

AFRICA FOOD SHOW KENYA 3rd Edition

AFRICA'S PREMIER B2B EVENT FOR

GLOBAL FOOD TRADE

Featuring

AGROAfrica
INTERNATIONAL EXHIBITION FOR AGRICULTURAL PRODUCTS AND TECHNOLOGIES

9 – 11 JULY 2024

Kenyatta International Convention Centre
Nairobi - Kenya



www.africafoodshow.com/kenya

ABOUT AFRICA FOOD SHOW

Africa's Premier B2B Event for Global Food Trade

At the center of a lucrative multibillion dollar Food and Beverage market, Africa Food Show taking place from the 9th to 11th of June 2024 in Kenya, represents the ideal B2B platform for global food and beverage suppliers keen on increasing their footprint in Africa by covering the entire value chain from farm to fridge.

Held at "The Right Time & Place", AFS gives you the exclusive opportunity to explore new territories and multiply your export activities, as well as to meet and network with global companies and fellow professionals to discuss the latest market trends, cutting-edge production and processing technologies.

From **family-owned farms to multi-national power brands**, both exhibitors and visitors at the Africa Food Show will have 3 full days to interact and discuss partnership agreements, sign agency and distributorship contracts and develop new market strategies and cooperation procedures.

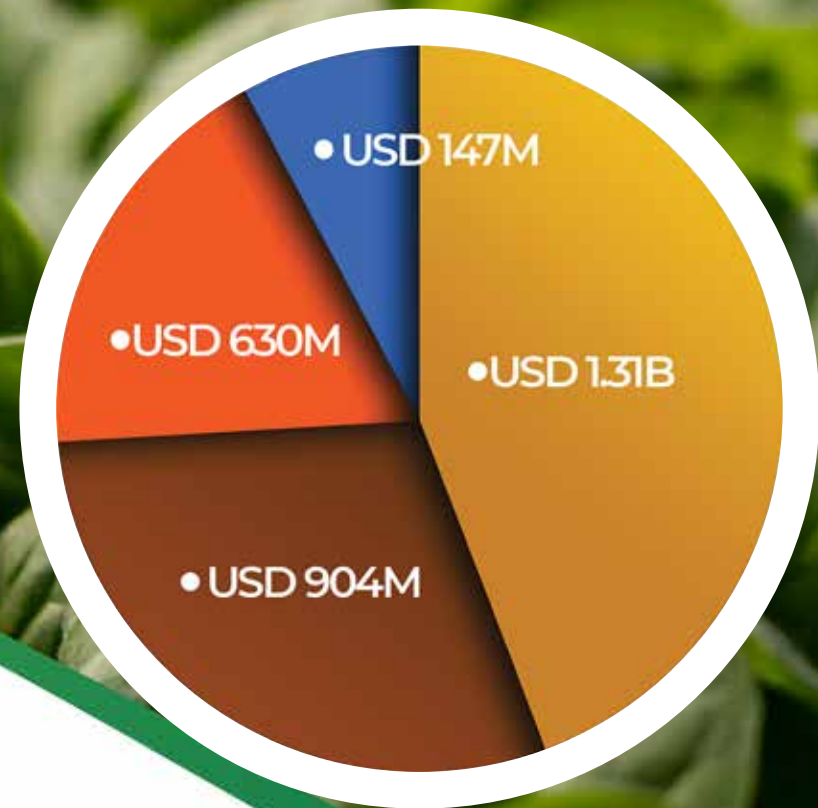


WHY AFRICA?

Africa is a fertile ground for farming and fishery, but growers and food suppliers from across the world eye ample business opportunities on the continent. With a fast growing middle class, the growing economic integration of African countries, and the urgent need to overcome pressing food shortages, comes increased business opportunities for international food and beverage suppliers.

The fast growing population of Africa will lead to fundamental changes in demand for F&B. Changing lifestyles, eating habits, and increased health awareness, are fueling the demand for alternative diets and healthy nutrition across all age groups and social levels.

FACTS & FIGURES



Africa's food processing industry holds huge potential for growth: by 2040, it is anticipated that the value of food purchased in East And Southern Africa will grow seven-fold.

When equipped with the technical and business skills in food processing best practices, such as manufacturing, food safety, packaging, marketing, budgeting and planning, as well as increased access to inputs, new markets and finance, growing processors can play a significant role in providing for the region's food needs.

ABOUT KENYA

Your Eastern Gateway to the African Market

With a population of 51.6M, Kenya is right at the center of East Africa's vibrant markets, and is undoubtedly the region's economic hub.

Kenya annually imports over US\$ 3 billion in food commodities with wheat, corn, sugar, rice and palm oil, topping the list.

Over 72% of the country's processed foodstuff is imported, opening the doors wide for international exporters. The country's over-reliance on rain-fed agriculture has seen the increasing need to resort to importing in the events of dry weather

Nairobi, the eastern gateway into the African market, is home to thousands of Kenyan businesses and has over 100 major international companies and organizations, this includes the United Nations Environment Programme and the United Nations Office (UNON). It is also an established hub for business and culture. It is Africa's fourth-largest exchange in terms of trading volume, capable of making 10 million trades a day.





EXHIBITS PROFILE

- Cereals, Grains, Flours, Pasta and Rice
- Canned, Chilled Food, Condiments, Sauces and Preserves
- Chocolate, Sweets, Confectionary, Spreads, Desserts & Snacks
- Dates, Dried Fruits and Vegetables
- Herbs & Spices
- Nuts & Dried Food
- Vegetable Oils, Olives & Olive Oil
- Fresh Fruits and Vegetables
- Meat, Chicken and Fish
- Frozen Food and Ice Cream Products
- Beverages, Juices, Coffee, Tea and Herbal Infusions
- Carbonated Water, Carbonated Drinks, Sodas, Mineral, Spring & Flavoured Water
- Alcoholic Beverages
- Specialty Food, Halal Food, Diet Food and Organic Food
- Meat Substitute
- Dairy Products, Milk, Cheese, Yoghurt, Margarine & Butter
- Restaurant & Kitchen Equipment
- Food-Tech, Equipment, Food Processing Equipment, Confectionary Equipment, Coffee Machines, Ovens, Mixers, Conveyers and Trays
- Food Portioning, Presentation, Food Packaging, Labelling and Food Storage
- Agriculture Processing
- Aquaculture Technology
- Fish & Shrimp Farming and Production
- Poultry Farming & Production
- Meat Production & Processing
- Food Chilling, Freezing, and Transportation
- Floriculture
- Greenhouses
- Sorting and Grading Machines
- Renewable Energy
- Horticulture, Seeds, and Plant Genetics
- Irrigation & Water Technologies
- Organic Farming & Production
- Post-Harvest Treatment
- Drying, Preservation & Packaging Technology

SHOW HIGHLIGHTS



B2B MATCHMAKING

In order to streamline meetings between exhibitors and visitors, the event's organiser MIE Groups facilitates B2B matchmaking during the entire show, the perfect recipe to guarantee effective meetings, negotiations and business deals.



WHO VISITS

5000+ Professional Visitors and Official Delegations from Kenya and Neighboring Countries Expected Food importers, traders, distributors and wholesalers, hotels & restaurants, cafes, supermarket chains, gourmet shops, private and institutional caterers, prominent chefs, bakeries, trade associations as well as global industry publications.



CONFERENCE DAY

Conference sessions held in parallel will host top speakers from the industry, government, as well as international organizations, addressing a variety of important topics, including how economic integration in Africa can bear fruit for the F&B industry.



HOSTED BUYERS PROGRAM

The best way to maximize experience in Africa Food Show. Aim of the Program is to ensure the presence of local and international high-profile professionals with purchasing capacity in the sectors represented in our show. Key hosted buyers will originate mainly from East African Region - Kenya, Ethiopia, Tanzania, Rwanda, Uganda, Malawi, etc.



ABOUT THE ORGANIZER

ABOUT MIE GROUP

- Founded in 2000: Professional exhibitions, trading and consulting organization
- International Offices in Dubai, KSA & USA
3 Offices in Africa
8 Offices across China
- Organized over 100,000 + international trading companies to exhibit in the Middle East & Africa
- Helping business growth of global entrepreneurs around the world

MIE GLOBAL PLATFORMS



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BOOK YOUR SPACE NOW!