



Africa

Sales Brochure 2026

- 2 - 4 June 2026
- Egypt International Exhibition Center, Cairo, Egypt

Organized by



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Your gateway to the region's **#1 food ingredients event**, secure your place now!

From June 2–4, the Egypt International Exhibition Center will host **Fi Africa**, the region's premier event dedicated to food ingredients and solutions. This is where Africa's food and beverage supply chain comes together to discover innovation, source ingredients, and unlock new opportunities for growth.

As part of the global **Food Ingredients series**, spanning Europe, Asia, and the Middle East, Fi Africa is Egypt's gateway to **international expertise, cutting-edge products, and market-ready solutions.**



Our Social Media



Market Overview – Egypt's Growing Appetite

Egypt's food and beverage market is on a steady rise, set to reach **USD 125.4 billion by 2028**, up from **USD 89.5 billion in 2024** at a **4.9% CAGR**.

The **food processing and ingredients sector**, valued at **USD 182.7 billion in 2023**, is projected to expand by **7.3% annually through 2027**, with **confectionery and snacks** leading at **USD 36.8 billion**.

Consumer demand is reshaping retail:



- Packaged food sales up **88% since 2019**
- **USD 12.7 billion** in 2023

Egypt is fast becoming a **regional hub for food trade and innovation**.

Production and exports are also accelerating:



- Domestic production forecast at **USD 30.56 billion by 2026**
- Exports reached **USD 6.1 billion in 2024** — a **21% increase from 2023**, driven by Arab, African, and European markets



Fi Africa 2026: The Ingredients Behind Africa's Food Innovation

Next Edition Highlights:



15,000+ Attendees
from **10+** Countries



400+ Exhibitors



90+ Speakers sharing
insights and trends



10 Hosted Buyers driving
procurement decisions



Fi Africa 2026: What's New?

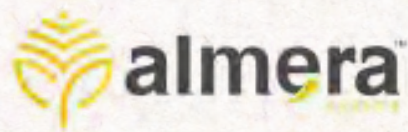
Fi Africa 2026 isn't just an exhibition, it's a vibrant, immersive experience that blends innovation, education, and celebration. This year, we're introducing exciting new features that transform the show floor into a playground of ideas, flavors, and connections. Here's a glimpse of what's waiting for you:

-  **Fi Taste Lab**
 -  **Fi Talks**
-  **The Annual Gathering for Women in F&B and Packaging**
-  **Roundtable Discussion**
-  **Workshops**
-  **Investment forum**
-  **Discovery Tour Activity**



Industry Giants Are In, Will You Be Part of 2026's Power Line-Up?

Meet the industry leaders shaping the future of food ingredients. These top exhibitors bring cutting-edge solutions, global expertise, and unmatched innovation to Fi Africa 2026:



A Marketplace of Momentum

Fi Africa is more than a trade show, it's a high-impact business platform. Last year, the event generated **\$60 million in business value**, with a total reach of over 11 million across digital and physical channels.

Digital Impact:



500K+

Website visits



62K

Social followers



10 Million
Reach



2.5 Million
Engaged users



60,000+
F&B professionals in
our network

This is where visibility meets value, and where your brand becomes part of a continent-wide conversation.



Who You'll Meet: The Power of Our Audience

Fi Africa attracts decision-makers who shape the future of food:

Seniority Breakdown:



Nature of business



F&B
Manufacturers



Dealers
& Distributors



Import/Export



Industrial
Manufacturers

Top job functions



Management



Sales



Marketing



Procurement

Sectors That Feed Innovation

Fi Africa showcases the full spectrum of food ingredients and solutions:



Food Additives



Flavour Enhancers



Dairy Ingredients



Herbs & spices



Functional
Ingredients



Oils & Fats



Starches
and Thickeners



Preservatives



Grains and
Cereals

This year at Fi Africa, we're unlocking a new frontier in innovation, introducing:



Health & Functional Food Ingredients sector

Where science meets wellness and the future of nutrition begins. Whether you're offering clean-label solutions, functional nutrition, or flavor breakthroughs; Fi Africa is your stage.



Proven Value & Exhibitor Satisfaction

87%

of exhibitors were satisfied to very satisfied

50%

rebooked for 2026

50%

already plan to exhibit again



Choose Your Space, Tailored to Your Brand

We offer three flexible exhibiting options to suit your goals and budget:

Space Only



Design your own stand from scratch and bring your brand vision to life.

- Bare floor space
- Full creative freedom

\$407/sqm

Aluminum Shell scheme



A ready-to-use setup with essential furnishings.

- Walls, carpet, lighting
- 5 Amp socket, table, 2 chairs, wastebasket

\$455/sqm

Wooden Stand



A premium, fully equipped stand for a polished presence.

- Walls, carpet, lighting
- Counter, desk, table, chair, socket, wastebasket

\$505/sqm

Better Stands Programme:

At Fi Africa, sustainability is at the core of the exhibition experience. The Better Stands Programme encourages a shift from disposable stands to modular, reusable designs, helping exhibitors **reduce waste, cut costs, and enhance brand impact**.

With **bronze, silver, and gold levels**, the initiative promotes smarter design, streamlines logistics, and celebrates outstanding efforts through the **Sustainable Stand Award** proving creativity and sustainability can go hand in hand.

Bronze

Incorporates reusable or recyclable components, including structures, platforms, furniture, and lighting.

Silver

Builds upon Bronze with additional reusable fascia, rigged structures, and ceiling elements.

Gold

Extends the Silver classification to include graphics, decorative items, and floor coverings.



Innovation & Sustainability

Shaping the Future of Ingredients

Across Africa, food manufacturers are under pressure to deliver not only on taste and functionality, but also on **health, nutrition, and sustainability**.



Leading global and regional companies are investing in **clean-label solutions, plant-based alternatives, and functional ingredients**.



Partnerships and joint ventures are driving **local ingredient production and sustainable sourcing**.



Consumers are increasingly choosing brands that align with their values creating opportunities for innovation in **natural, organic, and eco-friendly solutions**.

These shifts are not just trends they are reshaping the future of the African food industry.



Let's Build Your Success Story

Whether you're launching a new product, expanding into Africa, or strengthening your brand presence, Fi Africa offers unmatched exposure and engagement.

Get in touch today to book your ideal space and join the ranks of satisfied exhibitors who return year after year.



Get in Touch

Contact our team today for more information about your exhibiting and sponsorship opportunities at Fi Africa 2026 in Cairo-Egypt.

Let’s make your next chapter unforgettable.

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Enquire to exhibit



Africa

**Be where the industry meets,
Fi Africa 2026, bigger than
ever.**

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