

FoodAfrica | TH EDITION

THE INTERNATIONAL TRADE EXHIBITION FOR FOOD & BEVERAGES

A DECADE OF FLAVORFUL CONNECTIONS

9 – 12 Dec 2025

Egypt International Exhibition
Center, CAIRO – EGYPT



FOODAFRICA-EXPO.COM



FOOD AFRICA EXHIBITION 2025: A DECADE OF EXCELLENCE

Marking its **10th edition, Food Africa 2025** stands as the premier trade exhibition for the food and beverage industry in Africa and the Middle East. Over the past decade, the event has grown into an essential platform for industry leaders, exporters, and buyers, driving trade, innovation, and partnerships across the region.

With each edition, Food Africa has set new benchmarks, bringing together global suppliers, key decision-makers, and industry experts to explore emerging trends, cutting-edge products, and lucrative business opportunities. As we celebrate this **milestone year**, the exhibition promises an unrivaled experience, featuring an expanded showcase, high-profile networking opportunities, and specialized industry insights.

Join us in this edition as we commemorate a decade of success and shape the future of the food and beverage industry at **Food Africa's biggest edition yet!** Mark your calendar for **9 – 12 December 2025** at the Egypt International Exhibition Center, Cairo.



The Rise of Africa's Food & Beverages Sector

Africa's food and beverage market is one of the fastest-growing globally, driven by a population of over **1.4 billion** and a rising middle class. The implementation of the **African Continental Free Trade Area (AfCFTA) Agreement** will increase intra-continental trade by **75% by 2045**, with Agrifood trade rising **41%** compared to 2020 levels, enhancing trade connectivity across the continent.

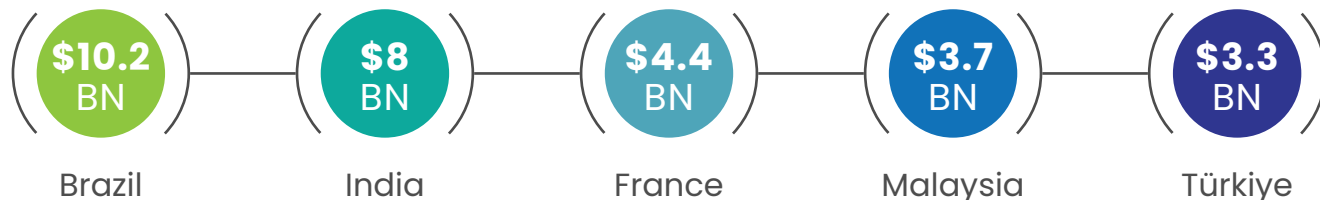
Egypt, with its population of over **100 million**, is a key player in the MENA region. The country's growing middle class and rising disposable income are fueling demand for diverse food products. Egypt's strategic position as a gateway between Africa and the Middle East strengthens its role as a hub for regional trade.

As the market evolves with trends like health-conscious eating and sustainability, Egypt's focus on food security and innovation is driving investment in food processing and agriculture. These developments offer significant opportunities for businesses looking to tap into the growing demand across the region.

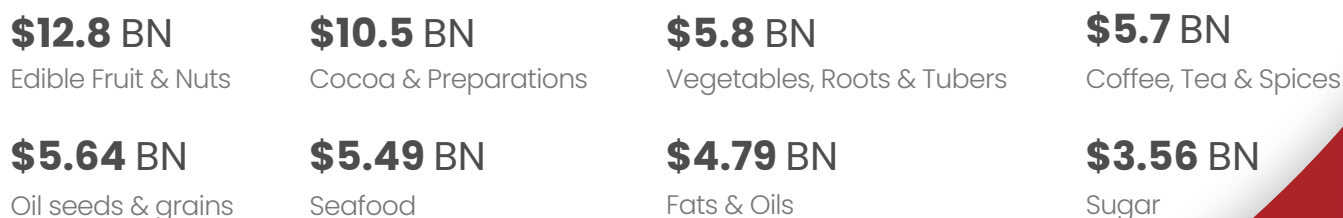


EGYPT: YOUR GATEWAY TO AFRICA'S THRIVING FOOD & BEVERAGE MARKET

Top 5 Exporting Countries for Food & Beverages to Africa



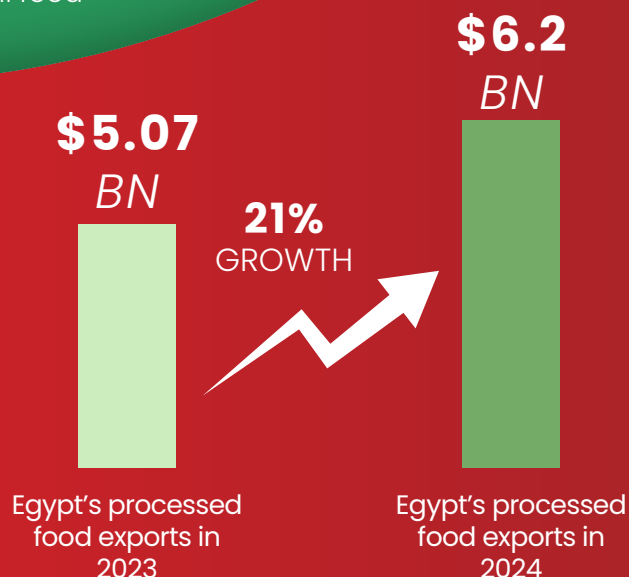
Top Food & Beverage Exports from Africa



\$90–\$110 BN

Africa's expected annual food imports in 2025

Top Food Imports in Egypt in 2023



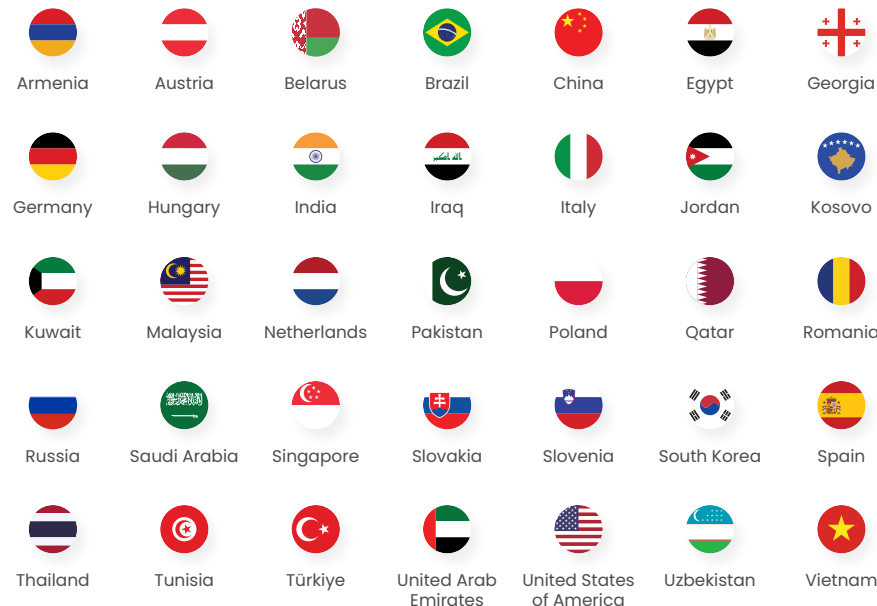
Top Exporting Countries to Egypt in 2023



INSIDE FOOD AFRICA 2024: STANDOUT FIGURES

**The below figures represent the total combined data of Food Africa & pacprocess MEA*

1,018 Exhibitors from 35 Participating Countries



45,000

SQM

31,000

Visitors from 143
Visiting Countries

96,000+

Meetings &
Connections

500+

Hosted
Buyers

148

Industry
Speakers

10

International
Chefs

Exhibit Profiles

- Beverages & Energy Drinks
- Canned, Chilled & Frozen Food
- Sugar & Confectionery
- Dairy & Gluten-Free Food
- Dates
- Fresh Fruits & Vegetables
- Grains, Cereals & Flours
- Meat, Poultry & Seafood
- Herbs & Spices
- Honey & Jam
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Pasta & Rice
- Tea, Coffee & Herbal



14 Country Pavilions



DISTINGUISHED FEATURES

Hosted Buyers Program

This program connects exhibitors with trade buyers and decision-makers worldwide, facilitating valuable meetings and on-the-spot agreements. Food Africa and pacprocess MEA 2024 hosted **500+ buyers** from **70 countries** and facilitated over **8,000 business meetings**.

B2B Matchmaking Platform

A tailored platform that enables exhibitors to meet buyers and industry leaders through pre-scheduled meetings, fostering business growth. In 2024, it facilitated **5,561 meetings** across **64 countries**.

Specialized Conference

An industry-leading conference featuring global experts discussing agrifood trends and market demands in Egypt, Africa, and beyond. Food Africa 2024 hosted **73 speakers**, **14 panel discussions** and **5,400 attendees**.

Live Cooking Show

A vibrant culinary showcase by the Egyptian Chefs Association (ECA), featuring renowned local and international chefs preparing exclusive recipes. Food Africa 2024 welcomed **10 chefs** from **6 countries**.



CONCURRENT EVENTS



pacprocess
PROCESSING & PACKAGING

The 6th International Exhibition for Processing & Packaging in the Middle East and Africa serves the food, beverage, pharmaceutical, cosmetics, and industrial goods sectors. As a member of the interpack alliance, it connects local and international firms with the latest trends, business opportunities, and innovations in Egypt, Africa, and beyond.

FreshAfrica

Dedicated to the fresh produce sector, Fresh Africa brings together producers and traders from Egypt and worldwide, creating a key marketplace for fresh fruit and vegetable trade across Africa, the Middle East, and Europe.



Dates Africa

A premier business platform for local and international date producers, suppliers, and exporters to explore new markets and partnerships in Egypt and Africa. The event builds on Egypt's position as the world's second-largest date producer.

THE VENUE

Egypt International Exhibition Center has a fully equipped and flexible structure, with 4 halls providing over 40,300 sqm of exhibition space with interlinked partitions and over 8 meters ceiling height. The modern exhibition facility is well accessed by a modern highway and is a few minutes away from 5 stars hotels, commercial centers and the airport.

ACCESS:

Accessible from both a private entrance and convention center connection gate.

SERVICES:

The in-house teams bring events to life with dynamic design, lighting and other technology - backed by a strong foundation of utilities and facilities management. In addition, the kitchen can cater to any needs, from a simple finger food menu to a tasty business lunch.

ADDITIONAL FEATURES:

Multi-purpose offices, registration booths, easy access to the conference center, coffee shops, food court and wide parking spaces.

THE ORGANIZERS



IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 44 years and more than 550 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision-makers.



Konzept is an Exhibition & Event Management Company based in Cairo operates in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Their full-service package includes Organization, Logistics, and Integrated Marketing & PR Campaigns.



Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs, including 20 leading international trade fairs at its 613,000 sqm exhibition center on the Rhine. The global network of the group of companies encompasses 77 foreign representatives for 141 countries - including 7 international subsidiaries.

THE 10TH EDITION: BIGGER, BOLDER, UNFORGETTABLE!

SECURE YOUR SPOT NOW

LOCAL SALES
EGYPT

MS. RANA RAGAEI

☎ +20 2 25245187/88

☎ +20 2 25245199

✉ events@konzept-egypt.com

INTERNATIONAL SALES
FOR AFRICA, MIDDLE EAST & GCC

MR. RAWAD RAAD

☎ +961 1 511 977 EXT: 177

☎ +961 70 684 942

✉ is@ifpexpo.com

INTERNATIONAL SALES
OTHER COUNTRIES

MS. DENIZ KASAPOGLU

☎ +49 211 4560417

☎ +49 151 742 317 88

✉ kasapoglud@messe-duesseldorf.de