

POST SHOW REPORT

FoodAfrica ^{Cairo}



3 - 5
DEC
2024

EGYPT INTERNATIONAL EXHIBITION CENTER | CAIRO

FOODAFRICA-EXPO.COM



pacprocess

PROCESSING & PACKAGING

3^{TO}5 DECEMBER 2024

MIDDLE EAST AFRICA

MEMBER OF INTERPACK ALLIANCE

EGYPT INTERNATIONAL EXHIBITION CENTER

WWW.PACPROCESS-MEA.COM



FOOD AFRICA & PACPROCESS MEA 2024: **A MILESTONE EDITION**

The 9th edition of Food Africa and 5th edition of pacprocess MEA showcased their status as the region's premier trade platforms for the food, beverage, processing, and packaging sectors. Held under the auspices of the **Egyptian Cabinet**, the events featured **1,018 exhibitors** from **35 countries** and welcomed over **31,000 visitors** from **143 nations**. From the grand opening ceremony to dynamic B2B meetings, the events highlighted innovation, market expansion, and transformative connections, setting a benchmark for industry excellence.





A HISTORIC INAUGURATION

Under The Auspices Of The Egyptian Cabinet

Food Africa and pacprocess MEA were held **under the auspices of the Egyptian Cabinet**, a prestigious endorsement that elevates the events to a high international level and solidifies their credibility on the global stage.

The ceremony was led by H.E. Minister Sherif Farouk, Minister of Supply & Internal Trade, on behalf of H.E. Moustafa Madbouly, Prime Minister, H.E. Minister Hassan El Khatib, Minister of Investment & Foreign Trade, and Maj. Gen. Eng. Ehab Mohamed Amin, Chairman of the Industrial Control Authority, alongside other esteemed dignitaries. Their presence highlighted the government's commitment to fostering innovation and growth in the food and packaging industries, reinforcing the events' pivotal role in driving economic development.

NEW HEIGHTS REACHED:

THE ADDITION OF HALL 5

This year, Food Africa and pacprocess MEA reached new heights with the addition of Hall 5, increasing the total exhibition space to **45,000 SQM**. This expansion showcases the event's continued growth, providing even more opportunities for exhibitors, visitors, and industry leaders to connect and explore new business ventures.



OUR RECORD-BREAKING EDITION

40%

Increase in participating countries



25%

Larger exhibition space than the previous edition



13%

More visitors than the previous edition



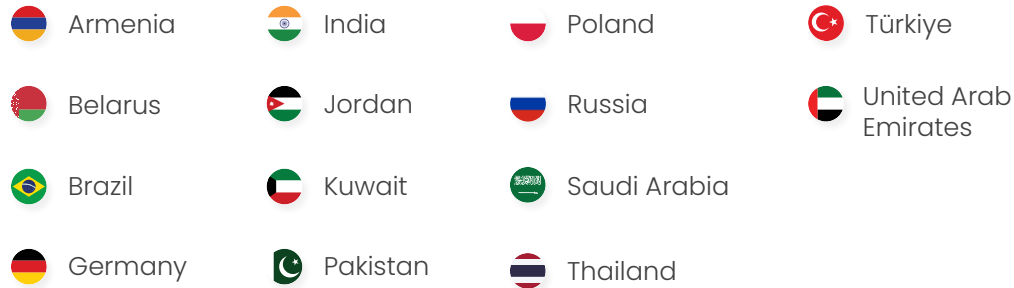
12%

More exhibitors than the previous edition

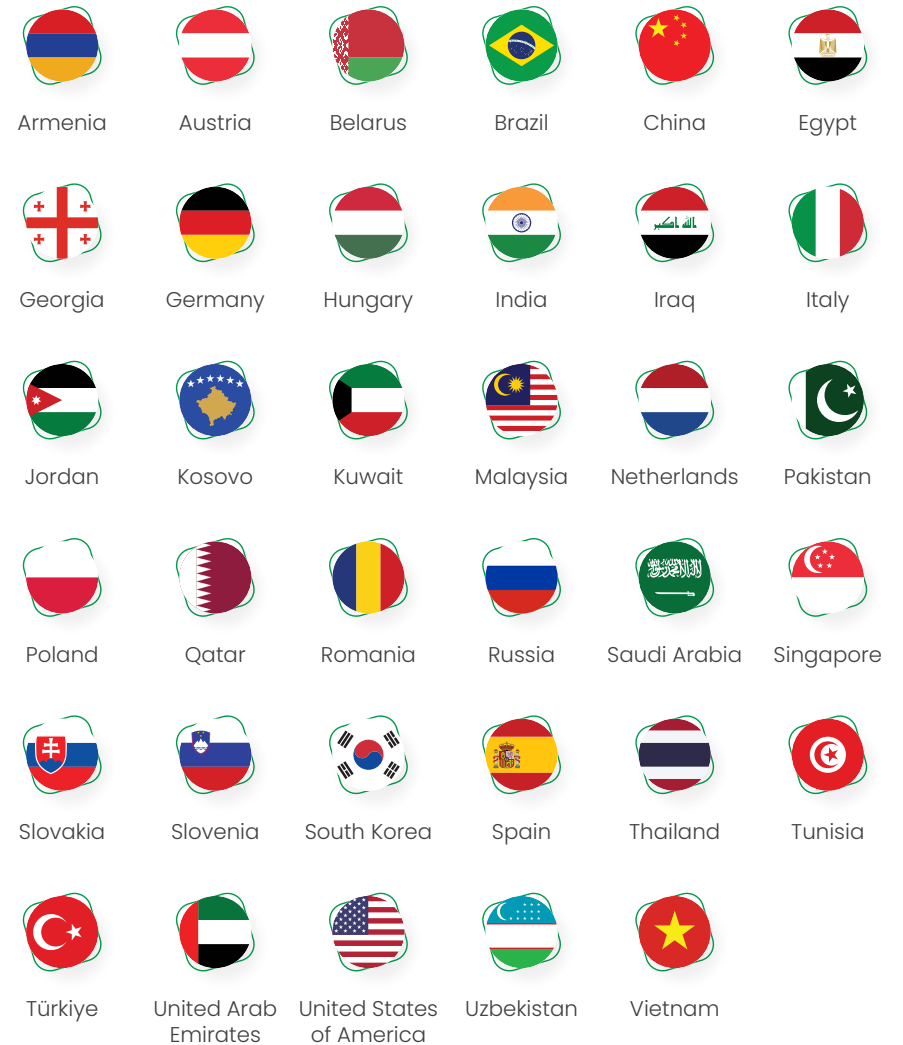


A WORLD-CONNECTING PLATFORM: UNITING EXHIBITORS AND NATIONS

14 INTERNATIONAL COUNTRY PAVILIONS



35 PARTICIPATING COUNTRIES



1,018 EXHIBITORS

REFLECTIONS OF SUCCESS: **STRAIGHT FROM EXHIBITORS**

94%

of exhibitors achieved their objectives

93%

are planning to exhibit in 2025

89%

are returning exhibitors

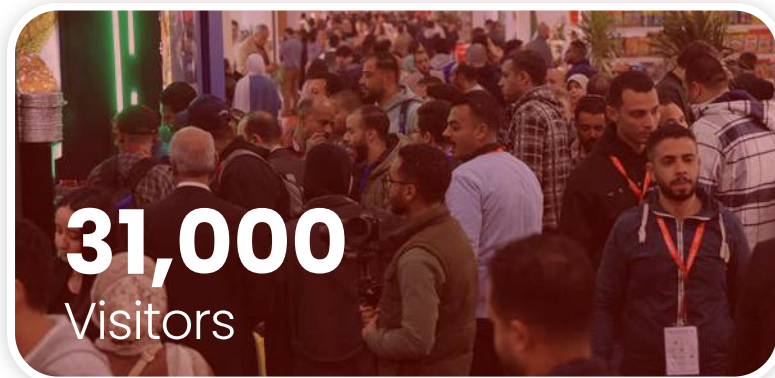


“pacprocess MEA 2024 provided excellent networking opportunities, enabling us to secure one of the largest deals in the Middle East, which will be announced soon.”

Mostafa Hamdi

Sales Development Manager
Munpack – Saudi Arabia

POWERING CONNECTIONS: A LOOK AT OUR DIVERSE VISITORS



FOOD AFRICA VISITOR PROFILES:

49.7% Food & Beverages

19.3% Importer/Trader/Wholesaler

14.8% Other

8.4% Services

8% Food Processing & Printing



PACPROCESS MEA VISITOR PROFILES:

61.6% Food Packaging

20.8% Industrial Goods Packaging

6.9% Confectionery Processing & Packaging

6% Pharmaceutical Packaging

4.9% Consumer Goods Packaging



96%

would visit the event next year



88%

of visitors achieved their objectives



85%

were satisfied with the number and quality of exhibitors

WHAT A GLOBAL FOOTPRINT!

CONNECTIONS AND OPPORTUNITIES



143 VISITING COUNTRIES



TOP 20 VISITING COUNTRIES



Egypt



Palestine



Saudi Arabia



Jordan



United Arab Emirates



Türkiye



India



Pakistan



Libya



Yemen



Sudan



Syria



Morocco



Nigeria



Lebanon



Kuwait



Oman



Algeria



Tunisia



Kenya

THE B2B MATCHMAKING PLATFORM: **WHERE DEALS BEGIN**



5,561

Pre-scheduled
Meetings

64

Countries

THE HOSTED BUYERS PROGRAM: A GATEWAY TO GLOBAL PARTNERSHIPS



500+

Hosted Buyers



70

Countries



8,000+

Business Meetings



ENGAGING COMMUNITIES ACROSS THE GLOBE



13 M

Exposure of
Offline Advertising



45 K+

Invitations Mailed



68 K+

Email Campaigns
Coverage



1.6 M+

New Website
Users



190

Countries Engaged
on the Website



2 M+

Website Sessions



105 M

Digital Ads
Impressions



2024 FOOD AFRICA SPECIAL FEATURES



FRESH AFRICA & DATES AFRICA: **THE FUTURE OF FRESH PRODUCE AND DATES**

Fresh Africa showcased the thriving agricultural sector, bringing together key players in the fresh produce sector. The event provided an unparalleled platform for networking, collaboration, and innovation in Africa's rapidly growing agricultural landscape.

Dates Africa united key players from Africa and the Middle East, offering a prime platform for trade, networking, and business growth in the global date industry. The event highlighted the region's growing role in meeting the world's increasing demand for dates.



157 EXHIBITORS



18 COUNTRIES



FOOD AFRICA'S CONFERENCE: INSIGHTS THAT SHAPE TOMORROW

Key conference topics

- Egypt's Vision 2030 for Food and Agriculture
- Boosting Exports: Logistics, fresh produce, MAPs, and dates.
- Empowering SMEs and Women
- Sustainability and Green Initiatives
- Innovative Packaging Solutions



73 Speakers



5,400 Professional Attendees



14 Panel Discussions



MOU signing between the National Bank of Egypt (NBE) and Mahaseel



15 Dishes Of Distinction

THE LIVE COOKING SHOW: **FLAVORS IN ACTION**

10 International Chefs



Egypt

- Chef Moustafa El Refaey
- Chef Salma Saleh
- Chef Zohaira Shawish



Italy

- Chef Mohamed Attia



Peru

- Chef Martin Rodriguez



Switzerland

- Chef Samuel Müller



Thailand

- Chef Panee Khangrang
- Chef Surasak Yoramim



United States

- Chef Lubna Alamat
- Chef Ziad Muashet

FOOD AFRICA: TESTIMONIALS



"Food Africa has achieved continuous success, now in its 9th edition. The remarkable achievements of the early editions encouraged the council to actively participate and ensure strong representation, particularly in terms of the number of exhibiting companies. The feedback from these companies has been overwhelmingly positive, with numerous productive meetings taking place during the exhibition, leading to significant deals. These outcomes play a crucial role in boosting our agricultural exports on a global scale."

Hani Hussein

Executive Director, Agricultural Export Council (AEC) – Egypt

"Food Africa has achieved continuous success, now in its 9th edition. The remarkable achievements of the early editions encouraged the council to actively participate and ensure strong representation, particularly in terms of the number of exhibiting companies. The feedback from these companies has been overwhelmingly positive, with numerous productive meetings taking place during the exhibition, leading to significant deals. These outcomes play a crucial role in boosting our agricultural exports on a global scale."

Tameen ElDawy

Deputy Executive Director, Food Export Council – Egypt



"Food Africa 2024 has been an exceptional experience. We welcomed numerous buyers and high-quality visitors, solidifying Food Africa's reputation as a renowned international exhibition. I extend my gratitude to the organizers for their outstanding efforts in making this event a success."

Ahmed Al-Azzazy

Sales Manager, Angel Yeast – Egypt





“We have been participating in Food Africa since 2016, and it remains a key event for us in North Africa. Each time we take part, we secure significant contracts that contribute greatly to our country’s development. We look forward to participating in the 10th edition next year.”

Anna Prineslik

Head of Exhibition Department, Belarusian Chamber of Commerce and Industry – Belarus

“This marks our second participation in Food Africa, and we are already planning to return next year. We are pleased to have explored new markets and connected with new customers. The event was exceptionally well organized, and we extend our gratitude to the organizers.”

Kisra Mahmoud

Export Sales Specialist, Akanlar – Türkiye



“This event has been highly beneficial for us. We have been participating since the show’s inception, and it has enabled us to connect with new clients not only from Egypt but also from across the region.”

Adrian Gawtowski

Chief Specialist Export Support Department, National Support Centre for Agriculture (KOWR) – Poland



2024 PACPROCESS MEA SPECIAL FEATURES



PACPROCESS MEA'S CONFERENCE: INNOVATIONS DRIVING THE FUTURE



75 Speakers



2,600 Professional Attendees



14 Panel Discussions

Key conference topics

- Sustainable Packaging Innovations
- Smart and Consumer-Centric Packaging
- Empowering Women in Packaging
- Optimizing Supply Chains

Organized by:



PACPROCESS MEA AWARDS: **SUSTAINABILITY AND INNOVATION AT THE FOREFRONT**

Hosted by:



SUSTAINABILITY DESIGN AWARD



Multivac Sepp Haggemüller SE & Co. KG



Theegarten-Pactec GmbH & Co. KG



Filling & Packaging Materials MFG. Co. (FIPCO)

SAVE FOOD PROJECT COMPETITION WINNER:



Tomato Jos



PACPROCESS MEA: TESTIMONIALS



“We are truly impressed by the number and quality of visitors we received here at pacprocess MEA, which exceeded our expectations. The event provided us with numerous leads that we will actively follow up on after the show. We have already decided to participate again next year.”

Markus Bartels

General Manager, Walterwerk Kiel GmbH & Co. KG – Germany



“We have been participating in pacprocess MEA for many years and have witnessed its remarkable advancement with each edition. This year, the visitor traffic exceeded our expectations, and the event’s organization was truly world-class.”

Michael Morcos

Executive Director & Board Member, Morcos Egyptian Engineering Co. – Egypt



“During the three days of pacprocess MEA, we engaged in valuable discussions with both existing and new customers. The visitor traffic was strong, and the event was exceptionally well organized. We are certainly planning to return next year.”

Jens Heidl

Market Development Manager, Multivac Group – Germany



“pacprocess MEA is one of the most significant exhibitions in printing, packaging, and equipment in Egypt and the Middle East. It has been instrumental in supporting exhibitors, especially small and medium-sized enterprises, by enabling them to enter export markets and expand internationally, strengthening Egypt’s global position in this industry.”

Sara Ibrahim

Executive Director, Export Council for Printing, Packaging, Paper, Literary and Artistic Works – Egypt

GRATEFUL FOR THE SUPPORT OF OUR SPONSORS & PARTNERS

UNDER THE AUSPICES OF



Food Africa 2024 Sponsors & Partners

PLATINUM SPONSOR
FOOD AFRICA



PLATINUM SPONSOR
FRESH AFRICA



DIAMOND SPONSOR
FOOD AFRICA



GOLD SPONSORS
FOOD AFRICA



GOLD SPONSOR
FRESH AFRICA



SILVER SPONSORS
FOOD AFRICA



INTERNATIONAL BUYERS
LOUNGE SPONSOR



COUNTRY PARTNER



BANKING SPONSOR



FINTECH SPONSOR



STRATEGIC PARTNERS



pacprocess MEA 2024 Sponsors & Partners

CO-SPONSORS



STRATEGIC PARTNERS



THE 10TH EDITION: **BIGGER, BOLDER, UNFORGETTABLE!**

SECURE YOUR SPACE NOW AT FOOD
AFRICA & PACPROCESS MEA 2025

9 – 12 DECEMBER 2025

EGYPT INTERNATIONAL EXHIBITION
CENTER – EIEC



FOODAFRICA-EXPO.COM | PACPROCESS-MEA.COM

TO INQUIRE ABOUT EXHIBITING & SPONSORING:

FOOD AFRICA

FOR LOCAL INQUIRIES

MS. RANA RAGAEI

Tel: +20 2 25245187/88
Fax: +20 2 25245199
Email: events@konzept-egypt.com

FOR INTERNATIONAL INQUIRIES FOR AFRICA, MIDDLE EAST & GCC

MR. RAWAD RAAD

Tel: +961 1 511 977 EXT: 177
Mob: +961 70 684 942
Email: is@ifpexpo.com

FOR INTERNATIONAL INQUIRIES OTHER COUNTRIES

MS. DENIZ KASAPOGLU

Tel: +49 211 4560417
Fax: +49 211 456087417
Email: kasapoglud@messe-duesseldorf.de

PACPROCESS MEA

FOR LOCAL INQUIRIES

MS. SABRINA SHARAWY

Tel: +20 2 25283010
Mob: +20 155 152 6036
Email: sabrina.sharawy@ifpegypt.com

FOR INTERNATIONAL INQUIRIES FOR AFRICA, MIDDLE EAST & GCC

MR. RAWAD RAAD

Tel: +961 1 511 977 EXT: 177
Mob: +961 70 684 942
Email: is@ifpexpo.com

FOR INTERNATIONAL INQUIRIES OTHER COUNTRIES

MS. KATJA TUNNISSEN

Tel: +49 211 4560615
Fax: +49 211 456087615
Email: tuennissenk@messe-duesseldorf.de

