



**interpack
alliance**

MADE FOR TOMORROW

[INTERPACKALLIANCE.COM](https://www.interpackalliance.com)

Press Release, 13 December 2024

Food Africa and pacprocess MEA again with significant increase in visitor numbers

More exhibitors, more space, more visitors: Food Africa and pacprocess MEA 2024 were held from 3 to 5 December in Cairo and served as the central platforms for the food, beverage, processing and packaging industries in the MEA region and Africa. More than 1,000 exhibitors from 35 countries took the opportunity to showcase their innovations.

With a total of 31,000 visitors, the interpack alliance trade fair duo set new standards and impressed both with its international composition and the high level of expertise of the participants. Matchmaking formats and a high-calibre supporting programme helped visitors to make new contacts and discover innovative solutions for the industry.

Thomas Dohse, Director of interpack, emphasises: "This year's pacprocess MEA and Food Africa have shown how much the industry benefits from a platform that combines innovation and networking in an exciting market, and is also supported at the highest political level. We look forward to building on this success in the future. Food Africa celebrates its tenth anniversary next year. The importance of the event to the industry was evident at the opening ceremony, which was attended by H.E. Minister Sherif Farouk Minister of Supply & Internal Trade, Maj. Gen. Eng. Ehab Mohamed Amin, Chairman of the Industrial Control Authority, H.E. Minister Hassan El Khatib Minister of Investment & Foreign Trade. Their presence underlines the importance of the two exhibitions in promoting the food and packaging industry in the region.

Global participation at a top level

With more than 1,000 exhibitors from 35 countries, Food Africa and pacprocess MEA 2024 set a new attendance record. Spread across five exhibition halls, they offered a comprehensive range of innovations and solutions that could have a lasting impact on the African and MEA markets. Highlights of this year's event included the 14 country pavilions and more than 500 hosted buyers. The B2B matchmaking programme was well received and encouraged a dynamic exchange of ideas and partnerships.

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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
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 AUMA
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Messe-Ausschuss der
Deutschen Wirtschaft

 FKM – Gesellschaft zur
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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center/Verwaltung

Focus on important industry topics

The concurrent conferences focused on the most pressing challenges and opportunities facing the industry. Key topics at the Food Africa conference included Egypt's Vision 2030 for the food and agriculture industry, opportunities in the tomato industry and the signing of a landmark Memorandum of Understanding between the National Bank of Egypt (NBE) and Mahaseel, while pacprocess MEA 2024 focused on sustainable packaging solutions and the circular economy. Other topics included material innovation, green transformation and SME development.

Focus on sustainability and innovation

Reducing food loss and waste was a particular focus of pacprocess MEA's sustainability programme. Panel discussions and award ceremonies, such as the 'Sustainability Design Award', recognised innovative solutions. This year's winners were MULTIVAC Sepp Hagenmüller with the Gold Award, Theegarten-Pactec in Silver and Filling & Packaging Materials MFG. Co. (FIPCO) in bronze. The SAVE FOOD initiative also showcased other groundbreaking approaches to global food security and provided important impetus to the industry. The highlight was the award of this year's SAVE FOOD Project Competition to Tomato Jos Farming and Processing. The jury consisted of experts from FAO (Food and Agriculture Organisation), UNIDO (United Nations Industrial Development Organisation) and WPO (World Packaging Organisation).



The 2025 edition of the two shows is eagerly anticipated and promises to once again inspire and drive the industries forward. The next Food Africa and pacprocess MEA will take place from 9-11 December 2025.

www.foodafrica-expo.com

www.pacprocess-mea.com

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 43 years of experience and more than 550 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



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Konzept is a trade fair and event management company headquartered in Cairo which has offices in more than 15 countries across the globe. Konzept has more than 20 years of experience and specialises in first-class marketing, network and information solutions for high-quality industries in both developed and aspiring markets. Their service package includes organisation, logistics and integrated marketing and PR campaigns for single exhibitors, national participations, corporate events and conferences.

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