



Fi Africa to launch in 2020 as part of Africa Food Manufacturing

Fi Africa: Opening the doors to the African market

Fi Africa 2020 Show Details

Show dates: 15-17 March 2020

Location: Egypt International Exhibition Centre (EIEC), Cairo, Egypt.

Food ingredients Global, the world's leading food and beverage ingredients platform, is branching out to the MENA region next year with the launch of **Fi Africa**, co-located with Africa Food Manufacturing and ProPak MENA.

Fi Africa, held from 15-17 March 2020 in Cairo, Egypt, will gather leading domestic and international ingredient suppliers, distributors, and food and beverage manufacturers to network and do business over three days under one roof.

Opening the doors to the African market

"We are delighted to launch Fi Africa, as part of Africa Food Manufacturing. The opportunities in this region are huge and this new combination offers the industry a one-stop sourcing platform for the ingredients and packaging and processing industries", commented Olav Masseling, Brand Director of Fi Africa.

Alongside the exhibition, the Fi Africa conference aims to educate the sector about the various opportunities, challenges and trends in food manufacturing, offering international quality education with a regional focus.

Egypt is a fast-growing economy and is quickly emerging as a key hub for regional exports, with free-trade agreements with neighbouring Middle Eastern countries leading to an increase in export demand for Egyptian food products. Its large domestic consumer market and its strategic geographical position in the heart of the Middle East and North Africa makes Egypt a clear choice.

With the country well on its way to become one of the world's 10 leading economies by 2030, and with its ambitious plans to modernise its food-processing sector, there's no better place than Egypt to host the launch of Fi Africa. Together with an increased foreign direct investment in the country, big multinationals such as Nestle and Kraft are settling there, which paves the way for other big companies.

This new combined event will be jointly organised by the Informa teams in Amsterdam and Egypt – a winning combination of local market knowledge from Egypt and deep sectoral knowledge and global perspective from the Fi Global office.

"We are very excited to have the involvement of the Food Ingredients brand at Africa Food Manufacturing. This will give our exhibitors new reasons to attend the show, where they will meet with around 7,000 local food manufacturers, and it will also help develop the ingredients sector in Egypt and the wider region. Fi Africa will be the most important platform for food manufacturers across Africa and the Middle East to source innovative products to help their business, and we are happy to provide Informa Egypt's market understanding to



the world's leading portfolio of events," commented, Mostapha Khalil, Group Exhibition Director AFM

For information about exhibiting at Fi Africa 2020, please contact Tatiana Rozema (tatiana.rozema@ubm.com).

About Food ingredients Global

Food ingredients Global is the world's leading food and beverage ingredients platform and the unrivalled leader in providing food and beverage professionals with the personalised solutions they require to grow and nurture their business. Since 1986, Fi Global events have helped thousands of ingredients professionals reach new markets more quickly and more successfully than any other food and beverage trade show. The events offer opportunities to meet suppliers and buyers, discover new ingredients, learn about the latest innovations from leading industry experts.