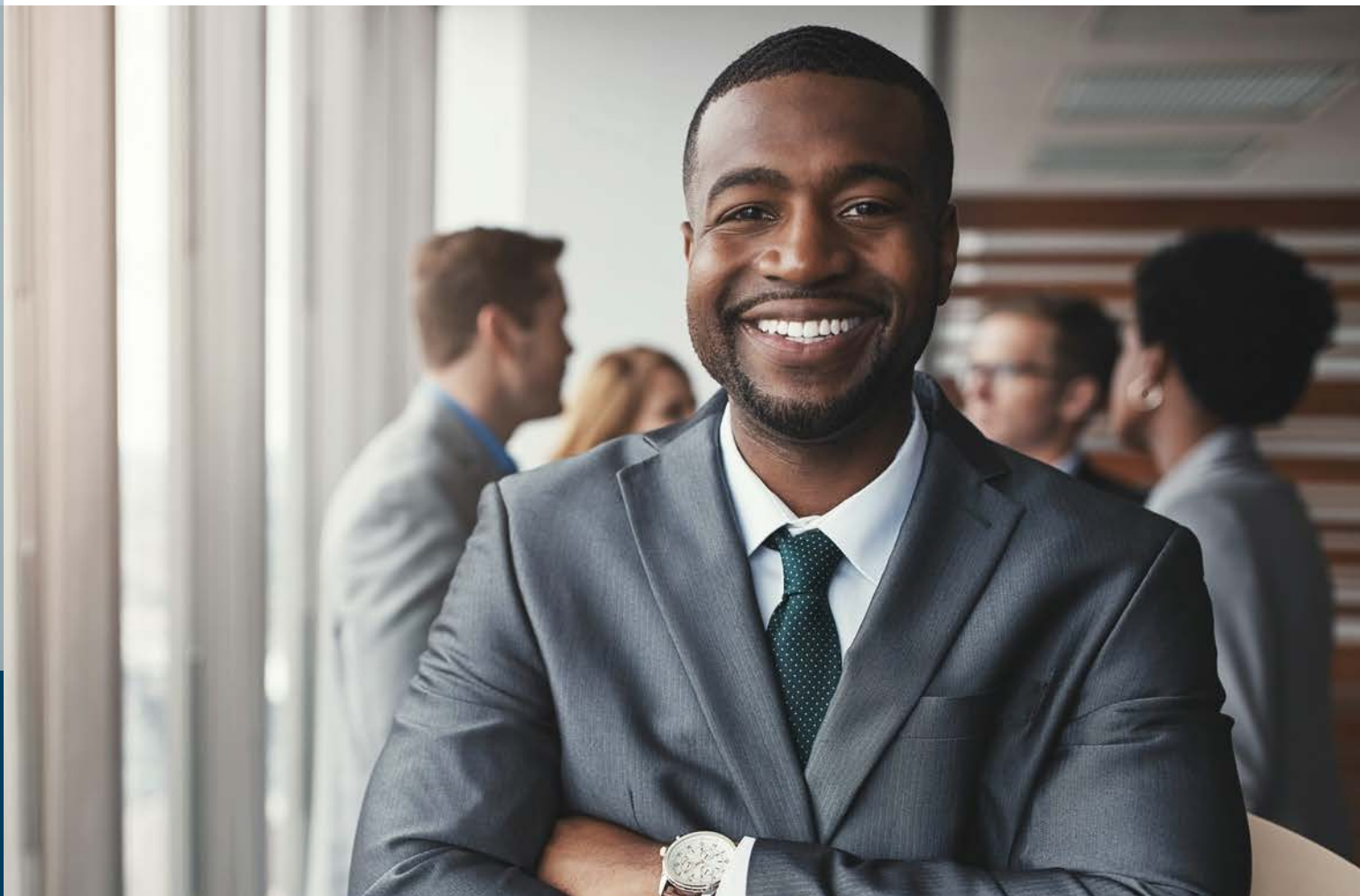


MEET KENYA'S TOP BUYERS

Kenya
agrofood



1st International Trade Show

08 - 10
February 2023

The Sarit Expo Centre • Nairobi - Kenya
www.agrofood-kenya.com

Organiser



Local organiser



fairtrade goes Kenya!



agrofood Kenya to become an annual platform for valuable business contacts

Founded in 1991 and active in Africa since 1997, fairtrade now looks back on an impressive range of professional trade shows in **Northern and sub-Saharan Africa**.

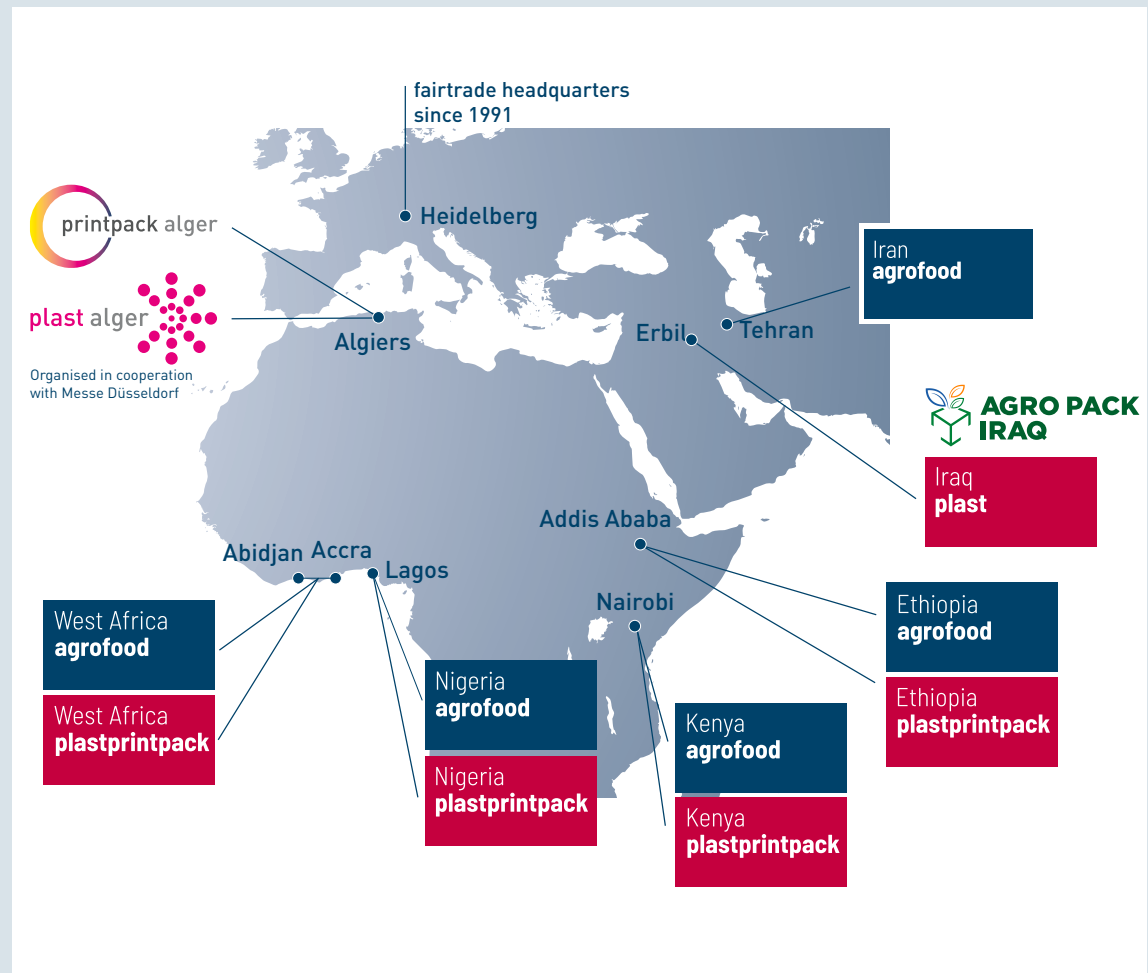
plast & printpack alger for instance is the most important event for **Algeria and the Maghreb countries**.

For West Africa, fairtrade organises its agrofood & plastprintpack trade fairs in **Ghana, Ivory Coast and Nigeria**.

And last but not least, fairtrade is active with agrofood & plastprintpack in **Ethiopia** and thus in **East Africa**. The edition of May 2019 featured not less than 153 exhibitors from 18 countries and 3,205 visitors from 20 countries.

Since 85% of the exhibitors were satisfied with the event, it came as no surprise that some of the exhibitors asked us to organise such an international trade show as well in **Kenya**. So here we are, fairtrade goes Kenya!

The objective of agrofood & plastprintpack Kenya is to establish an annual platform for valuable business contacts between leading manufacturers from the world over and professionals from the Kenyan agrofood & plastprintpack industry.



Kenya

➡ Meet the Agri and F&B Top Buyers of Swahili speaking East & Central Africa

- Swahili is the lingua Franca of the East African Community and connects its six member states in the African Great Lakes region of Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. Plus the DR Congo.
- A total of **250 million** people live in this region.
- And according to VDMA, they invested **135 million euros** in agricultural technology and **298 million euros** in f&b process technology in 2018 alone.

➡ Expected endorsement in Kenya:

- Ministry of Agriculture
- ASK-Agricultural Society of Kenya
- Ministry of Industrialization
- KAM-Kenya Association of Manufacturers
- KEPSA-Kenya Private Sector Alliance
- Relevant ministries, embassies, associations and chambers of commerce of most important exhibitor nations

➡ Institutional Partners



Delegation of German Industry
and Commerce for Eastern Africa
AHK Services Eastern Africa Ltd.



Federal Ministry
of Food
and Agriculture



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 fertilizers
Poultry equipment

Seeds, seedlings
Stable equipment

Veterinary syringes



Food and drink processing

Automation
Bakery technology
Basic food technology
Beverage technology
Coffee machines
Confectionery, snacks and chocolate production technology
Dairy technology
Delicatessen and convenience food technology
Distribution systems, table and serving equipment
Fish processing technology
Food safety and quality management
Foodservice equipment
Ice cream technology
Ice cream technology

Information and billing systems
Kitchen technology
Meat processing technology
Noodle technology
Refrigeration technology
Screening machines
Services and concepts
Vegetable and fruit technology

Packaging

Packaging technology
Machines for imprinting of packaging material
Packaging materials, means and aids

Printing

Printing and labelling technology
Paper converting and packaging

production technology
Materials, consumables and accessories

Refrigeration and air conditioning

Refrigeration technology
Ventilation, air conditioning and heating technology

Conveying, transport and storage

Waste and waste water

Water treatment
Waste water treatment
Resource-efficiency and services



food + hospitality

Food and beverages

Bread & bakery
Dairy
Drinks
Fish & seafood
Fresh & chilled food
Frozen food
General foods
Health food
Hot beverages
Ice cream & deep-frozen confectionery
Meat & meat products
Organic food
Snack food
Sweets

Equipment and supplies for hotels and restaurants, bars and cafés, canteens and commercial kitchens

Building furnishings and equipment
Coffee machines
Distribution systems and serving equipment
Ice-cream machines
Information and billing systems
Refrigeration technology
Kitchen technology
Rinsing, cleaning and disposal technology
Sweets



food ingredients

Acid starters
Acidulants
Antifoam agents
Antioxidants & antimicrobials
Aromas

Bakery raw materials
Binding agents
Blends & compounds of fruit juice
Butcher's raw materials

Casein clarifier
Clouding agents
Cocoa butter
Colourings
Cultures, microorganism
Curing agents
Cutting aids

Distillates

Enzymes
Extraction agents, solvents
Extracts, vegetable

Fat substitutes
Fatty acids
Filter aid
Flavours & fragrances
Flavours & colours
Flour improvers
Flow agents, anti-caking agents
Food additives
Fruit and vegetables concentrates
Fruit and vegetables powders
Fruit ingredients
Fruit preparations for bakery & confectionery

Malt extracts for malt beverages
Meat extracts
Mineral substances

Preservatives
Propellant gases
Protective gases
Proteins

Raising agents
Releasing agents

Sauces
Semi-finished products
Sorbents
Specialty fats
Spices, herbs
Stabilizers
Starter cultures & enzymes for dairy
Sweeteners

Vitamins

agro Kenya for crop production, agricultural technology and animal husbandry

Kenya
agrofood



The importance of agriculture has been highlighted in Kenya through Vision 2030 and the Medium-Term Plan III, and most recently the President's Big Four priority agenda for 2017-2022, which emphasises the importance of 100% food and nutrition security for all Kenyans.

To transform Kenya's agricultural sector and make it a regional powerhouse, the Government has formulated the ASTGS - Agricultural Sector Transformation and Growth Strategy.

Key Agricultural Sector Facts

- Backbone of the economy with a great potential for growth and transformation
- 33% of total GDP and an additional 27% through linkages to other sectors such as manufacturing, distribution and services
- Employs more than 40% of the total population and about
- 70% of the rural population
- CAGR 4.8% between 2012 and 2016
- 8.6 million farmers
- 2nd largest livestock herd in Africa
- 13th largest number of dairy cows in the world
- Agricultural output and value add:
- 80% crops, 15% livestock, 2% fish & aquaculture, 3% other

Source: ASTGS, published in 2019 by the Office of the Cabinet Secretary for Agriculture, Livestock, Fisheries and Irrigation

➔ Opportunities in the agricultural industry

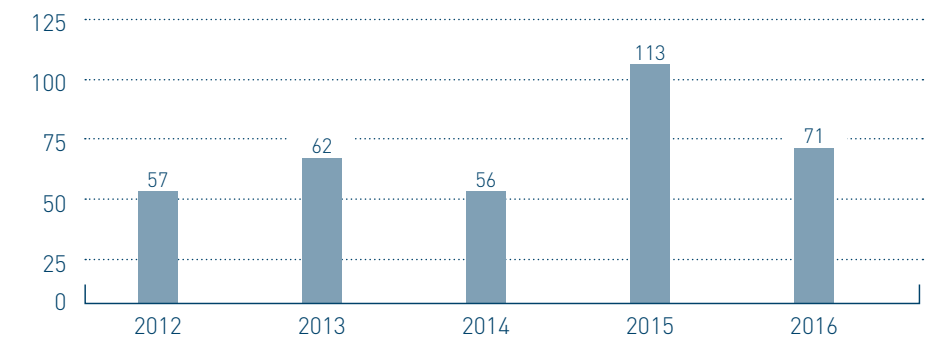
- Massive investments in crop production, agricultural technology and animal husbandry
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Medium-term development extremely promising

➔ Kenya is the second largest importer of agricultural technology in sub-Saharan Africa

Interestingly, Kenya's imports of agricultural technology exceed those of Ethiopia and even Nigeria. Between 2012 and 2016, Kenya imported agricultural technology worth 359 million euros, while Ethiopia imported 335 million euros and Nigeria 318 million euros. (VDMA)

So Kenya is the second largest importer of agricultural machinery in sub-Saharan Africa, right after South Africa.

million €



Source: VDMA



Why exhibit in food + bev tec Kenya?

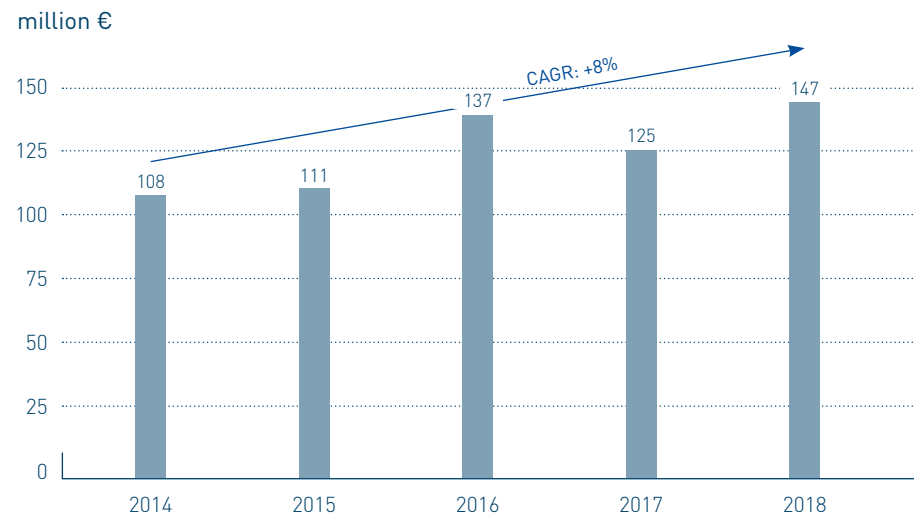
Kenya
agrofood

⚙️ food + bev tec

➔ Kenya is the second largest importer of food & beverage process and packaging technology in East & Central Africa

- From 2014 to 2018, Kenya imported 627 million euros in process and packaging technology for food and beverages. (VDMA)
- This makes Kenya the second largest importing country of such technologies in East & Central Africa, right after Ethiopia with 693 million euros.
- A clear signal of the political will to expand local food production and the „Made-in-Kenya“ - trend.
- Continuous growth is expected in the coming years.

Kenya's imports of food & beverage process and packaging technology



Source: German Engineering Federation VDMA 2019
Graph: fairtrade

➔ Opportunities in the agrofood industry

- Kenya's food industry is among the most diversified in sub-Saharan Africa. At present, massive investments are currently being made in the baking, meat processing and beverage industry.
- The demand for finished food products is expanding. In recent years, fast food chains have discovered the Kenyan market. They need a functioning supply chain.
- Revival of local food production and „Made-in Kenya“-trend; political will to expand local food production
- One of the largest markets for food products in East & Central Africa - still undersupplied



Why exhibit in food ingredients Kenya?

Kenya
agrofood

 food ingredients



Demand for F&B ingredients rising continuously

With 53 million inhabitants, Kenya has long been one of largest food markets in East & Central Africa.

Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Kenyan processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it is only natural that Kenya food ingredients forms an important part of Kenya agrofood.




With Kenya food ingredients, fairtrade is responding to the request of exhibitors for their own partial tradeshow under the umbrella of Kenya agrofood.

Just like iran food ingredients which fairtrade established a few years ago in Tehran under the umbrella of iran agrofood.



Why exhibit in food + hospitality Kenya?

Kenya
agrofood

 food + hospitality

➔ Food trade with Kenya is a 5.916 billion US\$ business!

➔ Kenya food + hospitality for food, beverages and foodservice

Great chances for business for food and beverage suppliers from around the world:

Kenya imported US\$ 3.154 billion worth of food and agricultural products in 2017.
And Kenyan exports amounted to US\$ 2.762 billion in the same year.

Thus food trade with Kenya is a 5.916 billion US\$ business!

Source: *WTO World Trade Organization*

➔ Retail services contribute 6.38 billion US\$ to GDP

Retail services contributed 6.38 billion US\$ to Kenya's GDP in 2018, with supermarkets comprising a key segment of the sector, largely in urban areas. Local chains have been joined by a rising number of foreign entrants in recent years as international brands seek a share of the growing consumer market.

Source: *Asoko Insight*



Market update: Facts about Kenya at a glance

➡ Economic data

- Regional hub Nairobi with high quality of life
- Money and knowledge transfer from an expansive Kenyan diaspora

➡ Population

- 53 million inhabitants
- Young and dynamic: 59% under 24 years of age
- Population expected to grow to 92 million in 2050

➡ Strengths

- Academically well-trained university graduates
- Diversified private sector

➡ Raw materials

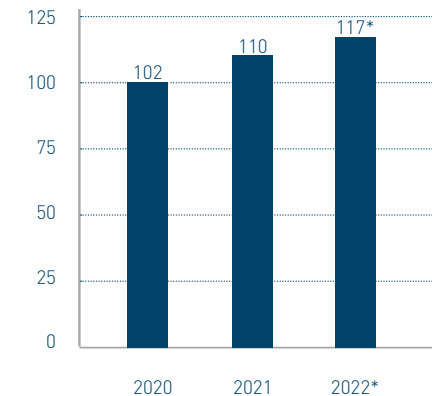
- Agricultural: Eggs, poultry, pork, fish, beef, dairy products, vegetables, fruit, sugar cane, wheat, corn, coffee, tea
- Mineral: Gypsum, diatomaceous earth, zinc, fluorspar, precious stones, salt, soda, limestone

➡ Opportunities

- Consumption: Rising demand for high-end consumer goods
- Numerous sophisticated shopping centers as in South Africa
- Expandable industrial structures, industrial parks
- Usable mineral resources such as oil, titanium, rare earths and coal

GDP

Billion US \$

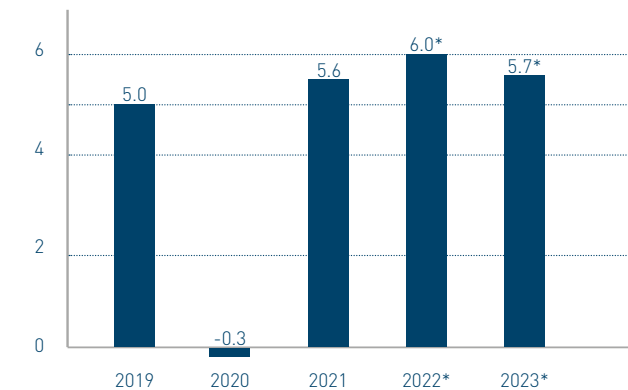


Source: GTAI

* prognosis

GDP

Change in %, real



Source: GTAI

* prognosis

Nairobi - Kenya's capital and business hub

Famous for having the world's only game reserve in a large city.

With 5.1 million residents, the most populous city in the African Great Lakes area.

Regional hub with high quality of life.

Home to thousands of Kenyan businesses and over 100 major international companies and organizations, including the United Nations Environment Programme and the United Nations Office.

The Nairobi Securities Exchange NSE is one of the largest in Africa and the second-oldest exchange on the continent; Africa's fourth-largest exchange in terms of trading volume, capable of making 10 million trades a day.



The venue



Sarit Expo Centre in Nairobi

- Completely new Expo Centre, opened in September 2019
- Offers all of the latest in modern exhibition and conferencing facilities
- Main hall: Column-free 3,311 sqm of gross flexible event space
- Large Foyer of 1,199 sqm for visitor registration and break-out area
- Several meeting rooms
- Nine-story parking silo adjacent to the centre providing 900 parking slots
- State of the art security service
- Located on the 2nd floor with a floor loading capacity of 500 kg/sqm. Goods access via three goods hoists from Karuna Road delivery bay
- Perfect for exhibitions, gala banquets, cocktail functions, conventions, and formal dinners to conferences, seminars, launches, concerts, sports events, weddings and private functions

→ [Sarit Expo Center](#)

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

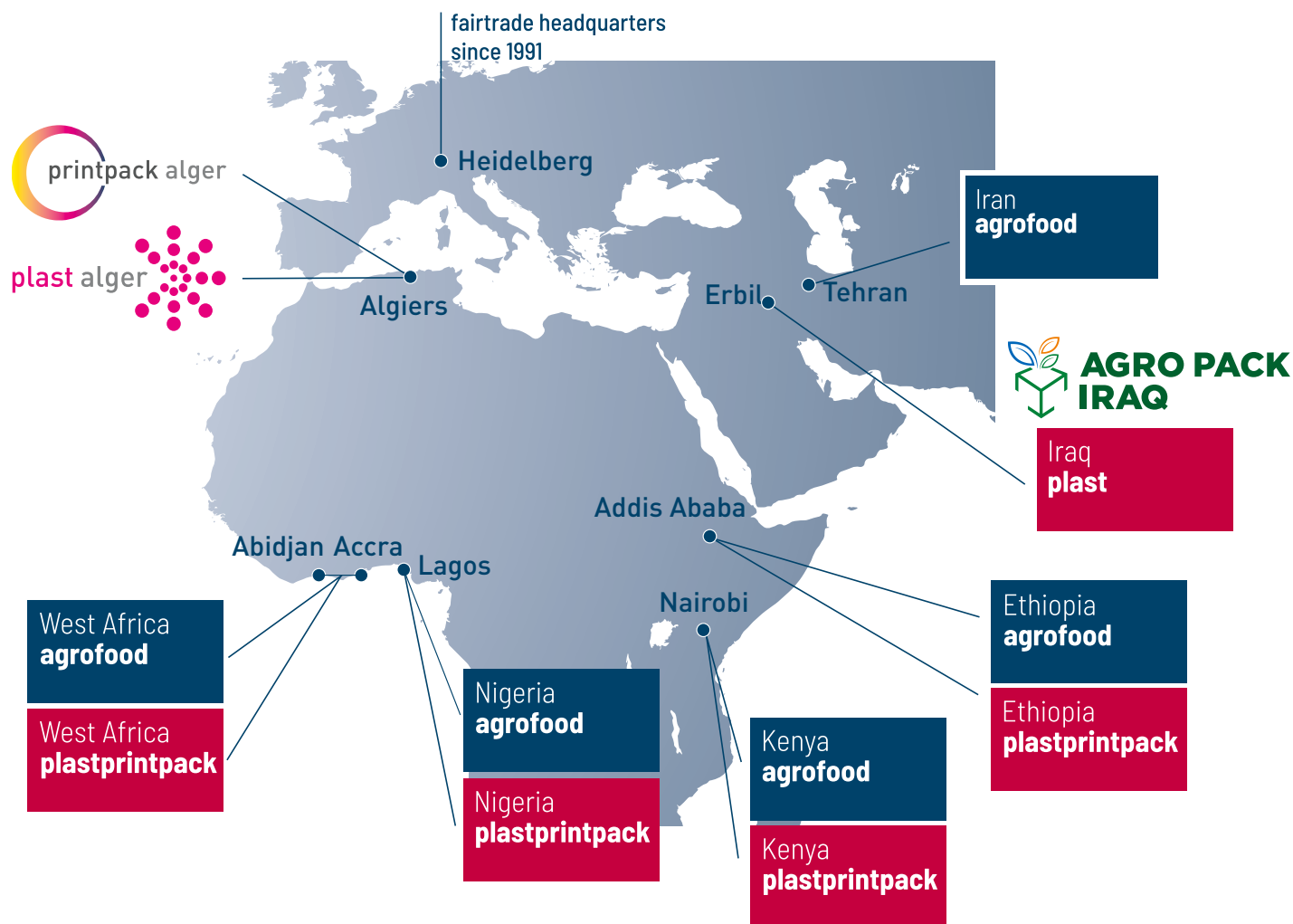


- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



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

Grow your business - upcoming events!



Iraq **22 - 24** **Erbil**
Nov. 2022
www.iraq-agrofood.com
www.ppp-iraq.com

West Africa **29 Nov. - 01 Dec.** **Accra, Ghana**
2022
www.agrofood-westafrica.com
www.ppp-westafrica.com

Kenya **08 - 10** **Nairobi**
Feb. 2023
www.agrofood-kenya.com
www.ppp-kenya.com

Nigeria **28 - 30** **Lagos**
March 2023
www.agrofood-nigeria.com
www.ppp-nigeria.com

Ethiopia **08 - 10** **Addis Ababa**
June 2023
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **June 2023** **Tehran**
www.iran-agrofood.com

Algeria **04 - 06** **Algiers**
March 2024
www.plastalger.com
www.printpackalger.com



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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B2B Africa

B2B Africa is an agency offering a variety of trade and consulting services within Africa. We provide full-service event and destination management expertise.

B2B Africa draws the attention of visitors and buyers to the exhibition and conference and arranges personalised one-on-one meetings. We pre-screen and shortlist suitable matching potentials and then create high-value, immediate business opportunities and meetings. The matching is backed by an extensive databank of African companies.

Our network: In addition to our own offices in Kenya, Tanzania, Rwanda, Uganda and Ethiopia we have strategic alliances with a network of representatives, associates and partners across Africa.

We are a young, dynamic, multi-cultural team offering unique, out-of-the-box international business and marketing solutions based on in-depth knowledge of your target market.

Members of:



**United Business
Association**



Contact Africa

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