

PROPAK MENA

2 - 4 June 2025

Egypt International Exhibition Center, Cairo, Egypt

All-in-one solutions for every innovation

Africa's most comprehensive
manufacturing event

propakmena.com



Be part of the ultimate hub for everything manufacturing

Why Egypt?

One of the largest manufacturing hubs in Africa and the Middle East, Egypt's manufacturing industry, valued at approximately **\$43 billion** and expected to grow at a rate of **6-7% annually**, is driven by key factors including government-led economic reforms, strong foreign direct investment, and increasing domestic demand. Initiatives like **Egypt's Vision 2030** and the development of industrial zones such as the Suez Canal Economic Zone enhance infrastructure and streamline processes, making Egypt a strategic hub for exports. With a skilled, cost-effective labor force and access to major regional markets, the industry is poised for continued growth, especially in sectors like F&B manufacturing and consumer goods.



Benefits of exhibiting:

- Engage face-to-face with F&B and consumer goods manufacturers from Egypt and across the region.
- 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.

All-in-one solutions for every innovation

ProPak MENA is the premium processing and packaging event offering a wide showcase of global manufacturing technologies and solutions, connecting worldwide expertise with local market needs. It brings buyers and sellers together, providing unmatched opportunities for innovation, partnerships and industry advancement through its annual conference and tailored business solutions.

ProPak MENA, is a member of the global ProPak Exhibitions family that takes place in 6 countries, launched in 2021 in Egypt and co-located with Fi Africa.

2024 event overview



12th
Edition



350
Exhibitors



34
Partners



90
Speakers



13,700
Attendees



\$ 38.6M
Total impressions



\$ 38.4M
Value of business



80
Countries
represented



2024 event overview

Exhibitors overview



Testimonials

“ This year was a very good exhibition. Specifically on Day 2, which was very fruitful and we saw very important people visiting ProPak Mena and we were able to generated a good amount of leads at this edition.”

Raheel Qureshi | Business Unit Head
Alfa Laval

“ At this year’s edition, we decided to work closely with the the teams at Informa Markets, the World Packaging Organization and the Libyanpack which brought together the national packaging centers in the MENA & African regions. So for us, this was a very important gathering.”

Ali Badarneh | Chief of Food Security and Systems
UNIDO

Primary reason for exhibiting at Fi Africa 2024



2024 event overview

Featured countries at ProPak MENA

ProPak MENA, held alongside Fi Africa 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



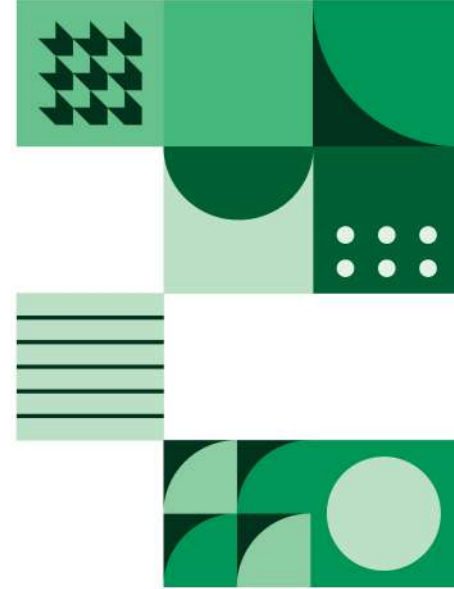
Nigeria



Cyprus



Poland

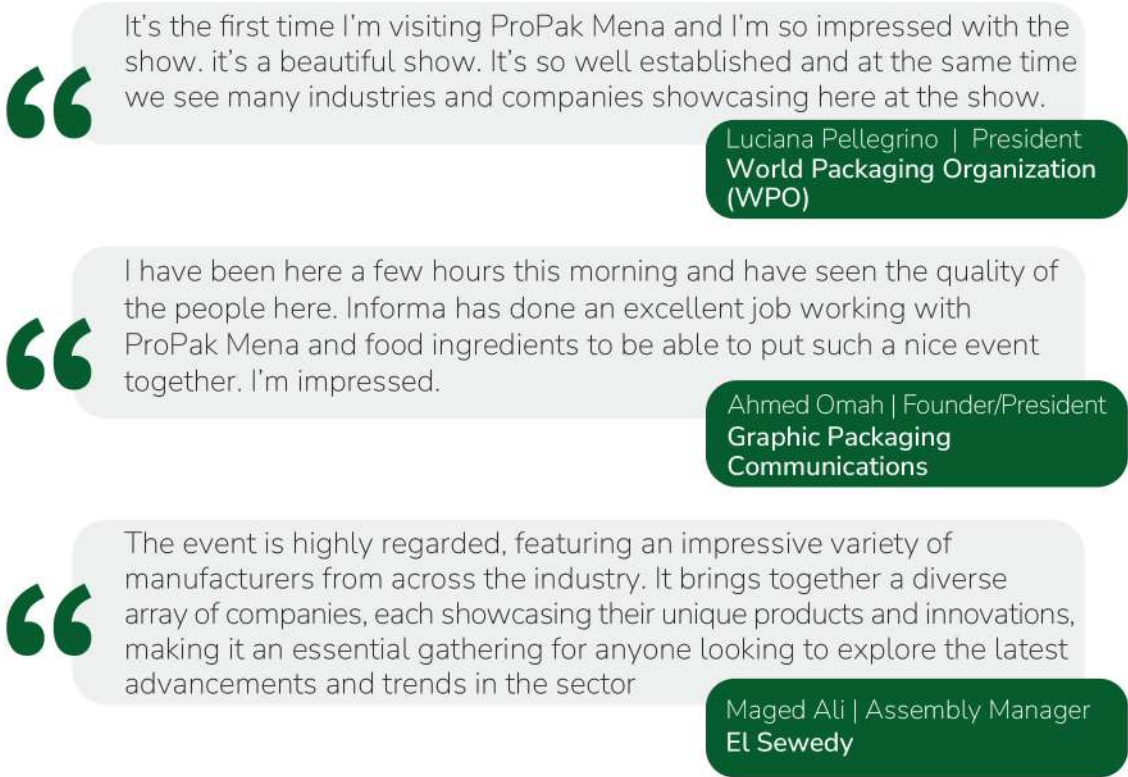


2024 event overview

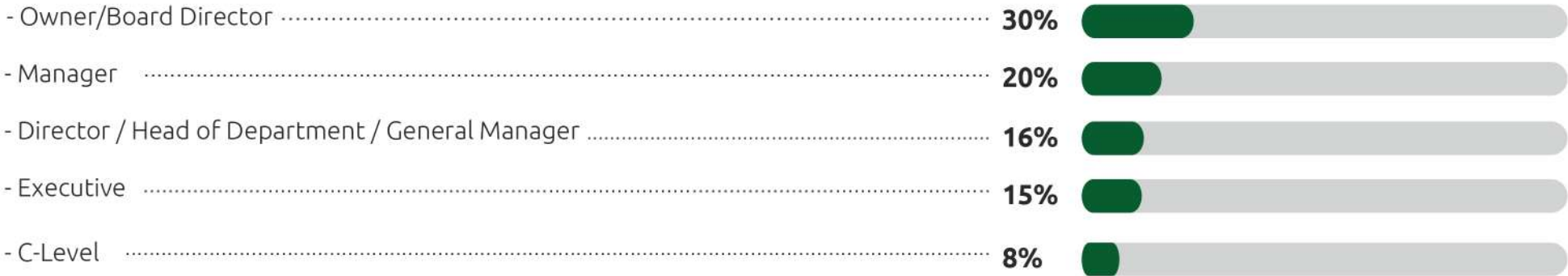
Visitors overview



Testimonials



Primary reason for exhibiting at ProPak MENA 2024



2024 event overview

ProPak MENA 2024

featured speakers



Luciana Pellegrino

President of the world
packaging organization



Ali Badarneh

Chief of food security and food
systems unit agri-business and
infrastructure Development
department at UNIDO



Soha Atallah

Vice president of world
packaging organization



Nadim Elias

President of the Egyptian
chamber of printing &
packaging industry



Ahmed Alex Omah

Founder/President of
Graphics Packaging
Communications LLC.

What to expect at ProPak MENA 2025

ProPak MENA 2025, co-located with Fi Africa, is gearing up for its most expansive edition yet, featuring a broader range of packaging and processing solutions for the F&B industry. The event is expected to attract a 40% increase in attendance, drawing professionals from Egypt and key manufacturing hubs across Africa.

16000+

Expected attendees

1900+

Expected delegates

400+

Exhibiting companies

90+

Speakers

6

Features

20000

Gross SQM



Exhibit to grow your business



Connect directly with packaging and processing professionals from Egypt and across Africa.



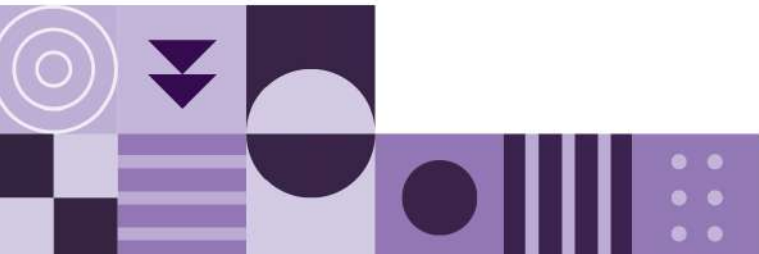
Take advantage of an exclusive VIP matchmaking program, linking exhibitors with high-value buyers.






Network with policymakers and distributors who can drive business expansion and market entry.



Position your brand as a key player in Africa's rapidly evolving packaging and processing industry.



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 consumer goods & F&B Manufacturers in the region. In it's 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 Industry (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



Printing Industry

- Owners
- Operations
- Production
- Technicians

Product categories on the show floor



Packaging Materials & Products



Food Processing Machinery & Equipment



Printing, Labeling & Coding



Food Safety



Dairy & Beverages Processing Machinery & Equipment



Baking & Confectionery



Logistics & Warehouse Solutions



Refrigeration & Cold Storage



Industrial Robots & Automation



Unrivalled sponsorship opportunities

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



Increase brand visibility



Boost sales



Establish thought leadership

40M+

Reach

640K+

Website visits

180K+

Network of F&B and
manufacturing professionals

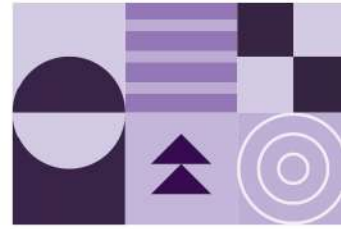
75K+

Social media followers

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

[Download sponsorship brochure](#)

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



Arab-African Roundtable

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:



Arab Starpack Packaging Awards:

ProPak MENA, in partnership with LibanPack and UNIDO, will host the Arab Star Pack 2025 awards ceremony, a prominent competition within the Arab Region's packaging industry.

The Arab StarPack Pro Awards endeavor to acknowledge exceptional accomplishments in packaging, advocate for eco-friendly solutions and innovative designs, and foster improved packaging practices.

Partners



ProPak MENA 2025

Matchmaking programme & event application:

ProPak MENA expanded business opportunities with the launch of our new event mobile application for the first time in 2024

The app provided personalized recommendations and a personal agenda for each user, detailed lists of participants & exhibitor products, exceptional features for messaging and setting up meetings with visitors and potential buyers, as well as sponsorship opportunities. The availability of a userfriendly mobile app empowered our audience to effectively plan and achieve success during the event and beyond.

Thousands of industry professionals enhanced their event experience with additional time, access, and value.

200+

VIPs

100+

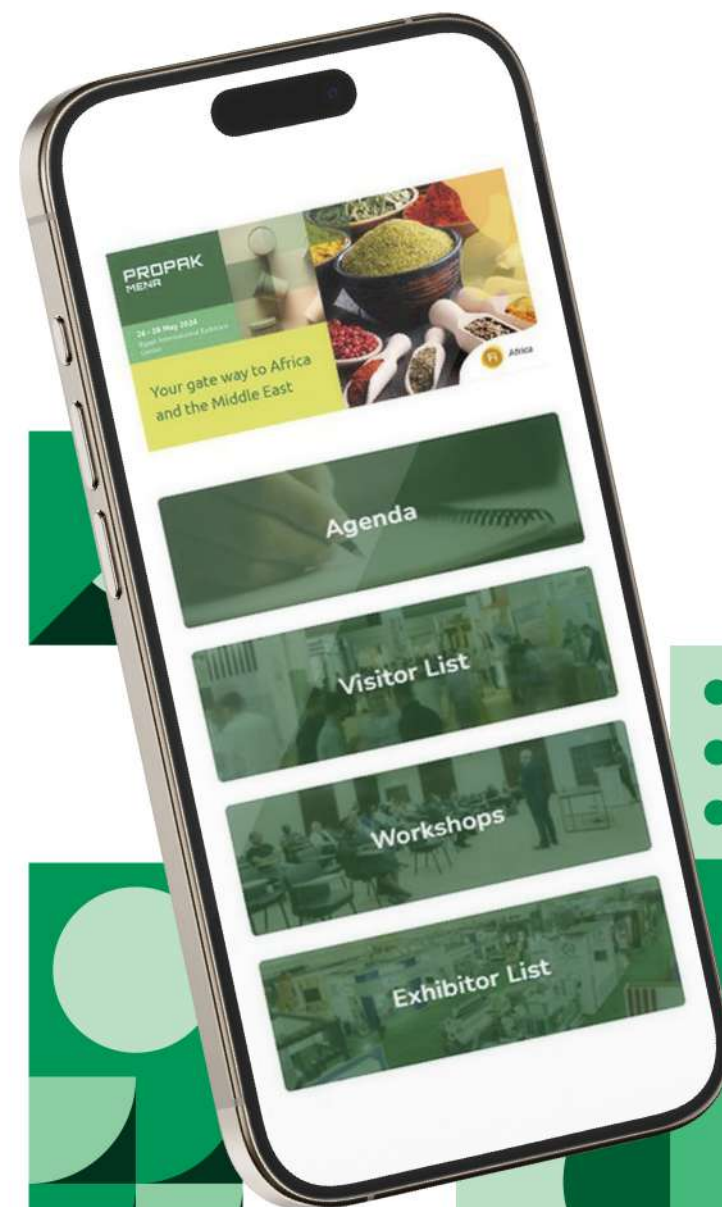
Exhibitors

350+

Meetings to
be conducted

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

- Packaging & Processing Manufacturers
- Retailers
- Distributors



ProPak MENA 2025 Global MAP



Portfolio of Events

PROPAK
ASIA

11 - 14 June 2025
Bangkok International Trade
& Exhibition Centre (BITEC)
Bangkok
propakasia.com

PROPAK
CHINA

24 - 26 June 2025
The National Exhibition
Convention Centre
Shanghai
propakchina.com

PROPAK
VIETNAM

18 - 20 March 2025
Saigon Exhibition &
Convention Centre
Ho Chi Minh City
propakvietnam.com

PROPAK
MENA

2 - 4 June 2025
Egypt International
Exhibition Centre
Cairo
propakmena.com

PROPAK
INDIA

16 - 18 September 2025
Bengaluru International
Exhibition Centre
Bengaluru
propakindia.com

PROPAK
PHILIPPINES

12 - 14 February 2025
World Trade Centre
Metro Manila
(WTCMM)
Manila
propakphilippines.com

PROPAK
INDONESIA

27 - 29 August 2025
JIE expo Kemayoran
Jakarta
propakindonesia.com

Better Stands at ProPak MENA 2025

At ProPak MENA , 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 ProPakMENA@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 exhibiting and sponsorship opportunities at ProPak MENA 2025 in Cairo, Egypt. Governmental/Association/Agent Partnerships:

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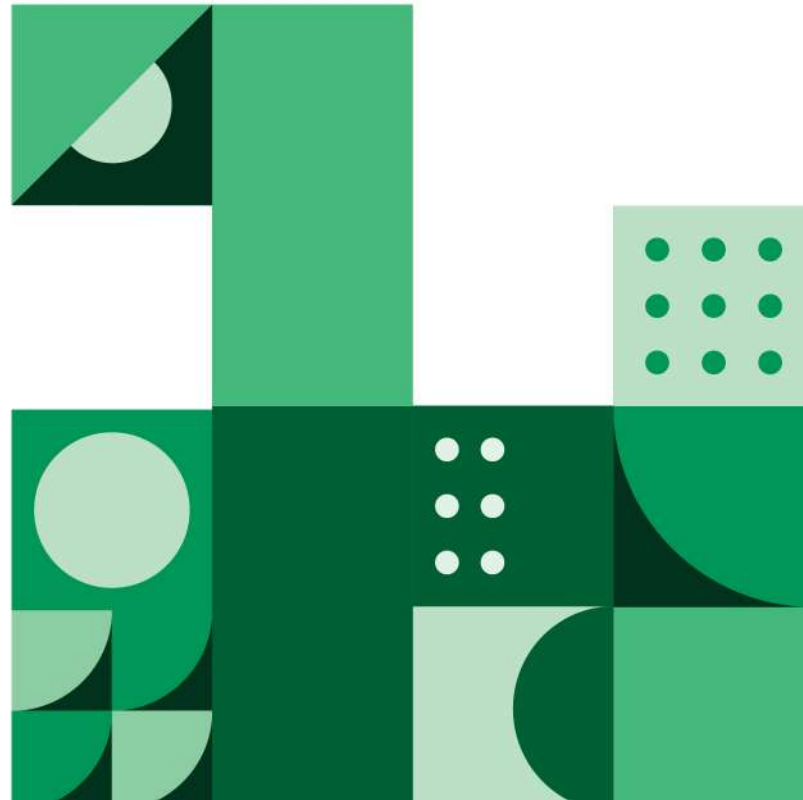
Mohamed Amer

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Enquire to exhibit





PROPAK MENA

Great things are on the horizon!

ProPak MENA 2025 is set to open the door to even more remarkable opportunities in the industry.

Date: 2-4 June 2025

Location: Egypt International Exhibition Center, Cairo, Egypt

Enquire today

PROPAK/

