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Press Release, 30 July 2025

## **A decade of success: Food Africa celebrates its anniversary and, together with pacprocess MEA, is the leading trade fair in the region**

***Bigger, more international and more motivating than ever: in December 2025, the interpack alliance trade fair duo will be inviting visitors to a very special edition in Cairo. With the tenth anniversary of Food Africa, growing international participation and diverse business impulses, the event together with a strong pacprocess MEA promises to be a real highlight in the international trade fair calendar.***

There is much to celebrate at this year's Food Africa and pacprocess MEA – and even more potential to reap. On 9–12 December 2025, participants can look forward to an exhibition at the Egypt International Exhibition Center in Cairo that will focus on the African market with a strong impetus, international contacts and multifarious business opportunities. What is, today, the most important platform for the food and packaging industry on the continent and in the MEA region is organised by Messe Düsseldorf, together with local partners IFP Group and Konzept.

A special highlight this year is the tenth anniversary of Food Africa. What began as a regional trade fair in 2015 has, within a decade, established itself as the leading trade platform for the food and beverage industry in Africa. Today, it is the meeting place for international key players, exporters, buyers and political parties who drive innovation, trade and partnership in the region.

The sixth edition of pacprocess MEA will be taking place parallel to Food Africa. As part of the interpack alliance, it is firmly anchored in a global network and has developed into the leading marketplace for processing, packaging and printing technologies and packaging materials in the region. Beyond the food and beverage industry, international buyers from other user industries such as pharmaceuticals and cosmetics are also reached.

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### **Focus on business and international cooperation**

The figures speak for themselves: both events are already almost fully booked – with significantly more international exhibitors and newcomers than ever before, totalling over 1,000 exhibitors from 35 nations. Visitors from fast-growing markets such as Nigeria, Kenya and South Africa are specifically targeted in order to strengthen dialogue across the entire continent.

The strong business orientation is supported by the Hosted Buyers programme, which last year brought over 500 buyers from 70 countries to Cairo. The B2B matchmaking platform also promotes business: in 2024, over 5,500 meetings were arranged in this way. Both trade fairs also offer a conference programme with key players from the industry. Multipliers such as the World Packaging Organisation (WPO), the United Nations Industrial Development Organisation (UNIDO), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the VDMA Food Processing and Packaging Machinery Association are involved.

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 on behalf of the German government and offer them the opportunity to present themselves at the German pavilion. Further international pavilions are planned for Turkey, Jordan and China as part of pacprocess MEA.



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

Exhibitors can also learn more at [www.foodafrica-expo.com](http://www.foodafrica-expo.com) and [www.pacprocess-mea.com](http://www.pacprocess-mea.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 as they 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 2025, the trade fair duo will take place from 9 to 12 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. The company has more than 20 years of experience and specialises in first-class marketing, network and information solutions for high-quality industries in both developed and aspiring markets. Its service package includes organisation, logistics and integrated marketing and PR campaigns for single exhibitors, national participations, corporate events and conferences.

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