

POST SHOW REPORT

# FoodAfrica <sup>Cairo</sup>



EGYPT INTERNATIONAL EXHIBITION CENTER | **CAIRO**

FOODAFRICA-EXPO.COM



## pacprocess

PROCESSING & PACKAGING

3<sup>TO</sup>5 DECEMBER 2024

# MIDDLE EAST AFRICA

MEMBER OF INTERPACK ALLIANCE

EGYPT INTERNATIONAL EXHIBITION CENTER

[WWW.PACPROCESS-MEA.COM](http://WWW.PACPROCESS-MEA.COM)



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# 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



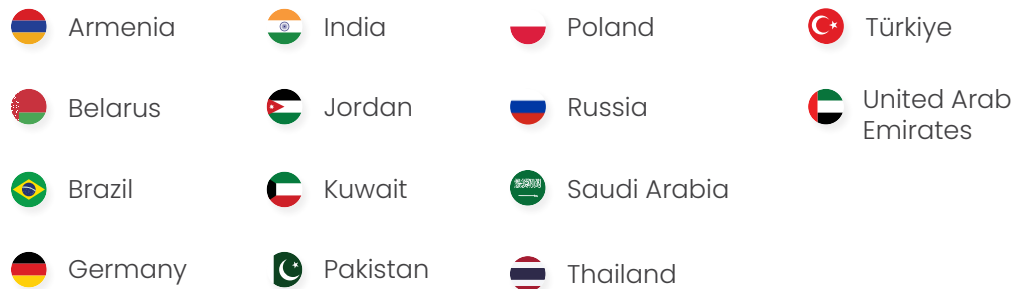
**12%**

More **exhibitors** than the previous edition

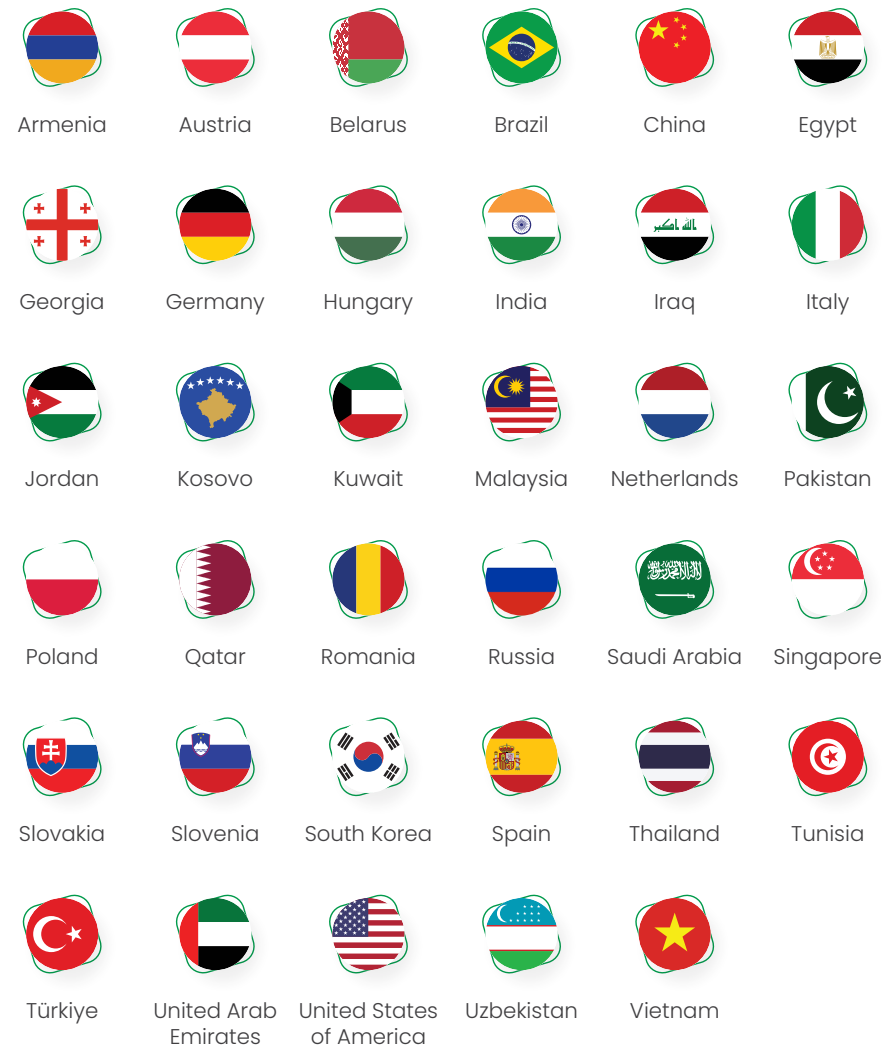


# A WORLD-CONNECTING PLATFORM: **UNITING EXHIBITORS AND NATIONS**

## **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



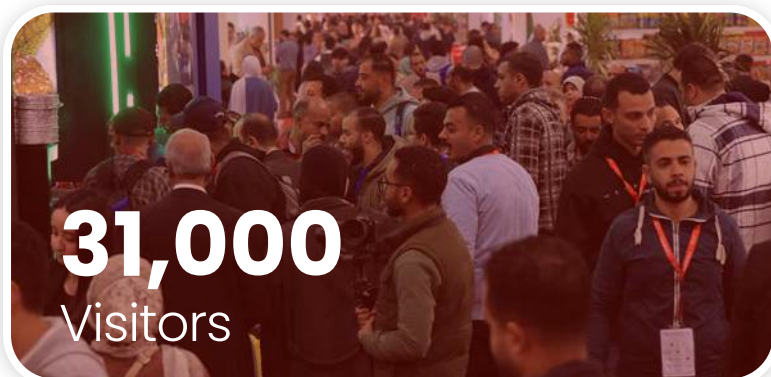
"pacprocess MEA 2024 provided excellent networking opportunities, enabling us to secure one of the largest deals in the Middle East, which will be announced soon."

**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

**80%**  
AFRICA

**13%**  
ASIA

**6%**  
EUROPE

**1%**  
THE AMERICAS

**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**

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**5,561**

Pre-scheduled  
Meetings

**64**

Countries



# THE HOSTED BUYERS PROGRAM: A GATEWAY TO GLOBAL PARTNERSHIPS

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**500+**

Hosted Buyers



**70**

Countries



**8,000+**

Business Meetings





# ENGAGING COMMUNITIES ACROSS THE GLOBE

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**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

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# 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 Yoramini



## 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

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**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

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"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

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# 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 Haggenmüller 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



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UNDER THE AUSPICES OF



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## 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



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### 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](mailto: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](mailto:is@ifpexpo.com)

##### FOR INTERNATIONAL INQUIRIES OTHER COUNTRIES

###### MS. DENIZ KASAPOGLU

Tel: +49 211 4560417  
Fax: +49 211 456087417  
Email: [kasapoglud@messe-duesseldorf.de](mailto:kasapoglud@messe-duesseldorf.de)

#### PACPROCESS MEA

##### FOR LOCAL INQUIRIES

###### MS. SABRINA SHARAWY

Tel: +20 2 25283010  
Mob: +20 155 152 6036  
Email: [sabrina.sharawy@ifpegyp.com](mailto:sabrina.sharawy@ifpegyp.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](mailto:is@ifpexpo.com)

##### FOR INTERNATIONAL INQUIRIES OTHER COUNTRIES

###### MS. KATJA TÜNNISSEN

Tel: +49 211 4560615  
Fax: +49 211 456087615  
Email: [tuennissenk@messe-duesseldorf.de](mailto:tuennissenk@messe-duesseldorf.de)

