

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 800 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 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.