairo adjacently 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, offering five exhibition halls with a total exhibition space of 20,000 SQM.

## The Organizer

**IFP Egypt** is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 35 years and more than 480 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

**Konzept** is an Exhibition & Event Management Company based in Cairo and operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns for individual Exhibition participants, Country pavilions and Corporate Events & Conferences.

# GRAB THE OPPORTUNITY NOW!

TO ENQUIRE ABOUT EXHIBITING AND SPONSORING

### Local Sales

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**FoodAfrica** Cairo  
Organized by:



**KONZEPT**  
EXHIBITIONS &  
EVENT MANAGEMENT

**NAC**  
**fruit attraction**  
Co-organized with:

**CESENA • FIERA**



### IFP | International Fairs & Promotions

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