

Food Africa and pacprocess MEA 2023: A Successful Inauguration with more than 900 Exhibitors and Ministerial Presence

Cairo, December 13, 2023 - The grand inauguration of Food Africa, the 8th International Trade Exhibition for Food & Beverages, and pacprocess MEA, the 4th International Exhibition for Processing & Packaging in the Middle East and Africa, took place on Tuesday, December 12th, with the honorable presence of 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. This momentous event unfolded at the Egypt International Exhibition Center in New Cairo.

Immense Participation and Global Engagement

Organized by the collaborative efforts of International Fairs & Promotions (IFP), Konzept, and Messe Düsseldorf, Food Africa and pacprocess MEA 2023 garnered immense participation with the involvement of more than 900 companies hailing from 32 countries and over 500 hosted buyers. The exhibitions, spanning from December 12th to 14th, 2023, provided a comprehensive platform for industry players.

The event witnessed remarkable global engagement, featuring 9 country pavilions, with Kuwait standing out as an esteemed Country Partner. Participating nations in these pavilions comprised Greece, Germany, India, Pakistan, Poland, Russia, Türkiye, and the United Arab Emirates, adding a rich tapestry of international perspectives to the exhibition.

High-Level Strategic Collaboration

In close cooperation with key entities such as the Egyptian Food Export Council, the Agricultural Export Council, the Chamber of Food Industries, the Egyptian Commercial Service, the National Food Safety Authority, the Horticultural Export Development Association, the Egyptian Export Council for Printing, Packaging, Paper, Literary and Artistic works, the Chamber of Printing & Packaging Industries, the Chamber of Engineering Industries, the Egypt Expo & Convention Authority, the Engineering Export Council of Egypt, the Chemicals & Fertilizers Export Council and the Chamber of Chemical Industries, Food Africa and pacprocess MEA exemplified a united front in fostering the growth of the food and packaging industries.

Dynamic Spaces for Networking and Engagement

The events took center stage with distinctive highlights, unveiling "Fresh Africa" — a specialized exhibition area dedicated to agricultural crops, hosting over 60 exhibitors. Additionally, the spotlight shone on "Dates Africa," a dedicated section specifically focusing on the world of dates.

As an integral component of the event, conference sessions delved into critical topics such as the impact of logistics in food transportation within Africa, Egypt's food & agro forecast with a focus on food security, agricultural exports, and the future of fresh produce. The exhibitions also hosted the UNIDO – ARAC technical workshop on SMEs upgrading, an MOU signing between FEC & CIB, the Women Business Forum and the "SAVE FOOD" award focusing on sustainability and the fight against food loss and waste.

A dedicated space was curated for live cooking shows, the barista competition (coffee arts), and B2B meetings, providing a dynamic arena for networking with international buyers.

Commitment to Development and Sustainability

Beyond the exhibition halls, the engagement of esteemed development organizations like the Agricultural Innovation Project of the German Development Agency (GIZ), the USAID's IRAS Project, the 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, and the USDA, and others showcased a commitment to supporting startups, small companies, and agricultural associations.

Across a span of three days, Food Africa and pacprocess MEA 2023 anticipate welcoming over 27,000 visitors hailing from 70+ countries, solidifying their position on the global stage as indispensable exhibitions in the food & beverage, packaging, printing, and processing industries.

www.pacprocess-mea.com

www.foodafrica-expo.com