

Egypt to Host the 10th Edition of Africa Food Manufacturing – The Region’s Most Comprehensive F&B Exhibition – In May 2022

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- Fi Africa and Propak MENA re-join as partners in 2022 after the huge success of their launch at Africa Food Manufacturing 2021.
- Bakery & confectionery are focal points of this year’s event, serving the growing market demand for these products in the region.
- Specialised workshops will be held at the In-Person event, along with year-long networking and knowledge sharing opportunities.

Cairo - March 2022 – Informa Markets, the leading company in event and exhibition organisation worldwide, announces the launch of the 10th edition of Africa Food Manufacturing in May of 2022. The exhibition will be held in association with two of the biggest names in the Food & Beverage Manufacturing industry, Fi Global and ProPak, to provide innovative solutions and access to the regional market through Fi Africa and ProPak MENA. After the huge success of the 2021 edition, this strong partnership will return for the second year in a row for a new and improved edition of the renowned exhibition. From 29-31 May 2022, the highly anticipated Africa Food Manufacturing will take place at the Egypt International Exhibition Centre (EIEC) in Cairo, Egypt.

The joint presence of two brands under one roof is in keeping with the exhibition’s objective to create a F&B trade hub for the region in Egypt. The food ingredients manufacturing and processing show, Fi Global, which is currently established in 11 different countries around the world will present its regional edition, Fi Africa, along with the second brand partner, ProPak Global (for food packaging), which maintains a large presence in 6 different countries and will participate in its regional version as ProPak MENA.

From his side, Mostafa Khalil, Africa Food Manufacturing Exhibition Director stated: “We have a strategic commitment to assert our leading role in supporting the directions taken by Egypt through two main pillars: the first is the establishment and development of national industries, and the second is the expansion of the export sector and the opening of new markets for Egyptian products. Accordingly, we always keep these goals in mind when planning for the launch of our platforms.”

He added: “This year, in addition to our ongoing initiatives for the event, we are planning to significantly contribute to the support of emerging talents and innovative ideas through a competition for start-ups. It will take place for the very first time during the upcoming edition, where financial prizes could reach up to \$500,000.”

Africa Food Manufacturing is known for its new initiatives and significant contributions to the multibillion-dollar F&B industry. It aims to bring together regional and global professionals as well as experts in the food & beverage

manufacturing industry, including high-end brands of food ingredients, processing, packaging, and logistics. The main objectives behind Africa Food Manufacturing are to provide the market with the latest industry information year-round, and to create endless networking opportunities. This is done in a range of ways including, webinars, market reports, and news, along with the hosting of this exhibition on an annual basis to facilitate meaningful connections among all parties involved.

This year, in response to increasing market demand, bakery & confectionery products are a key focus of the event. The Middle East and African bakery and confectionery products' market is projected to grow at a CAGR of 2.2% by 2025, whereas the Chocolate market alone is forecasted to reach USD 6.5 billion growing at a CAGR of 6.72% during the same period. The event will allow relevant businesses to gain increased visibility and establish more connections across the entire value chain, making this event the ultimate one-stop-shop for the industry.

Aligning with the exhibition's goal to connect industry experts and create a massive network of professionals, Africa Food Manufacturing is providing a digital matchmaking program. With this initiative, visitors and exhibitors with common business interests and activities will be paired together so they can connect and do business more easily. This will allow everyone to save valuable time and ensures the best possible outcome for both parties. It is also worth noting that the show will include a "Hosted Buyers" program for distinguished high-end visitors from the Middle East and Africa to bring in more trade opportunities to exhibitors and partners.

The 10th edition of Africa Food Manufacturing is set to be the biggest edition in the history of the event, with more than 300 companies from 20 countries participating. During the 3-day event more than 8,000 local and international visitors are expected. In addition, the event will host several conferences and workshops throughout, where two dedicated learning tracks, "Food Ingredients and Manufacturing" and "Packaging and Logistics", will run in parallel with the exhibition to deliver cutting-edge information and facilitate knowledge sharing.

About Informa AllSecure

In collaboration with the Global Association of the Exhibition Industry (UFI), the Association of Event Organisers (AEO) and the Society of Independent Show Organizers (SISO), as well as partners from the industry, event venues, service providers and relevant authorities, Informa has helped to develop the cross-industry All Secure measures. These set the highest standards for safe, hygienic and high-quality events.

All Informa events are conducted within the official guidelines of government and local authorities, as well as site and location specific regulations. In addition,

wherever applicable and possible, they follow the standards and guidelines outlined in the [Informa AllSecure Guide](#).

About Food ingredients Global

Food ingredients Global was founded in 1986 in Utrecht, in the Netherlands, and combines a comprehensive portfolio of regional and international events, database solutions, digital offerings and a top-class conference programme. In addition to the trade fair flagship [Food ingredients and Health ingredients Europe](#), events such as [Fi North America](#), [Fi Asia](#) and [Fi Africa](#) also offer optimal access to national and regional markets. Over half a million people have visited the fairs over the years, generating billions in sales. In addition, the new [Fi Webinar Series](#) and the digital content platform [Fi Global Insights](#) provide access to the latest trends and information, as well as the range of products and services on offer, at: www.figlobal.com.

About Informa Markets

Informa Markets provides many different industries and markets with the right platforms for trade, innovation and growth. The portfolio includes more than 550 international B2B events for brands in Healthcare & Pharma, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage and Health & Nutrition. Informa Markets provides opportunities for customers and partners around the world to engage, and create new experiences for successful business - through trade shows, customised digital content and measurable data solutions. The world's leading trade show organiser supports a wide range of trade markets, unlocking new opportunities and helping customers succeed 365 days a year. More information can be found at www.informamarkets.com.

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