

Market of Opportunities – Food Africa and pacprocess MEA 2024 Set to Open New Horizons

Cairo, Egypt – From 3 to 5 December 2024, the Egypt International Exhibition Center (EIEC) will host Food Africa 2024 and pacprocess MEA 2024, two of the region's premier trade exhibitions. The events, showcasing cutting-edge innovations in the food, beverage, processing, and packaging industries, will offer unparalleled opportunities for business growth, technological advancements, and partnerships across the African continent and the MEA region.

Organized under the auspices of the **Egyptian Cabinet**, Food Africa and pacprocess MEA promise to provide a platform for professionals and industry leaders to exchange ideas, explore the latest trends, and connect with potential partners.

A Record-Breaking Showcase

This year's event is expected to exceed all previous records, with more than 1,000 exhibitors from 35 countries gathering across 5 exhibition halls. Featuring 14 country pavilions and over 500 hosted buyers, the exhibitions will immerse visitors in the latest trends, innovations, and solutions transforming the food and packaging industries. Both events are organized by IFP Egypt, Konzept Exhibitions & Events, and Messe Düsseldorf GmbH.

Strategic Focus on the African Market

Africa's rapidly growing market is a key focus for both exhibitions. With the continent's population projected to reach 2.5 billion by 2050, the demand for food, beverage, and packaging solutions is becoming increasingly dynamic. These exhibitions aim to address the opportunities and challenges this demographic shift presents for manufacturers and suppliers in Africa and the broader MEA region.

Highlighting Sustainability and Innovation

Sustainability will be a major theme for pacprocess MEA, with special attention on food loss and waste reduction. Visitors will experience award ceremonies, panel discussions, and presentations dedicated to sustainable practices within the food and packaging industries. The Sustainability Design Award will recognize outstanding sustainable products, while the SAVE FOOD Initiative will spotlight pioneering projects addressing global food security.

Live Cooking and B2B Matchmaking Programs

At Food Africa, attendees will be treated to an engaging live cooking show, where top chefs and culinary experts will demonstrate innovative techniques using local and international ingredients. Both events will feature a robust B2B Matchmaking program, facilitating strategic business connections and opening pathways for valuable collaborations.

Conference Program: Shaping the Future of Food and Packaging

The conference programs at **Food Africa** and **pacprocess MEA** will delve into transformative topics shaping the future of food security, sustainable agriculture, packaging innovations, and international trade. Key discussions will include the importance of logistics in the exports ecosystem, unlocking opportunities for SMEs in food and agriculture, and expanding horizons for fresh produce and MAPs exports.

At **Food Africa**, the conference will highlight Egypt's food and agriculture vision for 2030, opportunities in the tomato industry through the TLSC, and the economic impact of key products such as dates, with a focus on fresh and processed exports. It will also explore initiatives by governmental food-supporting organizations, sustainability challenges posed by the Green Deal, and strategies for enhancing intra-African trade.

Meanwhile, **pacprocess MEA** will emphasize innovation in sustainable packaging, exploring new materials and solutions, and advancing investment in green transformation. Highlighting leadership and creativity, the "Women in Packaging – Leadership and Innovation" session will celebrate female trailblazers in the industry. Additionally, the Sustainability Design Awards will recognize excellence in advancing sustainable practices, further reinforcing the event's commitment to green transformation in packaging.

Join Food Africa and pacprocess MEA 2024

Don't miss your chance to explore new business opportunities, connect with industry leaders, and witness the future of food and packaging innovations in Africa and the MEA region.

Event Details:

Dates: 3 – 5 December 2024

Location: Egypt International Exhibition Center (EIEC), Cairo, Egypt

Opening Hours: 10 AM – 7 PM Daily

For more information about the events, please visit www.foodafrica-expo.com and www.pacprocess-mea.com