

# ON THE GROWTH TRACK

Ethiopia  
**agrofood**



**AGRO  
TECH**  
ETHIOPIA



5th International Trade Show

**08 - 10**  
June 2023

Ethiopian Skylight Hotel • Addis Ababa - Ethiopia  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)






**The 5th edition is back in June 2023!**

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

- **Show video 2021**
- **Post show report 2021**
- **Show gallery 2021**



After the great success of agrofood & plastprintpack Ethiopia 2021, the 5th edition is now coming up, organised by fairtrade in cooperation with its local partner Prana Events. The event will again take place at the state-of-the-art Ethiopian Skylight Hotel in Addis Ababa.

Excellent news: Again, at the 2023 edition, the Türkiye Pavilion will be supported by the Ministry of Trade featuring a great number of Türkiye exhibitors.

Also the German Pavilion will be presented by the Federal Ministry of Food and Agriculture, in cooperation with the Association of the German Trade Fair Industry AUMA.

→ **Find out more**

## **Global technology leaders**

showcase adapted solutions for the Ethiopian market

→ **See exhibitors 2021**



# Valuable institutional support



## agrofood & plastprintpack Ethiopia enjoys the strong support of the following institutions

- The Ministry of Agriculture and its subordinate institutions of Ethiopia
- The Ethiopian Food, Beverage, and Pharmaceutical Industry Development Institute
- The Ethiopian Chemical and Construction Inputs Industry Development Institute
- AHK Delegation of German Industry and Commerce for Eastern Africa
- Asoko Insight
- Business France Ethiopia
- DLG German Agricultural Society
- German Embassy
- German Federal Ministry of Food and Agriculture
- GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit
- French Embassy
- ITA - Italian Trade Agency
- Pan African Chamber of Commerce and Industry PACCI
- Russian Export Center
- Türkiye Embassy
- Türkiye Ministry of Trade
- VDMA Food Processing & Packaging Machinery Association

## Institutional partners





# Why exhibit?

## Ethiopia agrofood



## 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

## Voices of the exhibitors



### Henok Mesfin, Director Agribusiness and Market Development - Ethiopian Agricultural Transformation Agency ATA

Agriculture is the backbone of Ethiopia's economy and continues to contribute 33% of the GDP, creates 66% of employment and generates 76% of the country's yearly export. In the past five years, Agriculture has registered a 9% year-by-year growth reaching to US\$36 billion in value. ATA would like to invite you to invest in the Agriculture and Agroprocessing sector of the country and benefit from the available vast opportunities.



### Britta Nehls Sales & Marketing - Caisley International GmbH

Ethiopia is a country with large livestock populations. Animal identification and registration is emerging and can make important contributions to the efficiency and output of the livestock sector as well as to animal health and food safety. We were able to talk to many interested people, animal keepers and traders, and demonstrate and explain our products. We rate the quality of the contacts as quite good.



### Hasan Özmermer Vice President - Özmermer Gıda San. Ve. Tic. Ltd. Sti

As a producer to be here is very important to introduce our company directly to business people. At the show we met traders, wholesalers, exporters and importers, and we had productive meetings with many serious businesspeople. It's been our first time attending agrofood & plastprintpack Ethiopia, so we were not sure what to expect, but it's been a great experience so far.



# Why exhibit?

Ethiopia  
agrofood

⚙️ food + bev tec



## Voices of the exhibitors



**Chris Wegner**  
Deputy General Manager - Krones LCS Center East Africa Ltd.

Ethiopia has a huge potential because of the growing market and the population size. We as Krones aim to build long-term partnerships with our local branch office that opened in 2018.

The customers and visitors come from a diverse background of sectors. Even outside the beverage sector, we will partner with many visitors who are interested in our video yet printers. Our expectations were met. We had good conversions and we are looking forward to participating in the future to network and build opportunities and long-standing partnerships on eye-level.

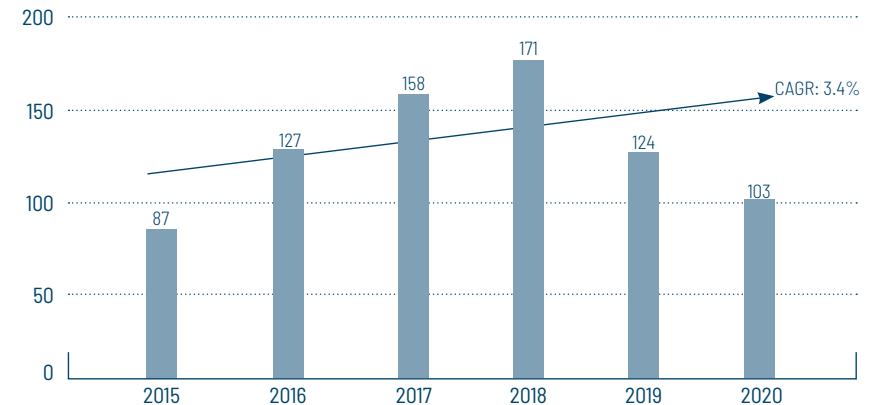


**Hakan Aktas, Export Manager - Kombi Makina**

Kombi Makina is specialised in design and manufacturing of machines and complete filling lines for the beverage industry for many types of products. Our head quarter is in Istanbul. Ethiopia and Turkey have strong relations and we are here already for 7 years. We received good quality customers in this exhibition, and we are satisfied. Our expectations were fulfilled.

**Range of exhibits**  
find out more

## Ethiopia is East & Central Africa's largest importer of food and beverage process and packaging technology



- With imports of 103 million euros in 2020, Ethiopia ranks ahead of Kenya with 87 million euros.
- With an average annual growth rate of 3.4% between 2015 and 2020, Ethiopia is also one of Africa's fast-growing importers of such technology
- The immense population of currently 120 million, which according to the United Nations will rise to 200 million by 2050, requires strong sustainable growth





## Demand for F&B ingredients rising continuously

With 120 million inhabitants (2022), which according to the World Bank will rise to 200 million by 2050, Ethiopia has long been the largest food market 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 Ethiopian 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 Ethiopia.



**Range of exhibits**  
find out more

## Voices of the exhibitors



**Matthias Thienel**  
**Vice President - Destilla GmbH**

Since its founding in 1969, Destilla has produced flavors and extracts of the highest quality. We've grown organically, continuously modernised our production processes and expanded our product portfolio.

Ethiopia is not only a country with great potential, but a hub for East Africa. Therefore, we're setting up a local sales office in a first stage and want to establish local manufacturing mid to long-term.

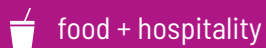
At agrofood Ethiopia 2021, we met locals from the whole food & beverage industry and are very satisfied with quantity & quality. We were unsure what to expect due to the pandemic and the overall situation of the country but our expectations for the exhibition were outmatched by far.





# Why exhibit?

## Ethiopia agrofood



### Facts on the Ethiopian food industry

- Ethiopia remains one of Africa's biggest food importers – despite high investments in local food production
- Expenses for food imports between 1.8 and 2.2 billion US \$ annually between 2016 and 2021
- There is a market for foreign products if only the price is right
- Retail sector developing rapidly: more and more supermarkets
- Developing e-commerce

### Range of exhibits

[find out more](#)

### Voices of the exhibitors



**H.E. Ms Yaprak Alp**  
**Ambassador - Embassy of the Republic of Türkiye**

As we all know, Ethiopia has been demonstrating continuous and high GDP growth for the last two decades and became one of the world's fastest growing economies. We can also mention about Ethiopia as one of the most impressive investment destinations not only in continental Africa, but also in the world.

Considering this fact, I am sure that Ethiopia, with its great potential in agriculture, food processing, packaging, technology, ingredients, food and hospitality, is one of the perfect destinations for the Türkiye manufacturers and trading parties. Within this respect as the Ambassador of the Republic of Türkiye in Addis Ababa, I will continue to motivate the Türkiye companies to participate in this fair for the upcoming years.



**H.E. Mr Stephan Auer**  
**Ambassador - Embassy of the Federal Republic of Germany**

It is a great pleasure to be here – for a number of reasons: After a long time of not being able to meet in person, not being able to build new business contacts due to the worldwide pandemic, the agrofood & plastprintpack – trade fair is a step back into normality. In a way, this event testifies to our joint capacity to overcome incredible hardships and find solutions.

In 2020 the Ethiopia-EU's trade volume remained firmly over two billion euros. I am sure, that my European colleagues and the companies from other European Nations share my enthusiasm about the opportunities that this trade fair creates.



### Visitor profile

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

# Visibility Content Network

exportal

## Get connected!

### Check out all exhibitors and products

→ <https://ethiopia.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

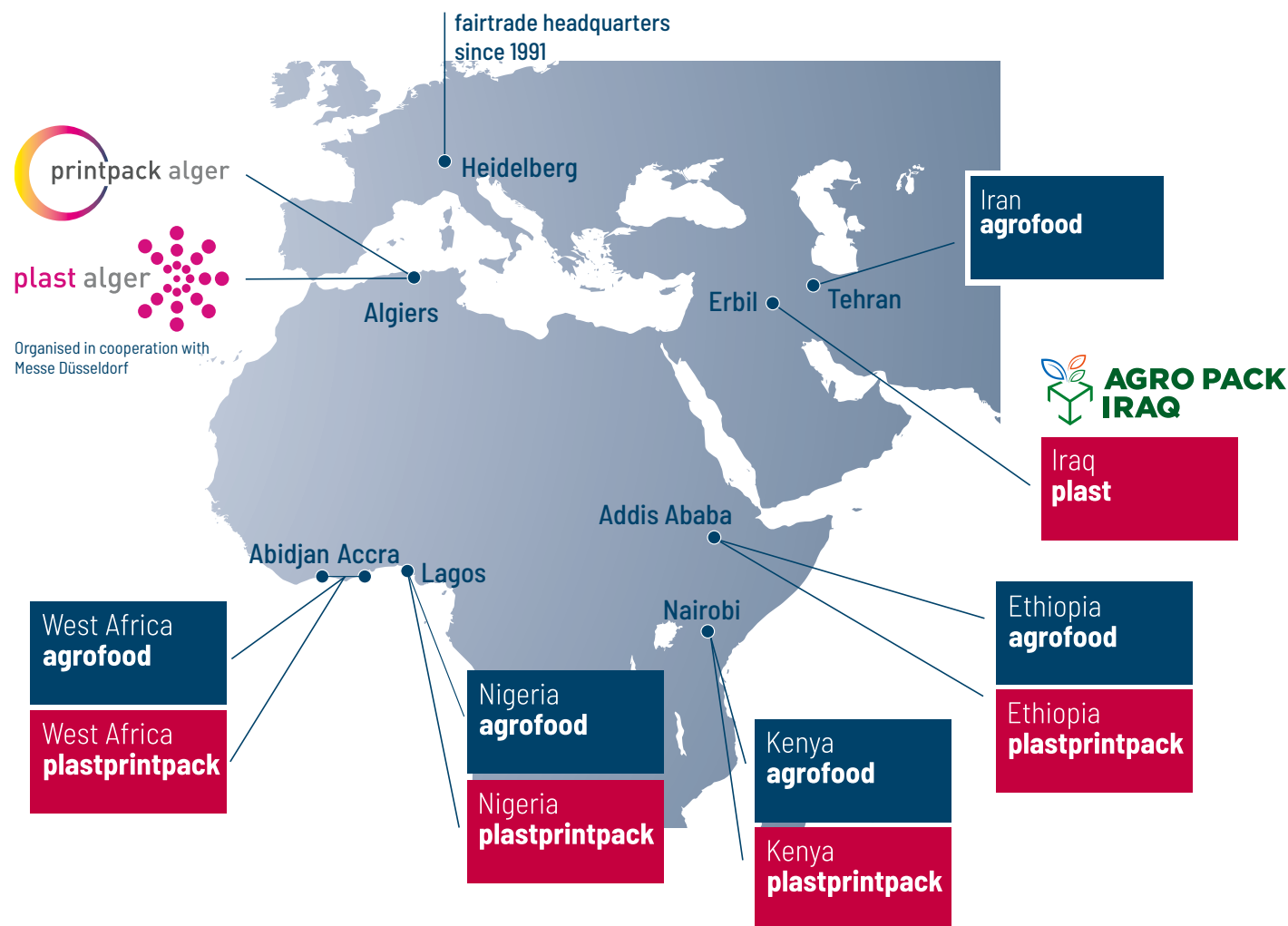
## Ethiopian Skylight Hotel

As the Millennium Hall is not available this year, the 2021 event takes place in the Ethiopian Skylight Hotel.

- A brand-new ultramodern 5-Star Hotel conveniently located at the heart of Addis Ababa, just five minutes away from Bole International Airport
- State-of-the-art Event & Conference Halls
- 3 Restaurants (Ethiopian, Chinese, International), VIP Lounge, Lobby Lounge, Green Apple Pool Bar, Blue Jazz Bar
- 27 Suites and 346 Standard & Deluxe Rooms
- Fully equipped Health Club with Outdoor Heated Pool - Thai Traditional Massage, Sauna and Steam Baths



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

**Algeria** **04 – 06** **Algiers**  
May 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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## About Prana Events

Prana Events is the leading trade fair organiser, full-service event management firm, professional stand construction & event service company in Ethiopia.

The company is striving to support the event industry in Ethiopia and neighboring countries with knowledge, technology and solutions besides putting Ethiopia on the global trade fair map.

Staffed with young, hard-working and creative professionals that have high value and talent for their appointed position, the team is involved on all levels from conceptualisation to implementation.



### Contact Ethiopia and East Africa

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