

FoodAfrica ^{Cairo}

The 4th International Trade Exhibition for Food & Beverages

MAC
fruit attraction

The 3rd International Fresh Produce Trade Show

// POST SHOW REPORT

**8 - 10 DECEMBER
2018**

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



FOODAFRICA-EXPO.COM | MACFRUITATTRACTION-EXPO.COM

Organized by:



{KONZEPT}
EXHIBITIONS · EVENTS · MARKETING

EXHIBITION COVERAGE



FOOD AFRICA 2018

Food Africa, the International Trade Exhibition for Food and Beverages, successfully wrapped up its fourth edition, further assuring its position as a primary gateway to trade and investment opportunities in Egypt and Africa's ripe agro-food markets. Food Africa 2018 was officially inaugurated by H.E. Dr. Ali Moselhi - Minister of Supply & Internal Trade of Egypt, Mr. Mirosław Maliszewski - President of the Union of Polish Fruit Growers / Member of Parliament of the Government of Poland, Eng. Hani Berzi - Chairman of Egypt's Food Export Council, Eng. Ashraf Gazayerli - Chairman of Egypt's Chamber of Food Industries, Mr. Mohsen El Beltagy - Chairman of Horticultural Export Improvement Association, and Ms. Sherine Shorbagy - CEO of Egypt's Export Development Authority, in addition to Egypt's top food manufacturers & government officials. Organized by IFP Group and Konzept, Food Africa 2018 was held from 8 to 10 December, at the Cairo International Convention & Exhibition Center (CICC). The show brought together 320 exhibitors representing 28 countries and attracted 13,590 visitors from 73 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 420 buyers with potential business partners from around the globe.



MAC FRUIT ATTRACTION

Running alongside Food Africa 2018 was the third edition of Mac Fruit Attraction. The show provided a dedicated platform for the fresh produce industry where international fruit and vegetable companies displayed their premium products and explored trade opportunities in Egypt and Africa at large.



"This is the first time we participate in Food Africa with 27 exhibitors. We have got a good feedback from all of our participants and they all wish to participate next year."

Mrs. Juin Choudhury, Coordinator
Federation of Indian Export Organisations - India

EXHIBITION COVERAGE



The Live Cooking Show was a major attraction at Food Africa 2018 where visitors of the show were treated to a mouthwatering experience. Several professional chefs showcased their gastronomic skills and creativity in presenting unique dishes using ingredients and products from the show's sponsors. To make sure culinary enthusiasts could replicate these delicious dishes, all the recipes were collected in a cookbook that was distributed to attendees. Powered by the Egyptian Chefs Association, and sponsored by Masriya Kitchen Equipment, the show was streamed live on a large screen.



The exhibition featured a specialized conference that rounded up local and international specialists from various disciplines within the agro-food industry. The conference's panel discussions and presentations covered various topics including:

- Exports of dates
- The 1st National Forum for Joint Scientific Research with the Technology of Manufacturing Vegetables, Fruits, Medicinal & Aromatic Plants
- AgriRowad: Presentation of the 1st Agribusiness Entrepreneurship & MSMEs Platform
- Food Service & Supply Chain: Challenges & Opportunities
- The Power of Women in the Food Industry



“This was a great opportunity to meet both potential clients and international competition.”

Youssef Gamal, Marketing Associate
Fauji Meat Limited - Pakistan

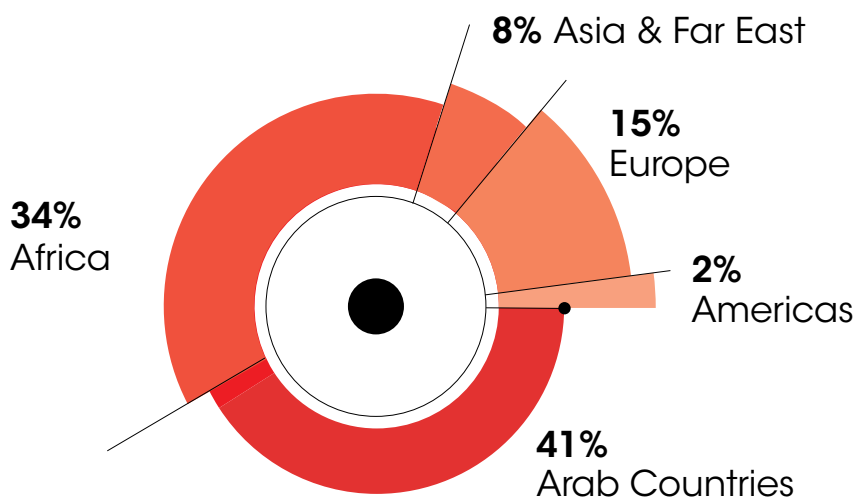
EXHIBITION COVERAGE



HOSTED BUYERS PROGRAM

The Hosted Buyers Program, Food Africa's dedicated B2B platform, presented industry professionals the opportunity to meet with 420 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.

HOSTED BUYERS CLASSIFICATION BY REGION



420
HOSTED BUYERS

1,860
MEETINGS

COUNTRIES

Algeria	Côte d'Ivoire	Kenya	Oman	Sudan
Angola	Cyprus	Kurdistan	Pakistan	Sweden
Australia	Djibouti	Kuwait	Palestine	Switzerland
Azerbaijan	Ethiopia	Lebanon	Poland	Taiwan
Bahrain	France	Liberia	Romania	Tunisia
Bangladesh	Germany	Libya	Russia	Turkey
Belarus	Ghana	Madagascar	Rwanda	UAE
Belgium	Greece	Malaysia	Saudi Arabia	Uganda
Brazil	Hungary	Maldives	Seychelles	UK
Bulgaria	India	Mauritania	Sierra Leone	Ukraine
Burkina Faso	Indonesia	Mauritius	Singapore	USA
Burundi	Iraq	Morocco	Somalia	Yemen
Cameroon	Italy	Mozambique	South Africa	Zambia
Canada	Japan	Netherlands	South Korea	
China	Jordan	Nigeria	Spain	



"It is moving from good to better and I am sure that this exhibition will be one of the promising exhibitions in the near future."

Riham El Aasar, General Manager
Update for Food Processing - Egypt

FOOD AFRICA

IN NUMBERS



320
EXHIBITORS



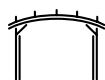
13,590
VISITORS



10,000
EXHIBITION SPACE



28
COUNTRIES REPRESENTED



6
COUNTRY PAVILIONS



1,080
CONFERENCE ATTENDEES



ALL EXHIBITING COUNTRIES

Albania	Jordan
Bahrain	Kenya
Belarus	Lebanon
China	Malaysia
Croatia	Pakistan
Cyprus	Poland
Egypt	Russia
Finland	Saudi Arabia
France	South Africa
Germany	Sri Lanka
Greece	Ukraine
India	United Arab Emirates
Indonesia	United Kingdom
Italy	Vietnam

COUNTRY PAVILLIONS

Belarus
India
Malaysia
Pakistan
Poland
South Africa

"This edition witnessed an increase and diversification of the exhibitors which shows the qualitative and quantitative evolution of the sector. The show has become a must for the food industry by bringing together representatives and distributors of brands operating in all food businesses. This year, the number of exhibitors and the exhibition area have increased compared to the 2017 edition."

Hicham Kabil, Manager

Filet Foods SARL



"This is not the first time we participate in Food Africa. This year the visitors' quality is very good and we are very happy and satisfied with our participation. We will definitely participate next year."

Amr Medany, Manager - Export Sales

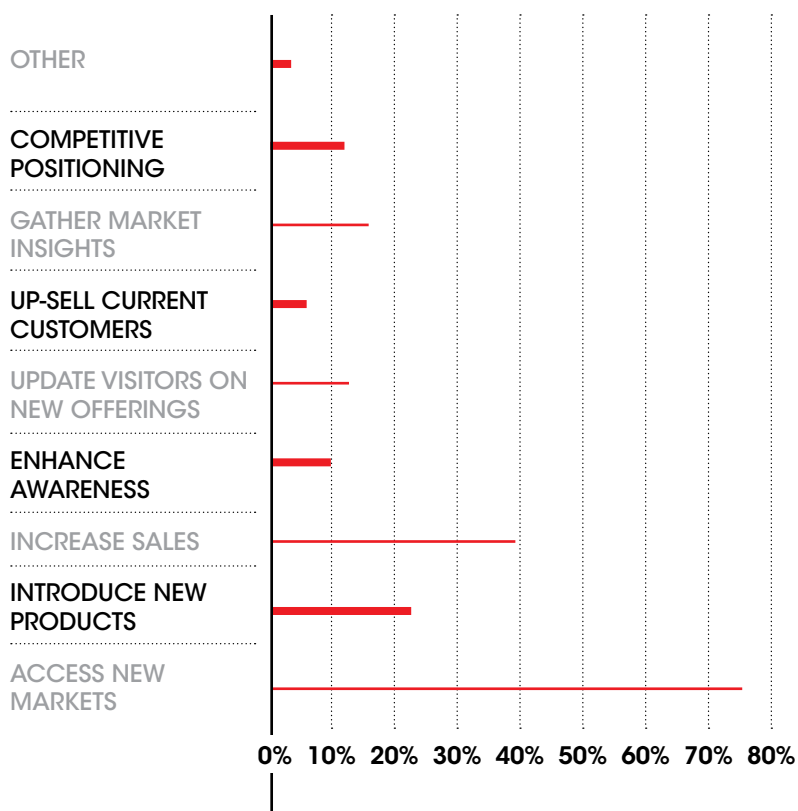
JUHAYNA - Egypt

EXHIBITORS

FEEDBACK



TOP BUSINESS OBJECTIVES FROM PARTICIPATING IN FOOD AFRICA 2018



96%

PLANNING TO EXHIBIT AGAIN NEXT YEAR

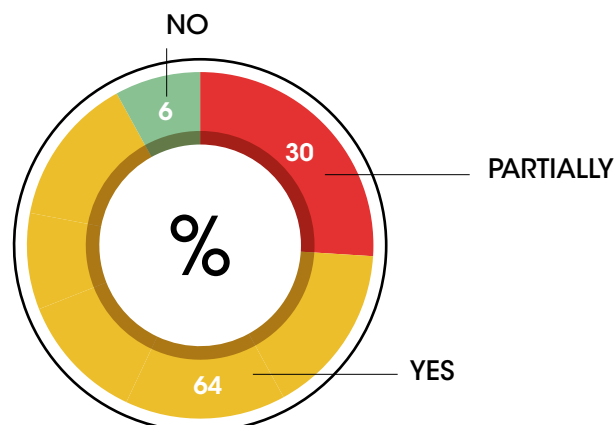
90%

SATISFIED WITH THEIR OVERALL PARTICIPATION

62%

FOUND POTENTIAL CLIENTS / LEADS

DID YOU ACHIEVE YOUR OBJECTIVES?



FoodAfrica ^{Cairo}

ORGANIZED BY:



IN COOPERATION WITH:



KITCHEN EQUIPMENT SPONSOR:



LIVE COOKING



"The event has attracted a huge crowd and the companies we brought are very happy with the serious enquiries they received during the event."

Kamarul Idzham Bin Rahmat

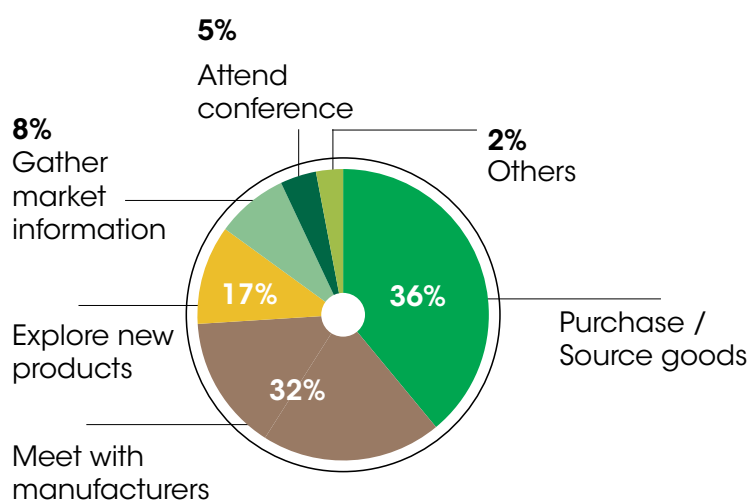
Consulate General of Malaysia

VISITORS

FEEDBACK



PURPOSE OF VISIT



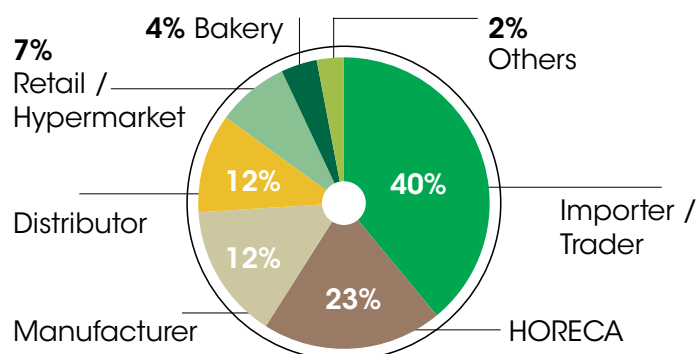
98%

MET COMPANIES
RELATED TO THEIR
PRODUCT RANGE

82%

WILL VISIT FOOD
AFRICA 2019

CLASSIFICATION OF VISITORS



70%

FULLY ACHIEVED THEIR
VISIT OBJECTIVES

60%

ARE SATISFIED
WITH THE GENERAL
ORGANIZATION

"We are so glad for participating in this event, our companies are very satisfied with the organization of the event. We are very pleased with the quality of visitors, there are a lot of negotiations at our stands, as well as a big of potential in this market."

Anastasiya Korneyeva, Expert at Foreign Exhibitions Department

Belinterexpo- Belarus



"We are participating in Food Africa for the third time. We hope to come next year as well because our companies are very happy as the exhibition and the organizers are very professional. There are a lot of opportunities for our companies in the Egyptian market."

Pandora Wesolowska, Account Executive
Partner of Promotion - Poland

MAJOR BUSINESS OPPORTUNITIES AWAIT

Be the first to secure a prime location at the upcoming edition of Food Africa that will take place from **9 to 11 December 2019**, at the Egypt International Exhibition Center, Cairo – Egypt.

GRAB THE OPPORTUNITY NOW!

TO ENQUIRE ABOUT EXHIBITING
AND SPONSORING

LOCAL SALES

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