



2 - 4 June 2025

Egypt International Exhibition Center, Cairo, Egypt

Thousands of ingredients, endless possibilities.

Discover the potential in one of the
fastest growing F&B markets

figlobal.com/africa



2024 Event **overview**

Fi Africa, co-located with ProPak MENA, is the top destination for F&B manufacturing from this dynamic region. In 2024 the event hosted the largest gathering of F&B professionals from Egypt and across the region to connect, learn and do business.



12th
Edition



350
Exhibitors



34
Partners



90
Speakers



13,700
Attendees



\$ 38.6M
Total impressions



\$ 38.4M
Value of business



80
Countries
represented

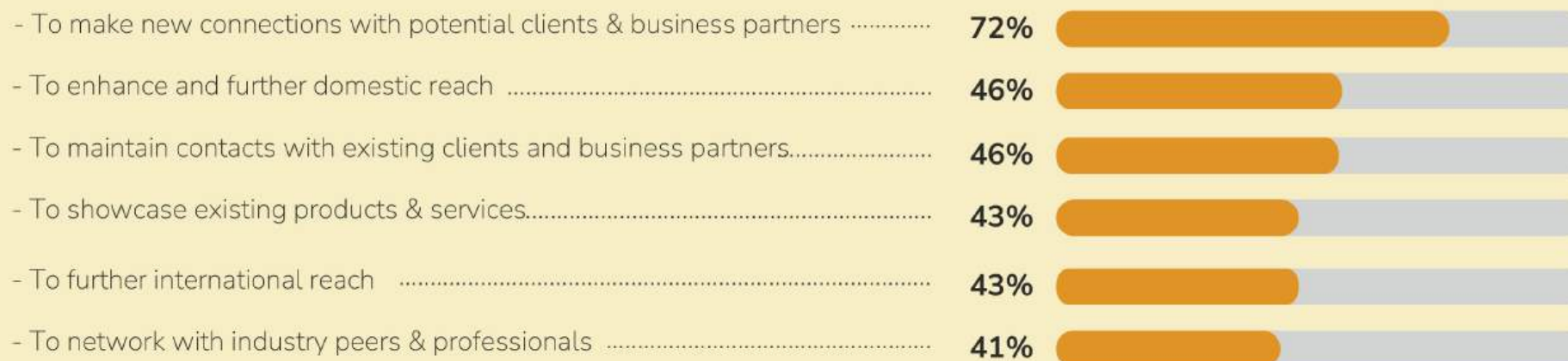
Exhibitors overview



Exhibitor testimonials



Primary reason for exhibiting at Fi Africa 2024



Featured countries at Fi Africa

Fi Africa, held alongside ProPak MENA in 2024, featured exhibitors from over 20 countries. This year's edition prioritised specific countries, responding to attendee interest in exploring a wider variety of ingredients and technologies from the following regions.



Egypt



China



India



Türkiye



Italy



U.A.E



Lebanon



Austria



Uzbekistan



Indonesia



Korea



Netherlands



Jordan



Belgium



K.S.A



Hungary



Malaysia



Spain



Czechia



Germany



Nigeria



Cyprus



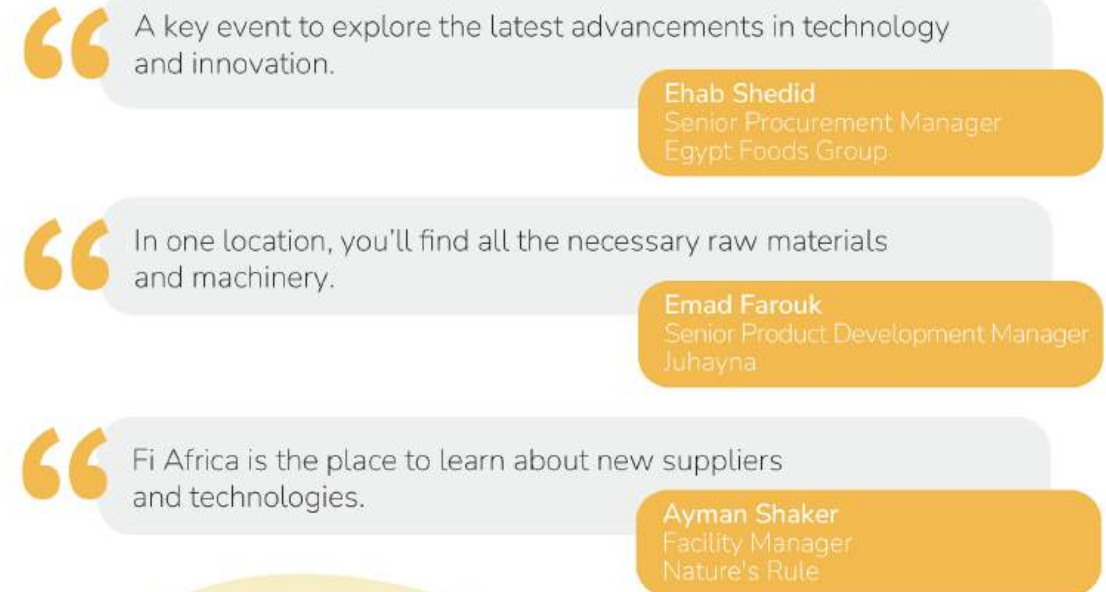
Poland



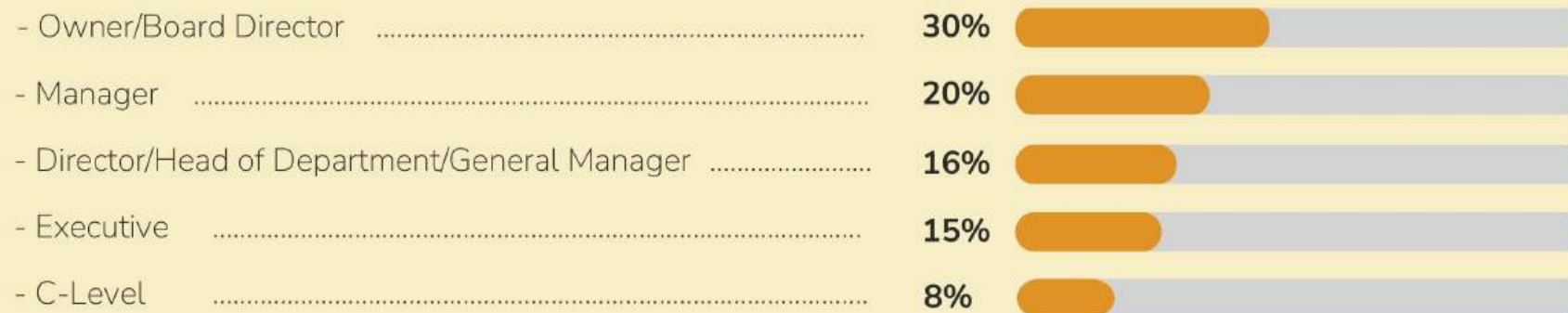
Visitors overview



Visitors testimonials



Seniority level



Fi Africa 2024 featured speakers



**Walid
Gamaleldin**

Chairman of Suez

Canal Economic Zone



**Engy
El Hefni**

Marketing Director

Danone Egypt



**Mamdouh
Issa**

Managing Director for
AHDO

Arab Health and
Development
Corporation



**Dr. Tameem
Eldawy**

Deputy Executive

Director Food Export
Council



**Shaimaa Fathy
Tawfik**

Export Development

Director at Beyti, an
Almarai Subsidiary



**Professor Hend
Abdullah**

QCAP Director

ARC, Ministry of
Agriculture

What to expect at Fi Africa 2025

Fi Africa 2025, co-located with ProPak MENA, is set to host its biggest event yet with a wider showcase of ingredients and F&B manufacturing solutions. The event will also widen its reach and increase attendance by more than 40% from Egypt and other key F&B African manufacturing hubs.

16000+

Expected attendees

1900+

Expected delegates

350+

Exhibiting companies

90+

Speakers

6

Features

20000

Gross SQM



Exhibit to grow your business



Engage face-to-face with F&B experts from Egypt and Africa.



Benefit from an exclusive VIP matchmaking programme, connecting exhibitors with key buyers.






Meet with policymakers and distributors who can facilitate business growth and entry into new markets.



Establish your brand as a leader within Africa's rapidly growing F&B sector.



Exhibiting Opportunities

Space Only	Aluminum Shell scheme	Wooden Stand
		
<ul style="list-style-type: none">■ Floor space that allows you to design and produce your own original stand	<ul style="list-style-type: none">■ Floor space■ Walls■ Carpet■ Fluorescent tube lighting■ 5 Amp socket outlet■ 2 chairs■ Table■ Wastepaper basket	<ul style="list-style-type: none">■ Floor space■ Walls■ Carpet■ Fluorescent tube lighting■ 5 Amp socket outlet■ Desk Counter■ Chair■ Table■ Stand■ Wastepaper basket
(Minimum 18 sqm)	(Minimum 9 sqm)	(Minimum 18 sqm)
\$395	\$442	\$488

Who will you meet?

Fi Africa is the leading platform for F&B manufacturing in the region. In its 13th edition the event will attract 16,000+ F&B professionals and stakeholders from Egypt and the broader African market actively seeking to source ingredients and manufacturing solutions.



F&B Manufacturers

- C-level
- Supply Chain
- Procurement
- Quality Assurance/ Control
- R&D



Dealer & Distributor

- C-level / Owner
- Sales Manager
- Business Development



F&B (Restaurants, Bakeries, Hotels)

- Owners
- Chefs
- Procurement



Retailers

- C-level
- Supply Chain
- Logistics



Investor

- Venture Capitalists
- Fund Management
- Private Equity



Government Officials

- Ministerial Bodies
- Embassies
- Chambers
- Policy Makers/ Regulators

Product categories on the show floor



Food Additives



Flavour Enhancers



Dairy Ingredients



Herbs & spices



Functional Ingredients



Oils & Fats



Starches and Thickeners



Preservatives



Grains and Cereals

Fi Africa and ProPak MENA 2025 Conference

The Fi Africa and ProPak MENA 2025 Conference will serve as an educational feature covering the whole process of food and beverages manufacturing – from raw material sourcing to shelving, aimed at influencing advancement in the industry across Africa and the MENA region.

1900+

Delegates

90+

Speakers

70+

Sessions

Conference tracks:

- The Egyptian Market Landscape
- Food Security and Safety
- Sustainable Sourcing and Innovation
- Climate Change
- Health-driven Product Development
- Ready-to-eat Food Solutions
- Technology in Packaging and Ingredients Innovation
- Coffee and Tea Market Overview
- The Beverage Sector Overview



Food Experience Area

The Food Experience Area features live demonstrations of food preparation and production, accompanied by hands-on training in two distinct stations: one focused on live cooking and the other on gelato making. The core theme of the sessions revolves around food safety, security and waste management, with each demonstration designed to highlight best practices in these areas. Participants will gain practical insights into maintaining safety standards and minimizing waste throughout the food production process.



Live
Cooking



Gelato
Training



Fi Africa Awards

The Fi Africa Awards is designed to celebrate and support the food manufacturing industry across Africa. In its inaugural edition, the awards will focus on recognizing outstanding food manufacturing companies from North Africa and Egypt, highlighting their achievements and contributions to the sector.

To apply or for more information,
contact Adham Ibrahim at;
adham.ibrahim@informa.com



Workshops

In-depth technical sessions providing our delegates with focused educational content.



The Egyptian Organization for Food Safety
workshop
Awareness of Food Safety

Organized by



Reducing Food Waste Roundtable discussion

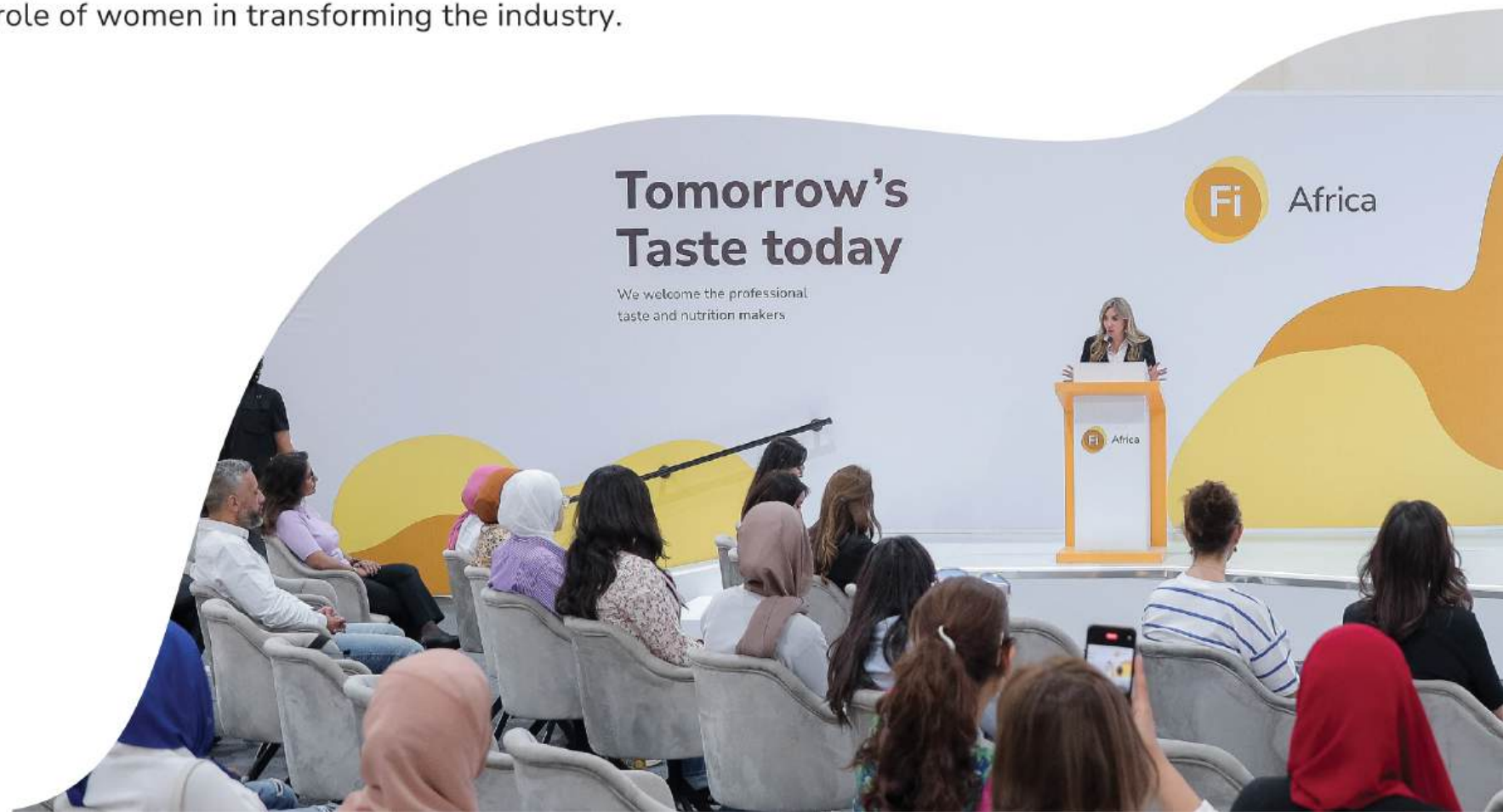
This roundtable discussion brings together key decision-makers from across Africa and the MENA region to collaborate on strategies and solutions for reducing food waste. In partnership with UNIDO and WPO, the session will focus on sharing insights and developing actionable measures to tackle food waste on a regional scale.

Partners:



Annual Gathering for Women in F&B

The annual Women in F&B Gathering is a dynamic social networking event designed to empower and connect women across the food and beverage industry. It serves as a platform to celebrate women's empowerment, promote diversity in the workforce and address both general and industry-specific challenges faced by women. This year's edition introduces a new element: the inclusion of male participants, offering a unique opportunity for them to share their perspectives and insights on the role of women in transforming the industry.



The Matchmaking Programme and Event App

The Fi Africa 2025 matchmaking programme will connect business leaders from the region's food and beverage and manufacturing industries, fostering valuable interactions between visitors and exhibitors. Attendees can schedule meetings in advance, ensuring meaningful connections before, during and after the event.

The event app will help attendees book meetings and streamline interactions. It will also offer additional features to enhance the event experience with additional time, access and value.

200+

VIPs

100+

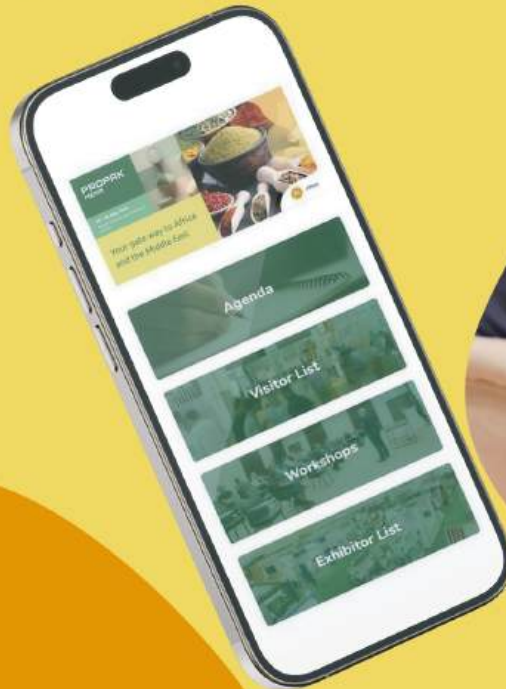
Exhibitors

350+

Meetings to
be conducted

Target VIPs: Top decision makers, buyers, leaders and owners with significant purchasing power from key sectors:

- F&B Manufacturers
- Retailers
- Distributors



Unrivalled sponsorship opportunities

Beyond the event, Fi Africa offers year-round engagement and market intelligence, enabling exhibitors to drive industry influence, establish partnerships, and solidify their presence in Africa's rapidly evolving F&B sector.



Increase brand visibility

40M+

Reach

640K+

Website visits



Boost sales

180K+

Network of F&B and
manufacturing professionals

75K+

Social media followers



Establish thought leadership

To discover the
sponsorship opportunities
available for your brand,
get in touch with us today.

[Download sponsorship brochure](#)

An Opportunity for every palate

We enable the whole F&B community to connect, learn, network and do business through our series of online and in-person events, and supporting digital platforms and solutions. Leverage our global and extensive network

and market expertise to reach thousands of F&B manufacturers and achieve your business objectives.

www.figlobal.com



Better Stands at Fi Africa 2025

At Fi Africa, we embrace raising the level of awareness and improving the sustainability of our event. Disposable, single-use exhibitor stands contribute to over 80% of waste on the show floor and have a detrimental impact to the environment. The Informa Better Stands programme is our commitment to reducing disposable stands and replacing them with higher quality, re-usable structures made from robust, sustainable materials. We're encouraging exhibitors to join us in this journey, towards a more sustainable, and responsible future for the exhibition industry.

The programme has been divided into 3 key stages:



- Stand structure and walls
- Platform or raised flooring
- Furniture and equipment
- Lighting



- All Bronze elements, plus:
- Fascia & overhead signage
 - Rigged structure
 - Ceiling
 - Display facilities



- All Bronze and Silver elements, plus:
- Graphics & decorative items
 - Floor covering



All elements of a particular category must be reused or recycled in order to achieve that classification.

Contact the sales team at fi africa@informa.com to for more information and guidance as to how you can be more sustainable with your stand build.

Our Commitment to Sustainability

■ Economical

Help our markets through inspiring sustainable development

■ What we focus on:

- Providing content that enables sustainable development
- Sharing best practices with our stakeholders
- Developing market relevant partnerships

■ Environmental

Run the event in an increasingly environmentally responsible manner

■ What we focus on:

- Reducing our event's carbon emissions
- Creating less waste
- Considering sustainability credentials of the items sourced for the event

■ Social

Run the event in a socially responsible manner

What we focus on:

- Doing business safely and ethically
- Considering wellbeing and accessibility
- Measuring our impacts

Outstanding sustainability efforts

Fi Africa and ProPak MENA are the first exhibitions in Egypt to be awarded a prestigious certificate for our "Outstanding Sustainability Efforts" from the Federation of Egyptian Industries (ECO FEI).

This certificate acknowledges the hard work and dedication of our team in implementing innovative initiatives that reduce our ecological footprint and contribute to a greener future. From using energy-efficient lighting and waste reduction strategies to promoting eco-friendly materials, we are actively working towards creating a more sustainable event experience.

We are grateful to our partners, exhibitors, and attendees for their support and collaboration in this journey towards sustainability. Together, we can make a significant impact and inspire positive change in the exhibition industry.



Get in touch

Contact our team today for more information about your exhibiting and sponsorship opportunities at Fi Africa 2025 in Cairo-Egypt.

Governmental/Association/ Agent Partnerships:

Mohamed Abdel Hamid

Exhibition Director

mohamed.abdelhamid@informa.com

+20 (0)102 8888 671

International Sales

Menna Siam

Account Manager

menna.siam@informa.com

+31 6 43563794

Sales

Maggie Fayez

Senior Sales Manager

maggie.fayez@informa.com

+20 (0)10 00 4745 34

Mohamed Amer

Sales Executive

Mohamed.amer@informa.com

+20 (0)10 30777 048

Enquire to exhibit



We are waiting for you!

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Egypt International
Exhibition Center,
Cairo, Egypt

Organized by

