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MADE FOR TOMORROW

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Trade fairs Food Africa and pacprocess MEA see more than 700 exhibitors lining up in Cairo

Great expectations for Food Africa and pacprocess MEA: In December, the interpack alliance is bringing the food industry and packaging sector together again in Egypt. Participants can look forward to new business opportunities, a hosted buyers programme and many different specials.

From 5 to 7 December, the trade fair premises in Cairo are home to innovative solutions for the food industry and all the facets of processing & packaging. Food Africa is the continent's largest trade fair for the food and agricultural industry and the gateway to the growing African food market. Exporters looking for new sales opportunities will find the trade fair offers a unique business and procurement platform. With "Ingredients Africa", "Fresh Africa", "Dates Africa" and "Sea Food Africa", the trade fair has created further specialised platforms for ingredients and additives, fresh goods, dates and seafood this year.

The parallel event pacprocess MEA with its focus on processing & packaging is an ideal complement to Food Africa for the food sector. But for other fields of application, too, it offers a good overview of local, regional and international suppliers of packaging machinery for all aspects of production, from packaging containers to packaging materials and the respective production technology.

A total of 750 exhibitors from 31 countries will present their businesses at Food Africa and pacprocess MEA on an area of 30,000 sqm. The two trade fairs are set to become even more successful.

A gateway to the potential of the MEA region

As the gateway to the African world, Egypt holds a key position in the MEA region and offers ideal conditions for exchanging ideas with a qualified professional audience, especially from North Africa and the Middle East.



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“All the signs point to a future continuation of stable and sustainable investment into new systems and technologies in the region”, says Thomas Dohse, Director of the interpack portfolio Processing & Packaging. “For those who want to be a part of this enormous opportunity for development, Cairo hosts the perfect event for personal exchange. Together with our partners, we have also continued to strengthen pacprocess MEA and Food Africa this year.” Both trade fairs are part of the interpack alliance. Here, as well as for pacprocess MEA, Messe Düsseldorf is working with local event organisers IFP Egypt and Konzept.

National pavilions with international key players

International industry suppliers from each region will be present at 14 national pavilions. For example, there will be shared booths from Italy, India, Poland, Brazil, Turkey, Indonesia, Saudi Arabia or the United Arab Emirates. At the two “German pavilions” at Food Africa and pacprocess MEA, German companies will present their innovations and solutions as part of the German delegation. Funding received from the German Federal Ministries for Food and Agriculture as well as for Economy and Climate Protection emphasises the importance of this market for Germany.



Hosted buyers programme

The hosted buyers and matchmaking programme, which both trade fairs offer this year, supports exhibitors seeking to network with professional buyers and decision-makers from many African and MENA countries. This helps to purposefully strengthen new trade relations. More than 500 participants have already registered.

Food Africa & pacprocess MEA conference

The conference that takes part during the trade fair offers an exciting insight into market developments, new technologies and trends. Among the topics for discussion are, for example, Egypt's national strategy for the food sector until 2030, digital transformation, innovations on the food and food packaging sectors as well as sustainability in the packaging industry. The conference is also expected to reveal the launch of the Egyptian strategy for the dates sector.



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Sponsorship programmes in favour of the change towards a “Green Economy” are another issue at the trade fair, for example including support for projects in the areas of waste management, solar energy, water purification and agricultural technology. The involved organisations include UNIDO, the United Nations Organisation for Industrial Development, USAID, the United States Agency for International Development and GIZ, the German Agency for International Cooperation.

Further information on the trade fairs, how to get there and tickets is available for visitors at www.pacprocess-mea.com and www.foodafrica-expo.com.

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About the interpack alliance

The interpack alliance is comprised of Messe Düsseldorf events that are part of the Processing & Packaging portfolio. Exhibitors and visitors recognise the corresponding trade fairs by their umbrella brand logo, which is based on their counterpart interpack, the world’s most important event for the packaging and related process industry. In addition to the eponymous flagship trade fair, 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



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markets. Our complete service package includes organisation, logistics and integrated marketing & PR campaigns for individual exhibitors, country participations and corporate events & conferences.

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