

POST
SHOW
REPORT
2022



Cairo
FoodAfrica

The 7th International Trade Exhibition for Food & Beverages

5 – 7 DECEMBER 2022

EGYPT INTERNATIONAL EXHIBITION CENTER

WWW.FOODAFRICA-EXPO.COM



{KONZEPT
EXHIBITIONS · EVENTS · MARKETING



interpack
alliance
MADE FOR TOMORROW



pacprocess

PROCESSING & PACKAGING
5^{TO} 7 DECEMBER 2022

MIDDLE EAST
AFRICA

MEMBER OF INTERPACK ALLIANCE
EGYPT INTERNATIONAL EXHIBITION CENTER

WWW.PACPROCESS-MEA.COM



AN EXCEPTIONAL GOVERNMENTAL PRESENCE DURING THE OPENING CEREMONY



Under the auspices of H.E. Dr. Ali Al-Moselhi, Minister of Supply and Internal Trade and H.E. Eng. Ahmed Samir, Minister of Trade and Industry, Food Africa, the 7th International Trade Exhibition for Food & Beverages, and pacprocess MEA, the 3rd International Exhibition for Processing & Packaging in the Middle East and Africa, were inaugurated on 5 December 2022 at Egypt International Exhibition Center, in the presence of distinguished guests and media representatives.



This is our 3rd participation at pacprocess MEA. The event is amazing, it offers great opportunities, gathers the right audience and attracts a high number of visitors. We would like to thank the organizers for their efforts and we will definitely participate next year.

MOHAMED EL SEWEDY
COMMERCIAL MANAGER, EL-SEWEDY PRINT HOUSE
EGYPT

A UNIQUE OPPORTUNITY TO NETWORK WITH THE WORLD



738

Exhibitors



25,821

Visitors



30,000

SQM (3 Halls)



30

Participating Countries



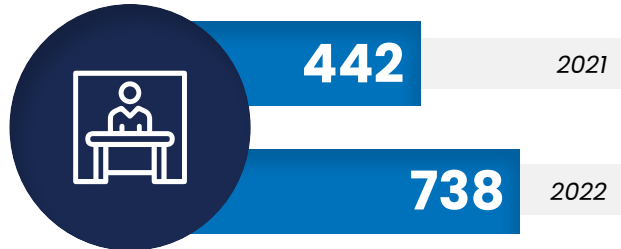
Food Africa has been continuously developing for the past 7 years; the number of profiles covered, visitors, exhibitors and participating countries increased dramatically which proves the importance of the African and Egyptian market in particular.

MR. HANI BERZI
CHAIRMAN, FOOD EXPORT COUNCIL
EGYPT

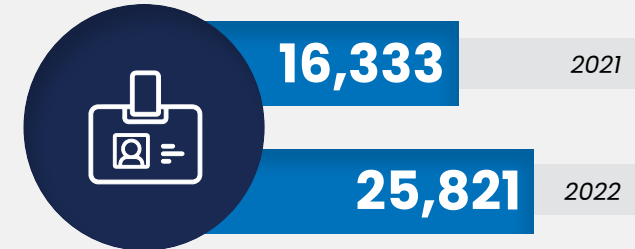
A FAST-GROWING EVENT RECORDING A HIGH RETURN ON INVESTMENT



NUMBER OF EXHIBITORS



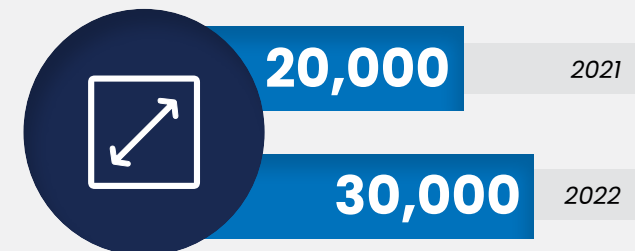
NUMBER OF VISITORS



NUMBER OF PARTICIPATING COUNTRIES



ALLOCATED SPACE





We met numerous new buyers coming from all over the world, especially the Middle East. Food Africa offered us a great opportunity to increase our revenue and meet markets we don't usually sell to, so we will definitely participate next year.

FREDERIC GNONLONFOUN
COUNTRY DIRECTOR OF BENIN, **TECHNOSERVE**
BENIN



It was a great experience; we are delighted to be the Barista sponsor of Food Africa. We had B2B meetings with international distributors and agents. We already booked our space for the 2023 edition.

SAMEH GHANEM
SALES DIRECTOR
YEMENI CAFÉ - ABDELMAABOD
EGYPT



We had not expected such a big trade fair. Food Africa was a great opportunity to do business on the Arab and Egyptian markets. We will definitely repeat our participation next year.

ELI MARTIN CHÁVEZ VILDOSE
INTERNATIONAL DIRECTOR, **PETRUZ FRUITY**
BRAZIL



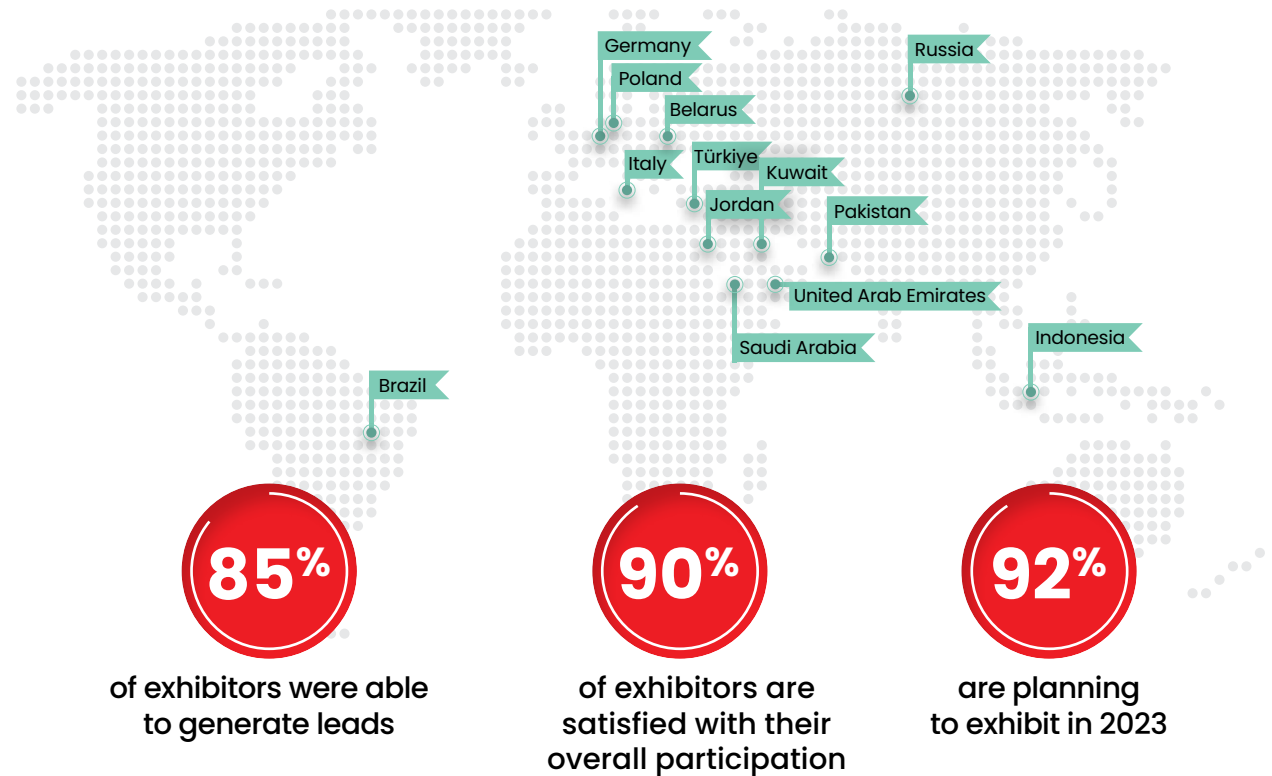
**738 EXHIBITORS
FROM 30 COUNTRIES
GATHERED UNDER ONE
ROOF TO REAP BUSINESS
OPPORTUNITIES**



PARTICIPATING COUNTRIES



INTERNATIONAL COUNTRY PAVILIONS





As Schütz, we are very satisfied with the results of the trade fair. During our first participation in pacprocess MEA we succeeded in establishing valuable contacts and having many good conversations. Cooperation with the trade fair team was outstanding and the Pavilion was the right platform for us.

AXEL SCHÄFER

GLOBAL HEAD OF MARKETING & COMMERCIAL
PRODUCT MANAGEMENT, **SCHÜTZ GMBH & CO. KGAA**
GERMANY



Three elements make pacprocess MEA a top-notch event, the first is that this event is part of the interpack alliance, the second is that it brings together both the food and packaging industries under one roof, and the third is the quality of visitors since the event targets professionals from Egypt and all over the world.

ENG. HEMDAN SAKR

CHAIRMAN, **ALSAKR FOR TRADING &
MANUFACTURING**
EGYPT



The event's traffic was great, we met our objectives by participating in Food Africa. We will make sure to take part next year.

RAYAN MOHAMAD TRAYEF

EXECUTIVE DIRECTOR, **EL QASIM FACTORY**
SAUDI ARABIA

A TRADE AND SOURCING PLATFORM WITHOUT EQUAL



25,821 VISITORS FROM
72 COUNTRIES

TOP VISITING COUNTRIES



Jordan



Kenya



Saudi Arabia



UAE



Uganda



of visitors have fully achieved their visit objectives



of visitors will visit Food Africa and pacprocess MEA 2023



This year, the organization of Food Africa is amazing, the exhibition is competing with international events. The quality of visitors and clients is very high, we have received a significant number of current and new clients. We will participate next year for sure.

REEM EL SAYED
EXPORT MANAGER, **FARAGALLA**
EGYPT



This is not our first participation in Food Africa. It was a fruitful event, the traffic and the quality of visitors were exceptional.

MAHMOOD ALBDAIRI
INTERNATIONAL SALES
PRODUCTOS CHURRUCÁ S.A
SPAIN



Food Africa was very good in terms of the number and quality of visitors, especially from Egypt and the Middle East. We would like to see more visitors from the African states at our stand. After a difficult economic situation this year, we now realize that demand is rising. We are satisfied and plan to participate again in 2023.

ÖNDER ÇAKIRCI
GENERAL MANAGER, **BURAM GMBH - GERMANY**



A 360-DEGREE COVERAGE OF THE FOOD & PACKAGING INDUSTRY



FreshAfrica 

 **Dates Africa**

THE SPECIALIZED
EXHIBITION FOR
FRESH PRODUCE

IN COOPERATION WITH:



THE SPECIALIZED
EXHIBITION FOR
DATES

IN COOPERATION WITH:





CONFERENCE

A SPECIALIZED CONFERENCE SHAPING THE FUTURE OF THE FOOD AND PACKAGING INDUSTRY



100+

Expert speakers



24

Sessions



2,640

Attendees





The exhibition was excellent, we got so many new inquiries and customers. For us, Food Africa is a gateway to Africa and other countries. It is our pleasure to participate in this show and we are planning to come back every year.

KHUSHRAJ SINGH ANAND
BUSINESS HEAD, SUPPLE TEK
INDIA



We are really excited about this event, it looks amazing, and we are looking forward to finding new customers and partners in this territory.

EKATERINA YUROVSKAYA
EXPORT SALES MANAGER, ASSOCIATION
SOYUZPICHSHEPROM
RUSSIA



What differentiates Food Africa from other events we participated in is the level of professionalism, the high caliber of visitors we received and the amazing organization which is focusing even on the smallest details. We were very impressed, and we will be participating in the next edition.

HALA BADRA
BUSINESS DEVELOPMENT MANAGER, KDD
KUWAIT





B2B



“

This is the 4th time we are exhibiting at Food Africa. We are not only meeting the Egyptian customers, but we also got the opportunity to meet customers from Palestine, Morocco, Algeria, Libya and many more. Also, we were able to have one-to-one presentations and meetings with them. We are happy to be here!

LALITA LAMBA
EXPORT HEAD
GLOBAL AGRO CORPORATION
INDIA

MATCHING & CONNECTING BUSINESSES



500+

Hosted Buyers



3,768

Scheduled Business Meetings



63

Countries



The best part that we like about coming here is that not only we get to interact with the Egyptian and African markets but with other markets as well as USA and Jordan. It's been an amazing event for us and looking forward to participating again next year.

SYED ZEESHAN HAIDER
CEO, DIPITT
PAKISTAN



The participation proved beneficial for us in order to introduce ourselves, our portfolio and our local manufacturing options to the Egyptian market. It was simply important to meet the people face to face. It was also interesting to get to know the market. This also gave us the opportunity to meet potential new partners and suppliers here.

SABRINA WAHR
KEY ACCOUNT MANAGER MENA, ALPLA – GERMANY



It's the 5th time we have participated in Food Africa, which became a very important exhibition for us, and we will participate next year.

RADOSŁAW RYGALSKI
POLISH NATIONAL SUPPORT CENTRE FOR
AGRICULTURE
POLAND



**LIVE
COOKING
& BARISTA**

BRINGING THE F&B SECTOR TO LIFE THROUGH THE LIVE COOKING AND BARISTA SHOW



12+

Celebrity Chefs



30+

Mouthwatering
Dishes



10

Talented Baristas



6

Countries





We met both new customers and existing clients, especially from Egypt. We hope that these leads will result in deals. It is always important to show a presence and we think that this trade fair holds plenty of potential. It has been a good decision to link it with Food Africa and a strong food sector.

PANAGIOTIS KONSTANTARAKO
 HEAD OF EXPORTS EUROPE, *THRACE PLASTICS*
 PACK CO. S.A.
 GREECE



Participating in pacprocess MEA became a must for us and we will always take part in this successful exhibition.

ENG. AYMAN MATTAR
 SALES MANAGER, *MORCOS*
 EGYPT



We are very pleased with our participation at Food Africa. The event is crowded with a high quality of visitors, and we met new clients.

MINA EDWARD
 SECTION MANAGER, *ALAMED COFFEE*
 JORDAN



LEAVING A FINGERPRINT IN THE FOOD & PACKAGING INDUSTRY

FOOD AFRICA & PACPROCESS MEA 2022 COVERAGE



16M

Exposure of
online advertising



360,000+

Page view of
official website



11M

Exposure of
offline advertising



60,000+

Email campaigns
coverage



16,000+

SMS sent



27,000+

Invitations mailed

THANKS TO ALL OUR SPONSORS AND PARTNERS



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START PLANNING FOR THE 2023 EDITION OF FOOD AFRICA & PACPROCESS MEA

➤ **12 – 14 DECEMBER 2023**
EGYPT INTERNATIONAL EXHIBITION
CENTER – EIEC

➤ FOODAFRICA-EXPO.COM
➤ PACPROCESS-MEA.COM



To inquire about exhibiting
and sponsoring:

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**interpack
alliance**
MADE FOR TOMORROW