

Egypt to Host Africa Food Manufacturing in August 2021

Cairo - June 2021

This year, Cairo will be hosting one of the most anticipated events within the African food and beverage manufacturing industry – “The Africa Food Manufacturing Exhibition” in cooperation with Food Ingredients Global and ProPak Global Exhibitions. The exhibition will take place at the Egypt International Exhibition Center (EIEC) in New Cairo from August 2nd to August 4th, 2021.

After the postponement of last year’s edition due to the repercussions of the Covid-19 pandemic, Informa Markets – the organiser of the show – is keen on presenting the 9th edition as the exhibition’s finest edition yet, while following and applying all the necessary health and safety precautions. The AFM exhibition will feature more than 150 participants from 20 countries around the world, who are expected to cover the four core sectors of manufacturing - food ingredients, processing, packaging and machinery, and logistics. The exhibition is expected to welcome more than 4,000 attendees throughout the three-day event.

“We remain committed to supporting the recovery of the food and beverage industry in both the Middle East and Africa through holding a three-day event in Cairo, Egypt - which is considered to be the largest F&B market in Africa and the most dynamic consumer market in the region,” said Hany Khafagy, General Manager of Informa Egypt.

“We believe that by the time of our event, vaccination programs for prevention against the Covid-19 will be advanced enough, which will create safer opportunities for international travel and in turn ensure the highest possible levels of success for the exhibition,” he added.

The 9th edition of the AFM exhibition is organised by Informa Markets, under the patronage of the Egyptian Ministry of Commerce and Industry and in collaboration with the Egyptian Export Council for Printing, Packaging, Paper, Literary, and Artistic Works. “Today, Egypt is rapidly emerging and is considered as a major hub for regional food exports in North Africa, it is home to a thriving food manufacturing industry that attracts investments from several large multinational corporations,” said Ahmed Gaber, Representative of the Egyptian Council for Printing and Packaging. “The Egyptian economy is expected to become one of the top 10 leading economies in the world by 2030. In only a few years, Egypt has managed to witness a significant economic shift that is focused on restoring competition within the food manufacturing market.”

As exhibitions develop and advance to meet the needs of businesses and in the market in general, despite the current challenges, this year’s Africa Food Manufacturing Fair will offer many opportunities for virtual participation through ‘Hybrid’; a system that integrates the

exhibition in both real-life and virtual forms. This means that several companies will be able to remotely attend the event, where they will be able to offer their products and services via video to provide opportunities for trade, deals, and business facilitation.

“Maintaining food supplies is vital during the time of crisis, which means that keeping this industry running smoothly is deemed to be a top priority for every country. That is our main goal behind holding the fair this year,” said Mostafa Khalil, Group Exhibition Director at Informa Markets Egypt. “By resuming sales to current customers and finding new suppliers and manufacturers from Egypt and other countries in Africa, we are contributing to the growth of both the industry and the economy.” He added.

It is worth mentioning that the following exhibitions will be launched this year under the umbrella of Africa Food Manufacturing,

- ProPak MENA Exhibition for Printing, Packaging, and Processing Equipment (the regional edition of ProPak Global Exhibitions)
- Fi Africa (the Africa edition of Food Ingredients Global), making the show an important African event serving the full supply chain for F&B industry.