



Food ingredients
Africa

PART OF
Africa Food Manufacturing

Post Show Report 2021



02-04 **AUG** 2021



Egypt International Exhibition Center,
Cairo, Egypt



Food ingredients Africa

Fi Africa is the newest member of the Fi Global portfolio, which was successfully launched in 2021 as part of Africa Food Manufacturing and co-located with ProPak MENA. It is Africa's dedicated show for food and beverage ingredients sector, offering a marketplace for the African community to interact, network and build knowledge around the latest industry trends.

In 2022, Fi Africa will take place from 29-31 May in Egypt, Africa's largest food and beverage market and the region's most dynamic consumer goods market.



Egypt will be one of the fastest-growing food markets in terms of spending over the medium-term, growing at an average annual rate of 6.5% (in USD terms) over 2021-2024. In local currency terms, spendings in Egypt expected to grow by an average 8.3%.



Africa Food Manufacturing 2021 Highlights (Featuring Fi Africa & ProPak MENA)



160

Exhibitors



14

Countries



6,800

Visitors



55+

Pre-arranged meetings



35+

Conference sessions



600+

Conference attendees



30

Online & Physical speakers



10,000

Page views for companies & products online listing



6

Hybrid booths

Pre-arranged meetings



What our visitors had to say

“Matchmaking program is beneficial, and we are in the phase of closing some deals”

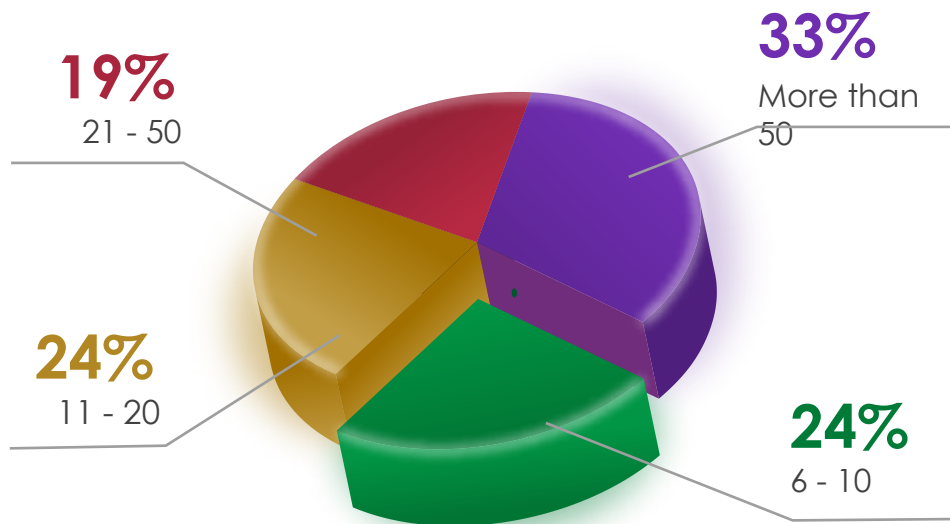
“Participating in matchmaking program was a good idea as it saved me time to approach the companies I was targeting”

What our exhibitors had to say

“I am glad that I participated in matchmaking program; we participated before in the same program in global exhibitions. I closed some deals as well”

“I like how the program was organized as a whole; it saved me time and effort to reach to targeted visitors”

Leads generated during the show:



Digital reach



40k

Email audience



140k

Website page views



95k

Unique website visitors



1.3M

Social media reach

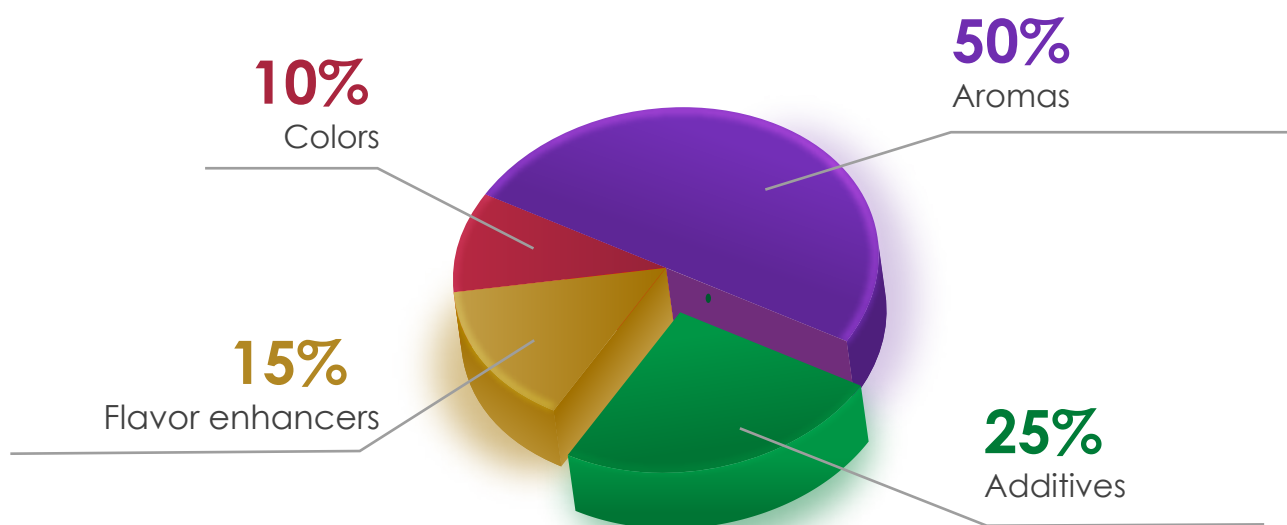


800k

Video views

Fi Africa 2021 at a Glance

Exhibitors' profiles



Top exhibiting countries



China



India



Turkey



Russia



Italy

Featured exhibitors



Exhibitors' satisfaction



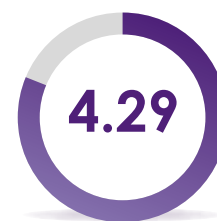
Overall satisfaction

INDUSTRY: **3.52** ↑



Importance of event

INDUSTRY: **3.66** ↑



Likelihood to return

INDUSTRY: **3.85** ↑

What our exhibitors had to say

“It was a great experience to exhibit at Fi Africa 2021. We made new contacts in our sector and we are excited to taking next steps with them. We will be part of Fi Africa 2022 as well, thank you for the opportunity “ AZINGRO – Essential ingredients

“This was very challenging for Kerry Group to be part of the show because of Covid, but we are very excited to be here today, only to begin to form a bigger participation in the future“
Kerry Group – Middle East

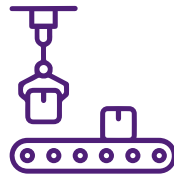
“The Trade and Investment Section at the Embassy of Pakistan were thrilled with the response received during the event. We were able to showcase Pakistani food ingredients to a receptive visitor base from many African countries. We were also able to arrange multiple virtual B2B meetings at the booth with Pakistani companies back home, who have gained some solid leads in our most famous agro-ingredients “
Embassy of Pakistan

Visitors' profiles

Nature of business



Food & Beverage Manufacturers



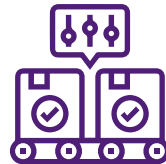
Ingredients Manufacturers



Procurement & Supply Management



Research & Development



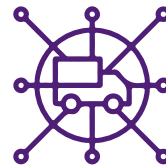
Quality Control & Food Safety



Importer and Exporter



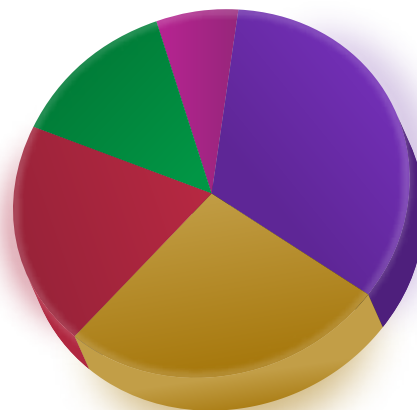
Product Development



Distributors

Job function

- Owner/Partner
- Sales
- Engineering
- Senior
- Manager
- Marketing



Top visiting countries



Egypt



Syria



Sudan



UAE

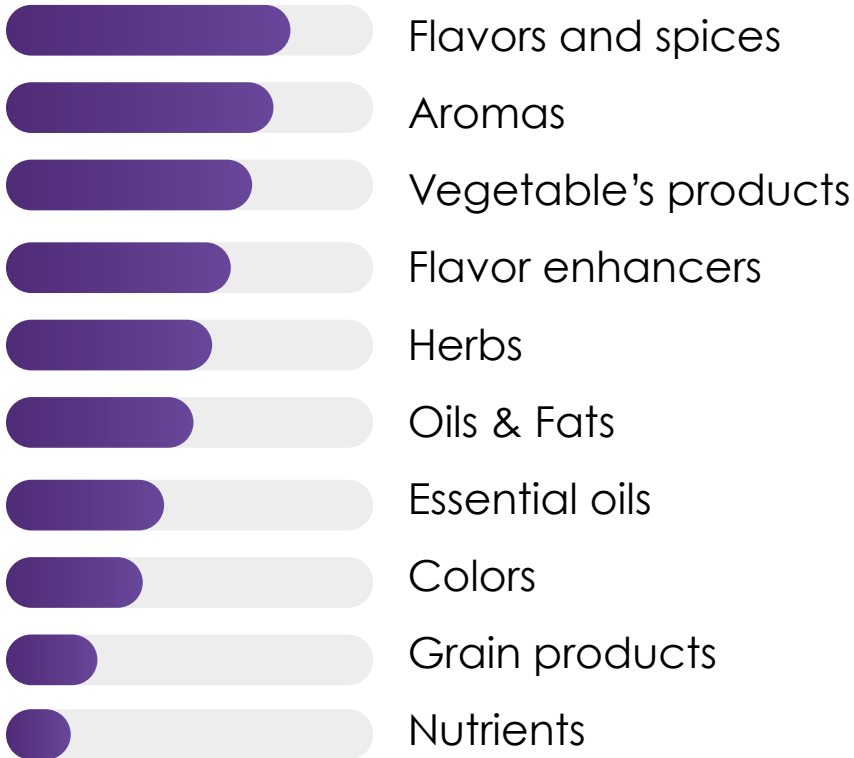


KSA



Jordan

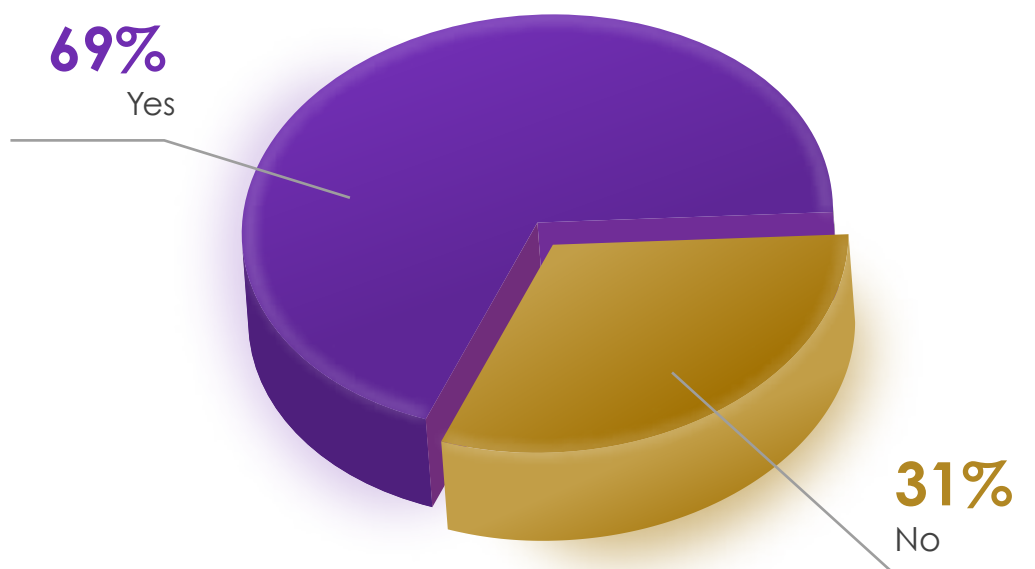
Areas of interest



Reasons for visiting



Finding new suppliers

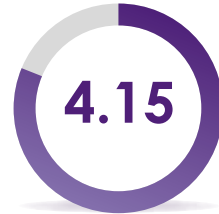


Visitors' satisfaction



Importance of event

INDUSTRY: 3.78 ↑



Likelihood to return

INDUSTRY: 3.95 ↑

What our visitors had to say

“Great organization with diverse sectors despite the lack of many international companies due to COVID”.

“I managed to know new ingredients suppliers and network with many industry peers.”

“I got the opportunity to meet suppliers that I was not able to meet before. Looking forward to visiting again next year and meeting more international suppliers.”

“It was a great value for me as I met some of the key industry players in my field of work in addition to that I gained a lot of knowledge and insights from the conference sessions”

Fi Africa Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.



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Exhibit at #FiAfrica2022



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