



Food ingredients
Africa

PART OF

Africa Food Manufacturing

Adding a flavour of innovation to F&B manufacturing in Africa



29-31 May 2022



Egypt International Exhibition
Center, Cairo, Egypt



Food ingredients Africa

Fi Africa is the newest member of the Fi Global portfolio, launched in 2021 as part of Africa Food Manufacturing and co-located with ProPak MENA. Combined the events offer a one-stop-shop for food & beverage professionals in Egypt and the wider region to find innovative ingredients and solutions, processing and packaging equipment and logistic solutions.

In 2022, Fi Africa will take place from 29-31 May in Egypt, Africa's largest food and beverage market and the region's most dynamic consumer goods market.



Egypt will be one of the fastest-growing food markets in terms of spending over the medium-term, growing at an average annual rate of 6.5% (in USD terms) over 2021-2024. In local currency terms, spendings in Egypt expected to grow by an average 8.3%.



Egyptian F&B Industry Outlook



Since 2016, the Egyptian government has prioritized food ingredients imports, with the vision of developing Egypt into North Africa's leading food processing hub.



Egypt is the largest bread consumer in the world in per capita terms in Egypt, there are approximately 38,000 bakeries



5% of the raw materials used in the Egyptian chocolate industry are imported



Egypt has witnessed a 47% growth in total dairy imports over the past 10 years



The food and beverage (F&B) processing and manufacturing sector accounts for around 6 percent of Egypt's gross domestic product (GDP) with more than 10,000 registered establishments



The Egyptian food and beverage ingredient market is enjoying rapid growth (6 percent CAGR between 2016 and 2020) due to high demand from the retail, food service, and food manufacturing sectors.



The F&B manufacturing sector is fundamentally dependent on imports for ingredients and raw materials because of the country's limited agricultural resources.

What to expect at Fi Africa as part of AFM



300+

Exhibitors



20+

Countries



8000+

Visitors

Why exhibit?

Enjoy a unique networking opportunity through our matchmaking program and pre-arranged meetings.

Showcase your latest products and services.

Meet leading manufacturers, distributors, dealers, and small & medium traders from Africa's top F&B manufacturing industry.

Connect with government authorities and trade associations looking to guide growth of the industry in Egypt & Africa.

365 brand awareness and advertising opportunities

What our exhibitors had to say

“It was a great experience to exhibit at Fi Africa 2021. We made new contacts in our sector and we are excited to taking next steps with them. We will be part of Fi Africa 2022 as well, thank you for the opportunity “
AZINGRO – Essential ingredients

“This was very challenging for Kerry Group to be part of the show because of Covid, but we are very excited to be here today, only to begin to form a bigger participation in the future“
Kerry Group – Middle East

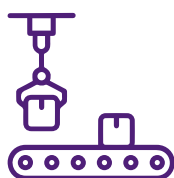
“The Trade and Investment Section at the Embassy of Pakistan were thrilled with the response received during the event. We were able to showcase Pakistani food ingredients to a receptive visitor base from many African countries. We were also able to arrange multiple virtual B2B meetings at the booth with Pakistani companies back home, who have gained some solid leads in our most famous agro-ingredients “
Embassy of Pakistan

Visitors' profiles

Nature of business



Food & Beverage
Manufacturers



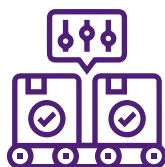
Ingredients
Manufacturers



Procurement
& Supply
Management



Research &
Development



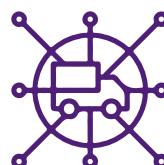
Quality Control
& Food Safety



Importer and
Exporter



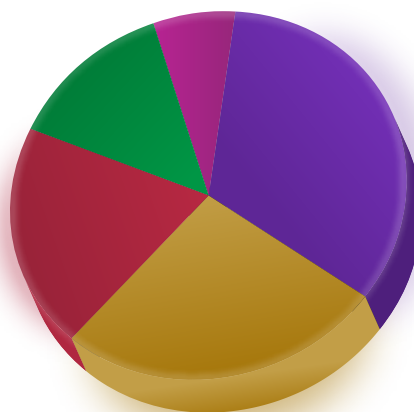
Product
Development



Distributors

Job function

- Owner/Partner
- Sales
- Engineering
- Senior Manager
- Marketing



Top visiting countries



Egypt



Syria



Sudan



UAE



KSA



Jordan



'I got the opportunity to meet suppliers that I was not able to meet before. Looking forward to visiting again next year and meeting more international suppliers.'



Areas of interest



Flavors and spices



Aromas



Vegetable's products



Flavor enhancers



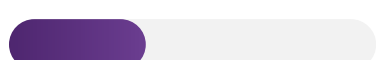
Herbs



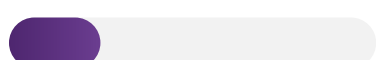
Oils & Fats



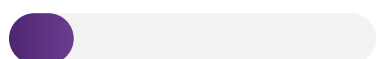
Essential oils



Colors



Grain products



Nutrients

Reasons for visiting



“I managed to know new ingredients suppliers and network with many industry peers.

“It was a great value for me as I met some of the key industry players in my field of work in addition to that I gained a lot of knowledge and insights from the conference sessions”

Event Features



Pre-arranged
matchmaking



Conference and
educational
workshops



Company and
products listing



Promotional webinars



Digital advertising
opportunities

New features



Lead retrieval:

Our lead retrieval system is a mobile application that enables exhibitors to gather leads with a single, consistent application capture, qualify, and follow up with leads generated from our tradeshow.



On-line company & product listing:

Our year long online company and product listing allow you to showcase your valuable offerings (products & services) in front of millions of new customers. This can give your brand regional exposure and the possibility of going into cross-border e-commerce.

Pricing

Space Only



Floor space that allows you to design and produce your own original stand

USD 340 per sqm
(minimum 18 sqm)

Shell Scheme



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk / counter, chair, table, stand, wall shelves and wastepaper basket

USD 380 per sqm
(minimum 9 sqm)

Wooden Stand



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk/ counter, chair, table, stand, lockable cabinet and wastepaper basket

USD 420 per sqm
(minimum 18 sqm)

Fi Africa Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.



About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Get in touch with us to find out more about how we can help you to grow your business through our diverse exhibiting and sponsorship opportunities

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<https://www.figlobal.com/africa/en/home.html>

Exhibit at #FiAfrica2022