

Food Africa and pacprocess MEA Exhibitions 2024: Breaking Records with 1,018+ Exhibitors from 39 countries

Cairo, December 3, 2024 – Food Africa and pacprocess MEA 2024 concluded successfully at the **Egypt International Exhibition Center (EIEC)** marking a significant milestone in the food, beverage, processing, and packaging sectors across the Middle East and Africa. These premier trade exhibitions, held from **3 to 5 December 2024**, brought together industry leaders, innovators, and key stakeholders to explore new business opportunities and advancements in technology.

The opening ceremony was graced by high-level officials, including **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**, and other esteemed guests. Their participation underscored the importance of the exhibitions in advancing the region's food and packaging industries.

Unprecedented Global Participation

With more than 1,018 exhibitors from 35 countries, Food Africa and pacprocess MEA 2024 exceeded all expectations, setting a new benchmark in the region's trade fair landscape. The event spanned five exhibition halls, showcasing innovations and solutions transforming the food and packaging sectors. Visitors experienced an array of new products, technological advancements, and industry trends poised to reshape the African and MEA markets.

Dynamic Networking and Business Opportunities

A major highlight of this year's event was the presence of **14 country pavilions** and over **500 hosted buyers**, facilitating direct business connections between industry professionals and suppliers. The **B2B Matchmaking Program** generated significant interest, fostering a dynamic exchange of ideas and partnerships. Additionally, Food Africa 2024 featured a live cooking show, where culinary professionals showcased trends in food preparation and presentation.

Sustainability and Innovation at the Forefront

The theme of sustainability was at the heart of pacprocess MEA 2024, with a special focus on addressing food loss and waste. Panel discussions, award ceremonies, and presentations spotlighted cutting-edge innovations and sustainable solutions within the food and packaging industries. This year, the **SAVE FOOD Project Competition** recognized **TOMATO JOS** as its winner for their impactful contributions to global food security. Additionally, the **Sustainability Design Award** celebrated exceptional innovations, with **Multivac Sepp Haggenmüller SE & Co. KG** receiving the Gold Award, **Theegarten-Pactec GmbH & Co. KG** earning Silver, and **Filling & Packaging Materials MFG. Co. (FIPCO)** securing Bronze.

Engaging Conferences Addressed Industry Challenges and Opportunities

The conferences held during Food Africa and pacprocess MEA 2024 tackled critical industry challenges. Food Africa's conference highlighted Egypt's food and agriculture 2030 vision,

opportunities in the tomato industry, and a landmark MOU signing between the National Bank of Egypt (NBE) and Mahaseel.

The pacprocess MEA conference explored sustainable packaging, with the **Sustainability Design Award** recognizing excellence in innovation. Discussions on the circular economy and material trends garnered significant attention.

Additional sessions covered fresh produce exports, green transformation, smart packaging, SME development, and future trends in packaging technology, driving insights and collaboration across the industries.

Looking Back

Food Africa and pacprocess MEA 2024 reaffirmed their status as the premier destinations for professionals and businesses seeking to explore new market opportunities, engage with international leaders, and discover the future of the food and packaging industries.

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