



Food ingredients
Africa

By AFRICA FOOD MANUFACTURING

2023 Exhibitor Brochure



Your Gateway to Africa

Join Us



28 - 30 May 2023



Egypt International Exhibition Center

ADDING A FLAVOUR OF INNOVATION TO THE F&B MANUFACTURING INDUSTRY IN AFRICA

Fi Africa is an annual dedicated sourcing event for the African F&B manufacturing supply chain that offers pre-arranged matchmaking opportunities between buyer-seller, networking and educational content through our online and physical platforms.

Fi Africa, co-located with ProPak MENA, brings +10,000 decision-makers and +350 of the most innovative global suppliers who are looking to meet with Food Scientists, R&D, Procurement, Marketing, General Management, Quality Insurance and Distributors from Africa and Egypt, the most dynamic consumer goods market in the region.

In 2023, Fi Africa will take place from 28 - 30 May in Cairo at Egypt International Exhibition Center, Africa's largest food and beverage market and the region's most dynamic consumer goods market.



\$2.3 billion

is the forecasted volume for the African food ingredients market by 2028, as the F&B industry continues to expand driven by a heightened focus on innovation, increasing demand for processed and packaged goods especially frozen & dairy food products.



\$6.5 billion

is set to be the chocolate market size alone by 2025, growing at a CAGR of %6.72, while Ice Cream is striving for a significant share of the African dessert market by 2027, reaching a CAGR of %10.7. Both categories fall under the Middle East and Africa bakery and confectionery products market as they contribute to its growth at a CAGR of %2.2 by 2025.



8.35% CAGR

forecasted for Plant-Based F&B market in the region from 2021 to 2028, as growing health concerns, especially post-pandemic, drive consumer demand for "high protein" alternatives that can improve health and fitness.

Get a taste of FI Africa



2022 Highlights Celebrating the 10th Edition and the Biggest.... So Far

The gala dinner brought together all the key players of the F&B industry in celebration of the 10th edition. The event offered a great networking opportunity for decision makers and market leaders from Africa and the Middle-East.



- 
2 Halls
- 
8000 Visitors from 53 countries
- 
180 Exhibiting companies representing 300 brands from +20 countries
- 
110 Pre-arranged meetings from Hosted buyers and matchmaking programs

Featured Exhibitors

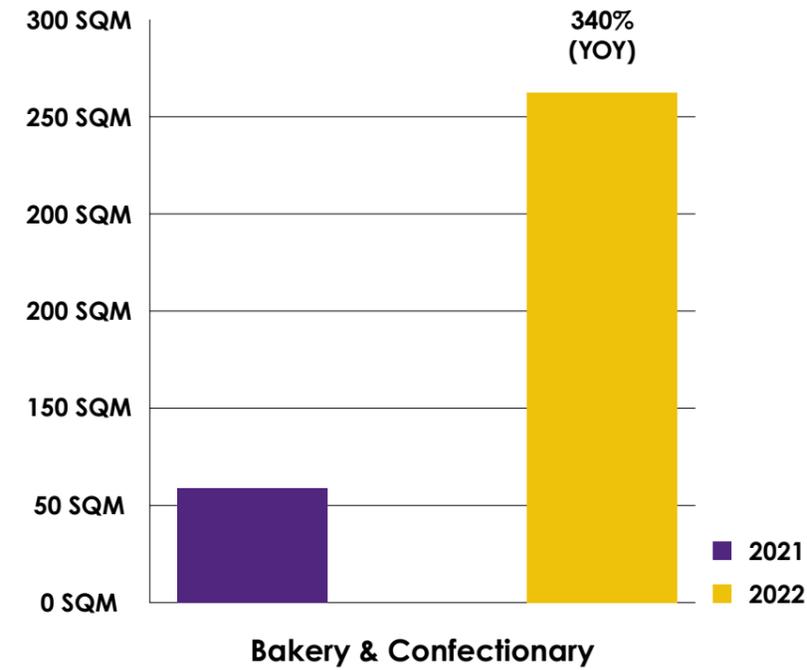


Exhibitor Satisfaction



Bakery and Confectionery Sector

Booming Success



Featured Exhibiting Sector Companies:



Visitors profile

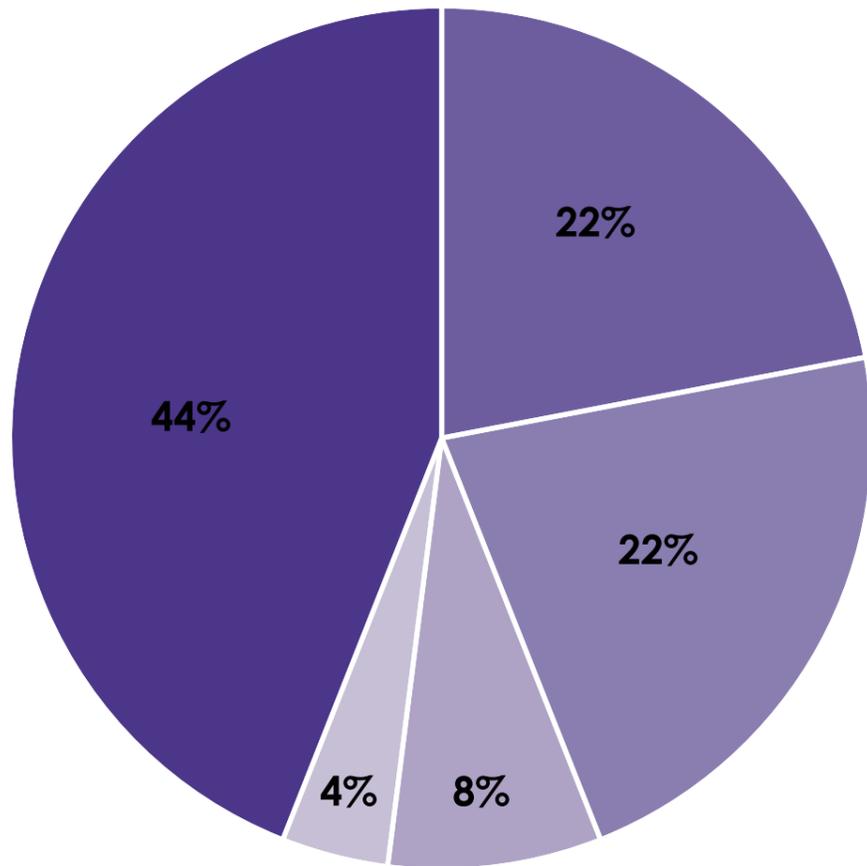


8000

Visitors from 53 countries



Job level

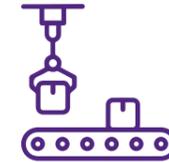


- 44% Head / Senior
- 22% Director / VP
- 22% Executive
- 8% C-Level
- 4% Diplomat

Nature of Business



Food & Beverage
Manufacturers



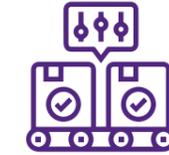
Ingredients
Manufacturers



Procurement
& Supply
Management



Research &
Development



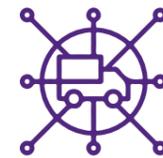
Quality Control
& Food Safety



Importer and
Exporter



Product
Development



Distributors

Top Visiting Countries



Egypt



KSA



UAE



India



Yemen



Sudan



Jordan



Nigeria



Kenya

Visitor Testimonials



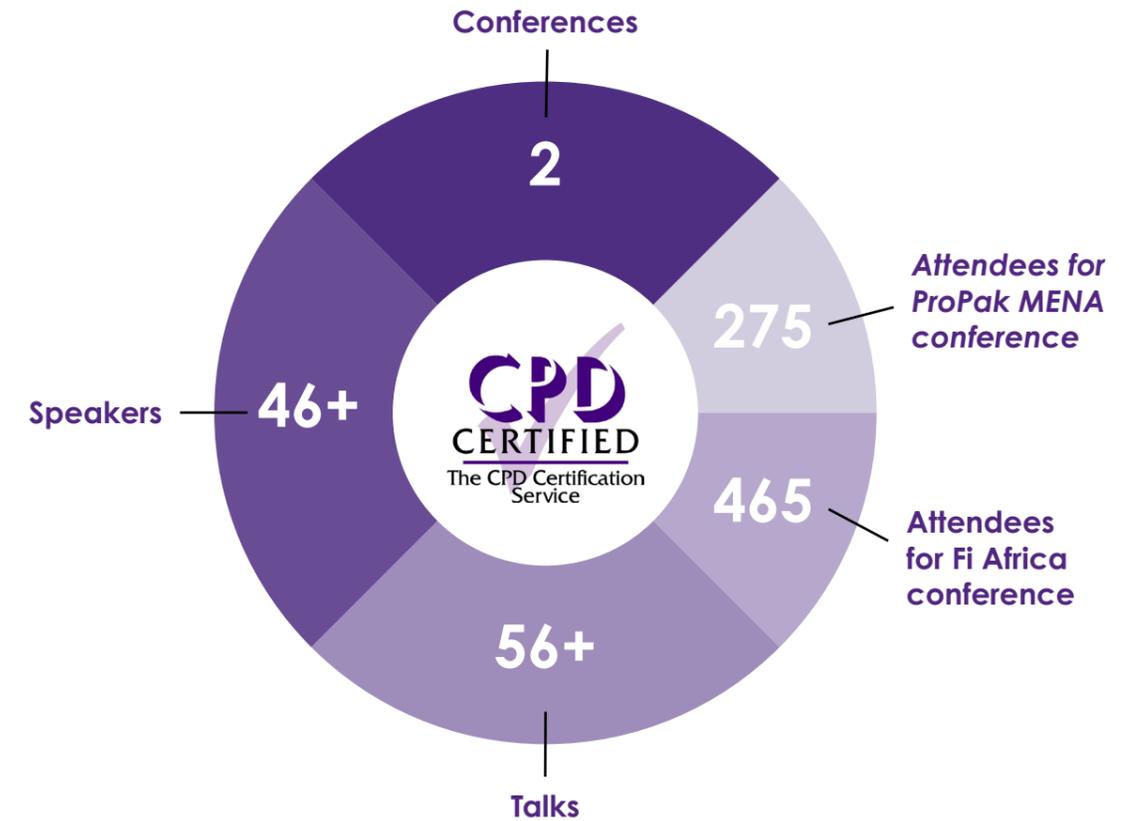
"I believe Egypt is at the forefront of the food industry in Africa. We need African countries to learn from Egypt's experience and grow alongside the advancement that Egypt already have. We are pleased to announce our partnership with Propak Mena"

Ahmed Alex Omaha
President - African Packaging Organisation

"I'm thrilled that we showcased the concept of design thinking at AFM, and attending the exhibition was a great experience; it was a privilege to have Propak Mena alongside FI Africa this year, as it allowed us to meet new Danone clients and merchandisers"

Samir Mofteh
Quality, Food Safety, R&I Director-Danone Egypt

Conference 2022 Highlights



Discover Some of Fi Africa Conference Sessions

May 29th

INNOVATION IN F&B: HOW TO DE-RISK INNOVATION PROJECTS

SAMIR MOFTAH
Director Research & Innovation, Quality & Food Safety, Danone Egypt

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May 29th

BEYOND THE HORIZON INITIATIVE

RONAN MOLONEY
Vice President and General Manager for Food and Meat, Kerry Asia Pacific, Middle East and Africa

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May 29th

UNDERSTANDING THE ACTIVE NUTRITION CONSUMER IN AFRICA

MIKE HUGHES
Head of research and insights, FMCG Gurus

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What to expect at Fi Africa 2023



300

Exhibitors



20

Countries



10,000

Visitors

Key Categories



Aromas



Colours



Additives



Grain products



Oils & Fats



Bakery and confectionery



Herbs and Spices



Nutrients



Flavour enhancers



Amino Acids



Ice cream



Essential oils

Features



Pre-arranged matchmaking



Promotional webinars



Conference and educational workshops



Company and products listing



Trainings



Lead Retrieval



Digital advertising opportunities



Gala Dinner

How can you benefit from being part of Fi Africa 2023



Stand Types

1 Meet leading manufacturers

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

2 Enjoy a unique networking

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

3 Showcase your latest products

Showcase your latest products and services.

4 Connect with government

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

5 365 brand awareness

365 brand awareness and advertising opportunities

6 Meet local manufacturers

Meet local manufacturers from Egypt, the F&B manufacturing hub in the MENA region

Space Only



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

(minimum 18 sqm)

Aluminum Shell scheme



Floor space, walls, carpet, fluorescent tube, lighting tube, 5 Amp socket outlet, 2 chairs, table and wastepaper basket

(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

(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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