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Market of opportunities: pacprocess MEA and Food Africa ready for kick-off

Offering you new horizons and contacts, innovations on processing & packaging and the diversity of the African food mega-market. From 12 to 14 December 2023, Food Africa and pacprocess MEA will again become the stage for the newest technologies and concepts, building important bridges for partnerships that go beyond borders.

Towards the end of the year, the highly acclaimed professional trade fairs Food Africa and pacprocess Middle East Africa will present trends and innovations of the food, beverages, processing and packaging industry with a focus on the African continent and the MEA member states. More than 900 exhibitors from 32 countries in four halls are expected from 12 to 14 December at the Egypt International Exhibition Center (EIEC), a new record. The trade fair duo is supported by the Egyptian Ministry for Trade and Industry and by the Ministry for Supply and Internal Trade. Both events underscore the efforts undertaken by Egypt and Africa as a whole for economic growth and technological progress, as well as the importance of international trade and industry for the region.

Food Africa, the number one trade fair for the African food market, and pacprocess MEA, which focusses on the processing and packaging industry, are hosted by IFP Egypt, Konzept Exhibitions & Events and Messe Düsseldorf GmbH. Under the umbrella of the interpack alliance, both trade fairs offer a unique platform. This year's partner country of Food Africa is Kuwait, which will be present with a shared booth.

Demographic dynamics and business potential

The positive development of Food Africa and pacprocess MEA reflect the high-speed development of the market. The population of Africa will grow from 1.42 billion people in 2022 to approximately 2.5 billion people by 2050 (source: Africon). Africa is facing a significant change in consumer habits, caused by a rise in average incomes, growing



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urbanisation, increased use of smartphones and a rising demand for health and wellness products – great opportunities for the food industry, manufacturers of consumer goods and the packaging industry.

An agenda looking towards the future

The event is characterised by a multi-faceted programme concentrating on topics of the future and sustainable developments. Part of the trade fairs' repertoire are lectures, live cooking & barista shows as well as a hosted buyers' programme which allows participants to directly contact suppliers and establish new business relations. More than 500 purchasers have already signed up for B2B matchmaking. To support women, for the first time there will be a "SHE Pavilion" for businesswomen and women founding their own companies, organised by USAID and the Chamber of Food Industry, and a "women in business" get-together. Another premiere is the innovation competition for small and medium sized enterprises, organised by GIZ, USAID, Food Export Council, and Printing & Packaging Export Council.

Focus on sustainability and SAVE FOOD

pacprocess MEA this year is placing a special focus on sustainability and the fight against food loss and waste. As part of the conference programme, visitors can expect not only inspiring award ceremonies, but also panel discussions focussing on these central issues. One highlight is the premiere of the "Sustainability Design Award", which honours products that are especially sustainable. The winner of the project competition of the SAVE FOOD Initiative will also have the opportunity to present their pioneering project for the future. Another milestone for 2023 is the partnership with SIG as a sustainability partner. This cooperation makes it possible to drive the issue of sustainability forward in the MEA region.

Conference highlights: From food security to opportunities for export

The Food Africa conference deals with central issues, like the Egyptian strategy for food and agriculture with a focus on food safety, followed by presentations about fresh products or specific themes like the economics of dates and regional agricultural systems. Further topics are

sponsorship programmes, government organisations and opportunities to export to Africa.

At the same time, the pacprocess conference offers an insight into marketing and branding of FMCG with a discussion of future trends in packaging design and marketing. Further talks will deal with topics like sustainability, protecting the rights of original inventors, innovations against food loss and waste, strategies for entering the market for packaging manufacturers active in emerging markets, and safety, quality and logistics in the pharmaceutical, chemical and cosmetics industry.

www.pacprocess-mea.com

www.foodafrica-expo.com

In 2024, Food Africa and pacprocess MEA will take place from 3 to 5 December.



About Food Africa and pacprocess MEA

As part of the interpack alliance, the pacprocess Middle East Africa and Food Africa stand for trade and innovation in the food, beverages, processing and packaging industry on the African continent and the MEA member states. As a business hub, they serve networking and growth in the region and support companies world wide who want to enter the market. Trade relations are explicitly targeted and strengthened through a hosted buyers' programme. The hosts are Messe Düsseldorf, IFP Egypt, and Konzept. In 2023, the trade fair duo will take place from 12 to 14 December in Cairo.

About the interpack alliance

The interpack alliance is comprised of Messe Düsseldorf events that are part of the Processing & Packaging portfolio. In addition to the eponymous flagship trade fair interpack in Düsseldorf, swop (Shanghai World of Packaging), pacprocess India and food pex India (Mumbai, New Delhi), pacprocess MEA and Food Africa (Cairo), components (Düsseldorf) and indopack (Jakarta) are all part of the interpack alliance. In important growth markets, the interpack alliance addresses the target groups of food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods, with different focuses depending on the event.

About IFP EGYPT

IFP Egypt is part of the IFP Group, one of the best known organisers in the Middle East, and can look back on over 35 years of experience and more than 480 internationally recognised trade fairs. The IFP Group hosts some of the region's leading trade shows, which are ideal platforms for international and domestic companies doing business in the Middle East and Africa to introduce themselves to key buyers and decision-makers in the region.

About Konzept

Konzept is an exhibition & event management company based in Cairo that is active in more than 15 countries around the world. Konzept has more than 20 years of experience and specialises in first-class marketing, network and information solutions for upmarket industries in both mature and emerging markets. Our complete service package includes organisation, logistics and integrated marketing & PR campaigns for individual exhibitors, country participations and corporate events & conferences.

Press team for the Processing & Packaging portfolio

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