



غرفة الشرقية
ASHARQIA CHAMBER

الرقم: ٣٥١١٠٠٠/٣٥٠/١٥٤٥

التاريخ: ٢٠٢١/١٠/١٨ م

الموافق: ١٤٤٣/٣/١٢ هـ

المحترمين

السادة/ مشتركي الغرفة

السلام عليكم ورحمة الله وبركاته

تهديكم غرفة الشرقية أطيب تحياتها، وتفيدكم بتلقها خطاب القنصلية العامة لجمهورية مصر العربية التمثيل التجاري المصري بجدة رقم (١/٢٣/٣١٤) وتاريخ (١٣/١٠/٢٠٢١ م)، إشارة الى العلاقات الأخوية بين جمهورية مصر العربية والمملكة العربية السعودية ، وفي ضوء الحرص على المشاركة السعودية في مختلف الفعاليات التجارية المقامة في جمهورية مصر العربية.

تفيدكم القنصلية أنه من المقرر إقامة الدورة السادسة لمعرض فوود أفريقيا ٢٠٢١ خلال الفترة من (١٢-١٤ ديسمبر ٢٠٢١ م) بالقاهرة بتنظيم شركة IFP و KONZEPT بالتعاون مع المجلس التصديري للصناعات الغذائية ، والذي يعد أحد ابرز المعارض التجارية المتخصصة في مجال الأغذية والصناعات الغذائية في جمهورية مصر العربية .

هذا وترغب الجهة المنظمة للمعرض في الشركات المستوردة للصناعات الغذائية من عدد من الدول منها المملكة العربية السعودية ، وذلك وفقاً للقواعد المنظمة لإستقدام المستوردين والمزايا الممنوحة لهم ضمن برنامج استضافة المشترين مع ضرورة استيفاء النموذج الخاص بالزائر الدولي وارساله مباشرة إلى الجهة المنظمة في موعد أقصاه (٥/١١/٢٠٢١ م) على عناوين البريد الإلكتروني التالية:

(foodexportcouncil@feceg.com) و (ingi.saad@konzept-egypt.com)

ولمزيد من المعلومات يمكنكم زيارة موقع الغرفة الإلكتروني: (www.chamber.org.sa)

وتقبلوا خالص التحية والتقدير

الأمين العام

عبدالرحمن بن عبدالله التوابل

ب ع م / م ث د
١/١٥



ECS
التمثيل التجاري المصري
Egyptian Commercial Service



القنصلية العامة لجمهورية مصر العربية
التمثيل التجاري المصري
جدة

رقم القيد: ٩٦٥
ملف رقم: ١/٢٣/٣١٤
التاريخ: ٢٠٢١/١٠/١٣
المرفقات: (٣)

السيد الأستاذ/ عبد الرحمن الوابل المحترم
الأمين العام لغرفة الشرقية التجارية الصناعية

تهية طيبة وبعد،

في إطار العلاقات الأخوية بين جمهورية مصر العربية والمملكة العربية السعودية، وفي ضوء الحرص على المشاركة السعودية في مختلف الفعاليات التجارية المقامة في جمهورية مصر العربية.

أتشرف بالافادة أنه من المقرر إقامة الدورة السادسة لمعرض فوود أفريقيا ٢٠٢١ خلال الفترة من ١٢ - ١٤ ديسمبر ٢٠٢١ بالقاهرة بتنظيم من شركتي IFP و KONZEPT بالتعاون مع المجلس التصديري للصناعات الغذائية، والذي يُعد أحد أبرز المعارض التجارية المتخصصة في مجال الأغذية والصناعات الغذائية في جمهورية مصر العربية.

هذا وترغب الجهة المنظمة للمعرض في استقدام بعثة مشتريين من كبار الشركات المستوردة للصناعات الغذائية من عدد من الدول منها المملكة العربية السعودية، وذلك وفقاً للقواعد المنظمة لإستقدام المستوردين والمزايا الممنوحة لهم ضمن برنامج استضافة المشتريين مع ضرورة استيفاء النموذج الخاص بالزائر الدولي وارساله مباشرة إلى الجهة المنظمة في موعد أقصاه ٢٠٢١/١١/٥ م على عناوين البريد الالكتروني التالية:

Foodexportcouncil@feceg.com

ingi.saad@konzept-egypt.com

وتجدون رفق هذا:

- ملف تعريف عن معرض فوود أفريقيا.
 - القواعد والشروط الخاصة بإستقدام المستوردين.
 - النموذج الخاص بالزائر الدولي للاستيفاء من قبل الشركات الراغبة في الانضمام إلى بعثة المشتريين.
- وإذ أكون شاكراً تكرم سيادتكم بالتوجيه لتعميم بيانات الحدث وبعثة المشتريين على السادة أعضاء غرفتكم الموقرة ذوي الصلة، مع التفضل بالعلم أن الجهة المنظمة ستتواصل مباشرة مع الشركات التي سيتم اختيارها للمشاركة في بعثة المشتريين، كما يسعدنا الرد على أية استفسارات في هذا الصدد.

ونفضلوا بقبول وافر الاحترام،

رئيس المكتب

الوزير الخوض التجاري

أمانة باش

أمانة باش

عبدالرحمن الوابل

Tel: +966 12 660 5205 (292)

+966 563360097

Email: jeddah@ecs.gov.eg

القنصلية العامة لجمهورية مصر العربية -

ش محمد اقبال - حي الروضة - جدة

INTERNATIONAL VISITOR PROFILE

Name :

Company :

Position :

City, Country :

Phone : **Mobile :**

Email :

Website or Company profile :

Annual Turnover : **Annual Value of Imports :**

How did you know about Food Africa? (Previous visit "mention the year" - Email - Facebook - Website - Official invitation) :

.....

TYPE OF ACTIVITY

- Agent
- Department Store
- Food Services
- Hypermarkets
- Importer

- Manufacturer
- Retail Chain
- Wholesaler
- Other

Currently Buying From (Countries) :

In which countries / markets are you active? :

What is the target market segment of your products?

- Low
- Middle
- Upper

Did you work with Egyptian Companies before? If yes, please mention them :

.....

.....

PLEASE INDICATE THE PRODUCT RANGES YOU ARE INTERESTED IN



Bakery

- Bread (fresh, frozen, partly baked)
- Small baked rolls
- Fine baked goods
- Gluten free baked goods
- Frozen Baked Goods (Tarts, Bread, Cakes & Pastries)



Beverages

- Fruit juices
- Fruit nectars
- Vegetable juices
- Coffee
- Mineral water
- Spring water
- Soft drinks
- Caffeinated cold drinks
- Instant beverages
- Energy drinks
- Iced tea
- Syrups
- Tea



Confectionary & Snacks

- Chocolate
- Biscuits
- Lollypops
- Toffee & Candy
- Wafer
- Cakes
- Ice Cream
- Other cocoa and chocolate products
- Sugar confectionery
- Nuts
- Salty Snacks
- Chewing gum



Dairy Products

- Milk and dairy products
- Cream and cream products
- Cheese
- Processed cheese
- Butter
- Dried milk products
- Dairy substitute products

Dates

Pulses & Grains

Fresh Fruit & Vegetables



Frozen Fruits & Vegetables

- Frozen fruit (unprocessed)
- Frozen fruit products
- Frozen vegetables (unprocessed)
- Frozen vegetable products



Fish & Seafood

- Frozen fish (unprocessed)
- Frozen fish products
- Frozen shellfish and crustaceans
- Fresh Fish
- Salted Fish
- Other frozen seafood



Canned Food

- Canned fruit
- Fruit preserves
- Vegetable preserves
- Mushroom preserves
- Pickled products
- Fish preserves
- Olives
- Soya products



Oils & Fats

- Vegetable oils
- Olive oil
- Soya oil
- Grapeseed oil
- Sesame oil
- Sunflower oil
- Other Oils
- Margarine



Sauces & Seasonings

- Salad dressings
- Vinegar
- Mustard
- Mayonnaise
- Ketchup
- Tomato paste, concentrate and puree
- Essences and aromas

- Herbs and spices



Ingredients

- Raw materials and process materials
- Food additives
- Concentrates (liquid and powder)
- Sugar
- Salt
- Flour
- Starches
- Custard and jelly powder

RELATED PRODUCTS

- Ethnic Food
- Food Processing Machinery
- Printing & Packaging Machinery & Materials
- Private Label

- Yeast
- Breadcrumbs
- Baking ingredients
- Baking powder
- Vanilla/vanillin sugar
- Sweetening agent



Meat & Poultry

- Frozen meat (unprocessed)
- Frozen meat products (whole)
- Frozen poultry (unprocessed)
- Frozen poultry (whole)
- Meat (unprocessed)
- Meat Products
- Fresh meat
- Other frozen meat,



Grocery

- Pasta
- Rice
- Potato products
- Honey
- Jam
- Semolina
- Oat products
- Cereals
- Muesli
- Cornflakes
- Chocolate spreads
- Other spreads,

- Other nutrients,

- Ready Meals
- Special diet products
- Others,

KINDLY FILL THIS FORM AND SEND BACK TO :

Ingi Saad

T +20 2 2528 3101 / 2 Ext 112

E ingi.saad@konzept-egypt.com



{KONZEPT}
EXHIBITORS, SPONSORS, ORGANIZERS



Hosted Buyers Program

Once you Submit the HBP Form, your company profile will be screened and evaluated.

Benefits:

Hosted buyers will have the chance to benefit from the dedicated B2B platform which allows them to meet with 400+ exhibitors from 30+ Countries and enjoy Exclusive advantages during their visit.

- 3 nights' accommodation at a 5 stars Hotel in Cairo on Bed & Breakfast basis
- Meet and assist Services upon arrival at Cairo International Airport
- Transportation from the Airport to the Hotel & vice versa
- International Buyer Kit (Entry Badge, Catalogue, Floor Plan, Bus Schedule, etc)
- Shuttle Bus from the Hotel to the Exhibition and Vice Versa
- Access to the Hosted Buyers Lounge for meetings, checking emails, or networking with peers
- One-to-one meetings with exhibitors of your choice
- Matchmaking Sessions by Sector
- Activities or official Dinners / Receptions

Program Exclusions

- Meals
- Any personal extras at the hotel. These should be settled directly with the hotel upon your departure
- Hotel upgrades
- Transportations not mentioned in the invitation
- Visa fees
- Travel Insurance
- PCR Test

Terms & Conditions

1. Appointments & Matchmaking Sessions

Each qualified buyer attends the exhibition, first and foremost to do business with our exhibitors. Therefore, each buyer is committed to a minimum number of Eight (8) appointments per day. This still leaves lots of time for buyers to take advantage of other elements at the show; networking & walk the floor exploring new products.

Appointments & Sessions will be monitored; Forms signed by the exhibitor must be submitted by the end of each day to Food Africa's Matchmaking Team help desk in the exhibition venue.

2. Stay for the day

Once your appointments are done, or in between if you prefer, we ask that you spend your time exploring new products & suppliers and generally checking out the exhibiting companies. (min. 2 days)

Organized By:



3. Provide your feed back

Each buyer is provided by a Feedback form upon his arrival to the hotel in Cairo, this form must be submitted to our team at the hotel help desk before the departure, as it helps us improve our next Show Session.

4. Travel & Logistics

- Travel schedules are organized by the exhibition Team to maximize a buyer's time at the exhibition and it is expected that buyers adhere to these arrangements. Changes to these schedules should be requested by email prior to final Confirmation.
- Hotel checkout is 12:00 pm on the day of your departure unless otherwise agreed by the hotel. Failure to checkout by this time may result in you being charged an additional fee by the hotel.
- Cancellations can only be accepted if notified via email at least 2 weeks before the opening of the exhibition
- In Case of Cancellation due to COVID-19, please provide us with the positive PCR report

General Regulations:

- Information provided from the buyer will be treated as confidential
- We only accept one application per Company
- the Hosted Buyer must attend the exhibition and hold a minimum of 8 verified meetings & Selected Sessions per day
- Buyers Feedback shall be submitted to the Buyers helpdesk at the hotel before their departure
- Buyers who do not meet the qualifying criteria will be given the opportunity to attend as an international visitor (Free Admission & Catalogue) and also benefit from our hotel discounted rates

**Any breach for the above Terms & Conditions could affect the Buyer Eligibility for the benefits of the Hosted Buyers Program.

I Hereby confirm the acknowledgment of the above information & Exhibition Regulations

Company Stamp

Name:

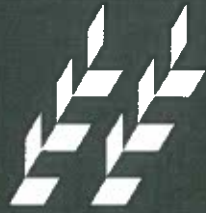
Company Name:

Signature

Please sign this document & send it along with the profile form to Ms. Ingi Saad on ingi.saad@konzept-egypt.com

Organized By:





FoodAfrica ^{Cairo}

The 6th International Trade Exhibition for Food & Beverages



Savor
GROWTH
OPPORTUNITIES

**12 - 14
DEC
2021**

EGYPT
INTERNATIONAL
EXHIBITIONS
CENTER •

FOODAFRICA-EXPO.COM

CONCURRENT WITH:



pacprocess
PROCESSING & PACKAGING



Dates Africa

**Sea
FoodAfrica**

**Ingredients
Africa**

THE VENUE

Egypt International Exhibitions Center has a fully-equipped and flexible structure, with 4 halls providing over 40,300 sqm of exhibition space that can be divided into smaller and interlinked partitions with an 8-meter ceiling height.

Access: Accessible from both a private entrance and convention center connection gate.

Services: the in-house teams bring events to life with dynamic design, lighting and other technology - backed by a strong foundation of utilities and facilities management. In addition, the kitchen can cater to any needs, from a simple finger food menu to a tasty business lunch.

Additional features: multi-purpose offices, registration booths, easy access to the conferences center, coffee shops, food court and wide parking spaces.

THE ORGANIZERS

IFP Egypt is a member of IFP Group, the Middle East's most accomplished event organizer with a rich experience of over 35 years and more than 500 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

Konzept is an Exhibition & Event Management Company based in Cairo and operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns.



To enquire about exhibiting and sponsoring

LOCAL SALES

MS. DALIA KABEEL

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+20 2 25245199

dalia.kabeel@konzept-egypt.com

INTERNATIONAL SALES

+961 5 959 111 Ext 250

+961 5 959 888

is@ifpexpo.com



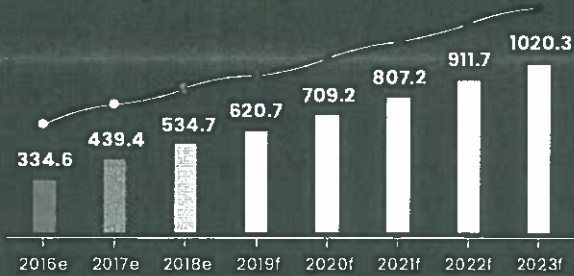
KONZEPT
EXHIBITIONS • EVENTS • MANAGEMENT



AECI

EGYPT'S FOOD SALES

2016 - 2023 (EGP BILLION)



Source: Fitch Solutions, Egypt Food & Drink Report, 2019; e/f = estimate/forecast

EGYPT'S GDP GROWTH

2010 - 2023 (% CHANGE)



Access Africa's massive food market through Egypt

The rapidly growing demand for food in Africa fueled by rising population and faster economic growth presents greater market and trade opportunities for domestic agriculture. The value of Africa's food market is expected to more than triple to \$1 trillion by 2030 which would unlock enormous opportunities for farmers, food processors, and agribusinesses alike, particularly through domestic trade.

A successful expansion of intra-continental trade share from 10 to 52% by 2022, as expected by the African Union Commission, promises significant growth and food security for individual African countries.

Egypt has increased its interest in exporting to neighboring African countries. In 2018, trade exchange between Egypt and African countries increased by 23% to \$6.9 billion, compared to \$5.6 billion in 2017, and Egyptian exports to African countries increased by 26.9% to reach \$4.7 billion in 2018, compared to \$3.7 billion in 2017, according to CAMPAS.

- Egyptian imports from African countries increased by 15.2% to \$2.1 billion in 2018, compared to \$1.9 billion in 2017.
- Egypt's intra-Africa exports accounted for 16% of Egypt's total exports, and 3% of total imports for 2018.



“ For us, Food Africa is one of the key exhibitions in this region. During this exhibition we met a lot of people from other countries with whom we can construct our business together. We found a lot of companies with whom we would like to continue our presence in this region. I recommend this exhibition to all our companies.”

ANASTASIYA VORAKH, Expert of Foreign Exhibitions
Department, Belinterexpo - Belarus

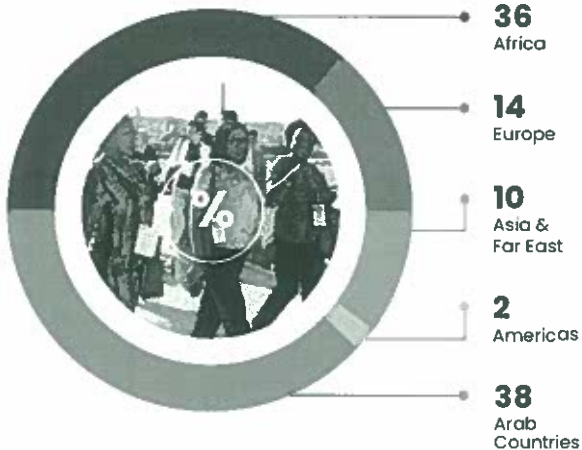


“ Food Africa is the most important food & beverages exhibition that we strive to be present at and participate in every year, especially with its success in transforming into the most important platform for companies to meet and network with industry specialists from Egypt, Africa, and all over the world.”

MR. AHMED AUF, CEO of Abu Auf Group - Egypt

HOSTED BUYERS CLASSIFICATION

> BY REGION



"Egypt is the third biggest market for Brazil, they are huge buyers from us, so this exhibition is very important, and Egypt is very important for Brazil. This exhibition is the contact point to meet all the Arab companies that we want to have in Brazil, as well as the buyers. We brought some Brazilian products here to show to these buyers and also meet all the exhibitors to do business with Brazil. The exhibition is very good, the quality of the contacts is amazing, so we are very happy."

TAMARA MACHADO, Coordenadora de Eventos -
Camara de Comercio Arabe Brasileira - Brazil










Egypt's agro-food market at a glance

- The Egyptian retail food sector size is around **\$15 billion**. Sources foresee growth of 15- 20% over the next five years. Traditional outlets still dominate the Egyptian market, representing 98% of total outlets and around 75% of total sales.
- Egypt's food retail sector is fragmented and dominated by small, traditional, grocery retailers, whose 115,000 outlets account for 98% of the nearly 119,000 stores in the country and 80% of sales. The growing formal sector of modern supermarkets, hypermarkets, and convenience stores makes up the remaining 2% comprising 1,500 outlets and representing around 20% of total sales. The modern grocery retail market is **forecast to double** between 2017 and 2021.
- According to the Egyptian Chamber of Food Industries (CFI), there are **over 7,000** food manufacturing companies operating in the country.

\$3.4 BN
EGYPT'S FOOD
EXPORTS IN 2019

\$2.3 BN
EGYPT'S AGRI
EXPORTS IN 2019

TOP FOOD IMPORTS IN EGYPT - 2018

	\$4.5 BN	Cereals
	\$1.7 BN	Oil seeds & oleaginous fruits
	\$1.6 BN	Meat & edible meat offal
	\$1.2 BN	Animal or vegetable fats, oils & their cleavage products
	\$725.9 MN	Fish, crustaceans, molluscs & other aquatic invertebrates
	\$625.5 MN	Dairy produce, eggs & honey
	\$563.3 MN	Coffee, tea, maté & spices



2.94% CAGR
EGYPT'S AGRICULTURE
MARKET GROWTH
(2019-2024)

Special Features



LIVE COOKING SHOW

The **Live Cooking Show** is a dynamic showcase of culinary talent blended with artistry and unique taste. This annual show, held concurrently with Food Africa, brings forward seasoned chefs to create signature dishes during a live demonstration that engages the exhibition's visitors.

HOSTED BUYERS PROGRAM

The **Hosted Buyers Program** is Food Africa's dedicated B2B platform that facilitates business undertakings and maximizes return on investment for participants, through expansion of their business networks and signing agreements on the spot.



Exhibits Profiles

- Bakery, Cake & Desserts
- Beverages
- Canned & Chilled Seafood
- Canned & Chilled Food
- Child Food & Ready Meals
- Chocolate & Sweets
- Condiments, Sauces & Preserves
- Confectionary & Snacks
- Dairy & Gluten-Free Food
- Dates
- Eggs
- Energy Drinks
- Ethnic & Halal Food
- Fish & Seafood
- Fresh Fruits & Vegetables
- Frozen Food
- Grains, Cereals & Flours
- Herbs & Spices
- Honey & Jam
- Ice Cream
- Ingredients
- Meat & Poultry
- Milk, Cheese & Dairy Products
- Mineral, Spring & Flavored Water
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Organic & Diet Food
- Pasta
- Rice
- Tea, Coffee & Herbal Infusions



2019 Edition Highlights

21,640

NUMBER OF VISITORS

410

NUMBER OF EXHIBITORS

12

COUNTRY PAVILIONS

34

REPRESENTED COUNTRIES

12,500

EXHIBITION SPACE (SQM)

Food Africa 2021

With a population of over 100 million people and a growth rate of 2.38%, Egypt boasts a highly attractive consumer market. On average, Egyptians spend 35% of their income on food, making way for immense business growth opportunities in the agro-food sector.

Staying on top of the demand and emerging opportunities in this industry, Food Africa, the International Trade Exhibition for Food & Beverages, returns in its 6th edition from 16 to 18 December 2020 at Egypt International Exhibitions Center, in Cairo.

Food Africa provides a full-fledged international business platform, bringing investors and agro-food suppliers in direct contact with prominent buyers and industry specialists from Egypt, Middle East and Africa.

The exhibition features a conference and several concurrent events catering to specialized food sectors.

Concurrent Events



Following a successful debut at Food Africa 2019, **Dates Africa**, the International Trade Exhibition for Date Palm, returns this year with ripe business opportunities in an increasingly growing market. The exhibition is an ideal specialized platform for local, regional, and international dates producers, suppliers, and exporters to meet substantial buyers from across the region and promote trade and investments.



This year marks the second edition of **Ingredients Africa**, the International Trade Exhibition for Food Ingredients, alongside Food Africa. Catering to the versatile ingredients market, this specialized platform brings together local, regional and international manufacturers, suppliers, and food technology specialists to showcase food additives, ingredients, flavorings, and others to a large pool of buyers from Egypt, Middle East and Africa.



Sea Food Africa, the International Trade Exhibition for Fisheries and Seafood, also returns to Food Africa this year with fresh opportunities for growth in an attractive market. The exhibition is an essential platform for local, regional, and international manufacturers, suppliers and distributors of fresh, frozen and processed fish and other seafood to foster trade relations in the Egyptian, Middle Eastern and African markets.



The Food Africa Conference has become a staple concurrent event at Food Africa. With a keen eye for developments and emerging opportunities in the Food and Beverage market, the conference has become an annual meeting point for industry experts to share valuable knowledge and insights and network with other stakeholders from various sectors within the agro-food industry.



pacprocess MEA, the 2nd International Exhibition for Processing & Packaging in the Middle East and Africa, is a comprehensive exhibition dedicated to the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food, and industrial machinery, processing and packaging in the Middle East and Africa. The trade fair brings together local and international industry stakeholders to showcase innovative technologies and explore business opportunities in the region.