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## **Success stories from Cairo: Food Africa and pacprocess MEA 2023 end with a new record**

***Food Africa and pacprocess MEA 2023 ended in Cairo with a significant increase in visitor numbers and strong international participation. The trade fairs thus confirmed their position as leading platforms for the food and packaging industry in Africa and the Middle East.***

More visitors than ever before travelled to Egypt this year for Food Africa and pacprocess MEA. With over 900 exhibitors, 27,500 visitors and more than 500 invited buyers, it met with an excellent response. Food Africa and pacprocess MEA, which took place from 12 to 14 December at the Egypt International Exhibition Center, offered a comprehensive marketplace for players in the food and packaging industry. Both trade fairs were jointly organised by IFP Egypt, Konzept Exhibitions & Events and Messe Düsseldorf GmbH under the umbrella of the interpack alliance.

With nine national pavilions and Kuwait as the partner country, the event was characterised by remarkable international participation. The participating nations included Greece, Germany, India, Pakistan, Italy, Spain, Poland, Turkey, China, Thailand and the United Arab Emirates. In total, exhibitors came from 32 countries.

"With inspiring ideas, genuine innovative strength, lots of energy and passion, everyone involved has set new standards," says interpack Director Thomas Dohse at the end of the three-day trade fair. "The event is a catalyst for trade and cooperation in a dynamically growing region. We are proud of what we have achieved and look forward to continuing this success story next year." Looking to the future, Thomas Dohse announces that Food Africa and pacprocess MEA will be further strengthened as central platforms for the industry.

### **Strategic Cooperation at the Highest Level**

In close cooperation with important institutions such as the Egyptian Food Export Council, the Agricultural Export Council, the Chamber of



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Food Industries, the Ministry of Trade & Industry, the Egyptian Export Council for Printing & Packaging and the Engineering Export Council, Food Africa and pacprocess MEA demonstrated that joint action promotes the growth of the food and packaging industry in the region. This was also emphasised by the visit of high-ranking politicians. El-Sayed Ali El-Moselhi, the Minister of Supply and Internal Trade, Ahmed Samir, the Minister of Trade and Industry, and Lieutenant Kamel Al-Wazir, the Minister of Transport, attended the opening ceremony, emphasising the importance of the event.

### **Innovation, Sustainability and Business Development**

Food Africa took place for the eighth time in 2023 and is a key event for the food industry in Africa, attracting producers, traders and investors from all over the world and promoting the continent's economic development. In doing so, it once again provided impetus in positioning the African food industry on the global market and promoting sustainable practices in agriculture and food processing

The conferences organised as part of the trade fairs dealt with important topics such as the impact of logistics on food transport in Africa, the Egyptian food and agricultural forecast with a special focus on food safety, agricultural exports and the future of fresh produce. Food Africa also hosted a workshop by UNIDO, the United Nations Industrial Development Organisation, and ARAC on the modernisation of small and medium-sized enterprises. High-profile speakers from various sectors, including government representatives, industry leaders and international organisations, shared their knowledge to promote the development and growth of the African food sector.



### **State-of-the-Art Packaging and Processing**

pacprocess MEA, which took place for the fourth time this year, has evolved once again. A large majority of exhibitors brought machines to the trade fair, offering potential buyers considerable added value. The participating companies were correspondingly satisfied after the three days of the trade fair and the majority are planning to attend again in 2024.

Another highlight in the hall was the newly designed pacprocess MEA conference. Here, panel discussions offered valuable insights into topics such as environmental sustainability and efficient export practices, marketing and branding or investment incentives for the circular economy.

### **SAVE FOOD on the Big Stage**

The SAVE FOOD initiative was active at pacprocess MEA with a lot of content and new projects. As part of the conference, a lecture programme was held on innovations in the fight against food waste and losses. In addition to the founding members of Messe Düsseldorf, representatives of the United Nations Industrial Development Organisation (UNIDO), the World Packaging Organisation (WPO), the World Food Program (WFP) and the Egyptian Food Bank were also guests. The SIG Foundation was also honoured in this context with "Cartons for Good" as the winner of the first SAVE FOOD project competition. With the prize money of 20,000 euros, the foundation will finance a large-scale study in Egypt in the coming months in order to set up another project to save food.

The SUSTAINABILITY DESIGN AWARD EGYPT also celebrated its premiere at pacprocess MEA. Gold went to Teixeira Textil for "Teixeira Reverse", big bags made from post-consumer recycled resins. Silver went to Aluminios Mello for the "Mello Cake Pan", a baking tin and retail packaging in one. LANG LASER-System was honoured with bronze.

### **Commitment to Development**

As part of the trade fair, renowned development organisations such as the Agricultural Innovation Project of the German Association for International Cooperation (GIZ), the IRAS project of the USAID, Land O'Lakes Venture 37, the Industrial Modernisation Centre, the United Nations Industrial Development Organization (UNIDO), the Khalifa International Award for Date Palm and Agricultural Innovation, the USDA and others demonstrated their commitment to supporting start-ups, small businesses and agricultural associations.

In 2024, Food Africa and pacprocess MEA will take place from 3 to 5 December.

[www.pacprocess-mea.com](https://www.pacprocess-mea.com)

[www.foodafrica-expo.com](https://www.foodafrica-expo.com)

### **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 2023, the trade fair duo will take place from 12 to 14 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 an exhibition & event management company based in Cairo that is active in more than 15 countries around the world. Konzept has more than 20 years of experience and specialises in first-class marketing, network and information solutions for upmarket industries in both mature and emerging markets. Our complete service package includes organisation, logistics and integrated marketing & PR campaigns for individual exhibitors, country participations and corporate events & conferences.



### **Press team for the Processing & Packaging portfolio**

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