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Food Africa and pacprocess MEA 2024: Get ahead in Egypt's food and packaging market

With around 900 exhibitors in total, the trade fair duo Food Africa and pacprocess MEA 2024 again offer a pioneering platform for the food, beverages, food packaging and printing machine trade in the MEA region. Interested companies will find this an ideal opportunity to get ahead of the competition and establish themselves in a dynamic market. Both trade fairs will take place from 3 to 5 December in Cairo.

When it comes to the growing food industry in Africa, there is no way to ignore Food Africa. In 2024, the trade fair is being held for the ninth time, and for years has been the unchallenged number one for the region's food sector. At the same time, pacprocess MEA offers excellent opportunities in the processing, packaging and printing sectors. In 2023, this combination led to a record edition with 27,500 visitors and a show floor of about 40,000 square metres. This year, the trade fair duo is again set to grow. The focus is on further internationalisation with regard to exhibitors and visitors, a hosted buyers programme for high-calibre contacts and an accompanying programme that discusses the challenges to the sector and relevant issues for the future, for example sustainability.

International trade for food and packaging machines

Egypt is a hub for trade and commerce which is of central importance for the Middle East and Africa, and with more than 110 million inhabitants and potential consumers, the country is the most populous state in the Arab world. The Egyptian food market achieved a turnover of 182.7 billion dollars last year. This proves that there is enormous potential for companies in the processing & packaging sector.

The Egyptian foreign trade for food and packaging machines is especially active with Italy, China, Germany, Turkey, the Netherlands and Switzerland. Italy heads the statistic with a volume of 74 million euros in the year 2023 (VDMA). Components are also heavily sought after. In this area, Italy and Germany dominated foreign trade with Egypt in the last year. Apart from a strong food market, packaging machines are also in demand by other sectors, along with machines and devices for cleaning, filling and capping of bottles, machines and devices for packaging or wrapping goods, dairy machines and machines and devices for producing



Messe Düsseldorf GmbH
Postfach 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Deutschland


Telefon +49 211 4560 01
Telefax +49 211 4560 668
www.messe-duesseldorf.de
info@messe-duesseldorf.de


Geschäftsführung:
Wolfram N. Diener (Vorsitzender)
Marius Berlemann
Bernhard J. Stempfle
Vorsitzender des Aufsichtsrats:
Dr. Stephan Keller

Amtsgericht Düsseldorf HRB 63
USt-IdNr. DE 119 360 948
St.Nr. 105/5830/0663

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U78, U79: Messe Ost/Stockumer Kirchstr.
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baked goods, processing meat, fruit and vegetables and manufacturing beverages, oils and greases. This large spectrum is being given optimum presentation by Food Africa and pacprocess MEA.

Sustainability and technologies

One special focus of both trade fairs this year will again be sustainability. This issue is of great importance for Africa and the MEA region, and in need of substantial investments. Visitors can expect a large amount of high-calibre input surrounding this topic in the accompanying programme. In addition, pacprocess MEA will present cutting-edge technologies and progressive solutions in the areas of packaging and processing which aim to minimise the impact on the environment while increasing efficiency.

Networking opportunities and participation

Food Africa is a magnet for visitors and as a global brand is creating an efficient network of traders, purchasers and their partners from Egypt, the MENA countries and the African region. In 2024, the trade fair will be even more international and thus more attractive. Among the newcomers on the exhibitor side are, for example, the countries of Georgia, Armenia and Slovakia. Suppliers will also present themselves in different national pavilions – for example India, the United Arab Emirates, Poland or Turkey. This year's pacprocess MEA proves to be just as international, presenting innovations at, among others, the German, Saudi-Arabian, Indian and Chinese pavilion. All in all, both trade fairs are expecting exhibitors from more than 30 nations.



Benefits for exhibitors

Exporters at Food Africa and pacprocess MEA can expect focused networking with local, regional and international industry representatives, supported for example by a hosted buyers programme which for years has been a fixture at both trade fairs. Both events profit from support by local businesses, public authorities, associations and Egyptian governmental organisations. This also applies to the German Federal ministries which support exhibitors as part of the German Federal presentation, offering the opportunity to present themselves at the German pavilion. Along with their presentation at the trade fair, exhibitors at pacprocess MEA also have the opportunity to enter the SAVE FOOD DESIGN and SUSTAINABILITY DESIGN Awards.



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For more information on how to participate, interested exhibitors can contact Katja Tünnissen and Deniz Kasapoglu of the interpack team ([TuennissenK@messe-duesseldorf.de](mailto:TuenissenK@messe-duesseldorf.de), KasapogluD@messe-duesseldorf.de).

Exhibitors can also visit www.foodafrica-expo.com and www.pacprocess-mea.com for more information. Interested visitors can secure their tickets with the following links: <https://foodafrica-expo.com/register-to-visit> and <https://pacprocess-mea.com/register-to-visit>.

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 2024, the trade fair duo will take place from 3 to 5 December in Cairo.



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 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 has specialised 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.

Press team for the Processing & Packaging portfolio

Messe Düsseldorf GmbH

Cornelia Tautenhahn (Senior Manager for Press & PR)

Apostolos Hatzigiannidis (Manager for Press & PR)

Phone: +49 (0) 211 4560-588/-544

Fax: +49 (0) 211-4560-8548

E-mail: TautenhahnC@messe-duesseldorf.de

HatzigiannidisA@messe-duesseldorf.de



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