

**IFSA**  
INTERNATIONAL  
FOOD SHOW AFRICA

03 - 05  
JULY  
2024

KRAM EXPO TUNISIA



*Serving Food Industries Across Africa*  
Food & Beverage | Food Processing | Packaging | HORECA



## Fostering Trade Relationships

The International Food Show for Africa (IFSA Africa) is an annual event that brings together industry professionals, exhibitors, and food enthusiasts from around the world. This prestigious event serves as a platform for showcasing the diversity and innovation within the African food industry.

IFSA Africa serves as a dynamic platform for fostering trade relationships within the food industry. The event attracts a wide range of exhibitors, including food producers, manufacturers, distributors, and suppliers. These exhibitors have the opportunity to showcase their products and services to a diverse audience, including potential buyers, investors, and distributors. By facilitating face-to-face interactions, IFSA Africa enables businesses to establish valuable connections, negotiate deals, and explore new market opportunities. This, in turn, contributes to the growth and expansion of the African food industry.





## Promoting Food Sustainability and Innovation

IFSA Africa showcases a wide range of sustainable and eco-friendly food products, highlighting the importance of responsible production and consumption. Moreover, IFSA Africa encourages innovation within the food industry by featuring cutting-edge technologies, trends, and concepts. This focus on sustainability and innovation not only addresses current global challenges but also positions Africa as a leader in the future of food.



## WHO EXHIBITS at IFSA Africa



Covering the entire spectrum of food & beverage processing & packaging technology, cold-chain, warehousing and logistics solutions, the IFSA is the go-to place for manufacturers, retailers and importers / distributors to source for solutions and new products.

### FOOD & BEVERAGE

- Additives
- Canned / Processed Food
- Chilled / Frozen Food
- Chocolate / Cocoa / Pralines
- Concentrates / Cocktails / Mixes
- Condiments
- Confectionery / Snacks / Candy
- Convenience Food
- Dairy Products
- Drinks
- Eggs / Egg Products
- Health / Organic Food
- Ingredients
- Instant Coffee / Tea
- Juices
- Meat and Poultry
- Oil
- Plant-based
- Premixes
- Sauces and Seasonings
- Seafood
- Spreads
- Staple Food
- Starch / Starch Products
- Super Foods
- Vegetarian Foods
- Water
- Fillings / Toppings
- Fine / Specialty Food
- Flavoured Tea
- Fresh Fruits / Vegetables
- Gelato / Ice Cream

### FOODTECH

- AgriTech
- AquaTech
- Food Science
- Alternative Foods
- Process Technology
- Packaging Technology
- Packaging Materials
- Automation Technology
- Controlling and Regulation
- Data Processing
- Safety and Quality Management
- Refrigeration and Air-Conditioning
- Sustainable Packaging
- Transport, Storage
- Logistics
- Food Waste
- Digital Solutions

### HOSPITALITY / HORECA

- Bar Furniture and Fittings
- Bathroom Fittings / Supplies
- Bed and Beddings
- Crystalware / Glassware
- Flatware / Hollowware
- Cleaning Products
- Cutlery
- Flooring
- Housekeeping Products
- Indoor Furniture and Fittings
- Interiors
- Kitchen Accessories
- Guest Amenities
- Light Fixture and Fittings
- Linen / Curtains / Carpets
- Outdoor Furniture and Fittings
- Silverware
- Spa and Fitness Equipment
- Uniforms
- Accounting / Billing Systems
- Audio Systems
- Bar Coding / Scanners
- Broadband Access Network Technologies
- Point-of-Sales Systems
- Property Management Systems
- Robotics
- Security Systems
- Yield / Revenue Management



## Why Exhibit at IFSA Africa



**Access to a Targeted Audience:** IFSA Africa attracts a diverse audience of industry professionals, including buyers, distributors, retailers, restaurateurs, and food enthusiasts. By exhibiting at the event, you have the opportunity to showcase your products directly to your target market, increasing the chances of generating leads and securing business partnerships.

**Brand Exposure and Awareness:** IFSA Africa provides a platform to increase brand visibility and awareness. With a large number of attendees and media coverage, exhibiting allows you to showcase your brand's unique offerings and establish a strong presence within the industry. This exposure can lead to greater recognition and recall of your brand among potential customers.

**Industry Validation and Credibility:** Being an exhibitor at IFSA Africa establishes your brand as a credible player in the food industry. It demonstrates your commitment to quality, innovation, and professionalism, enhancing your reputation among customers, partners, and competitors. The association with IFSA Africa adds credibility to your brand and can help differentiate you from competitors.

# Networking and Partnerships

Exhibiting at IFSA Africa allows you to connect with industry professionals, potential buyers, and partners. Networking opportunities arise naturally during the event, enabling you to forge valuable relationships and explore collaboration opportunities. These connections can lead to new business ventures, distribution agreements, and increased market reach.

Participating in IFSA Africa provides an opportunity to conduct market research and gain insights into the latest trends, consumer preferences, and industry innovations. By observing competitors, engaging in conversations with attendees, and attending industry seminars and workshops, you can stay informed about the evolving market landscape and adapt your business strategies accordingly.



# HOSTED BUYER PROGRAM

The Hosted Buyer Program at IFSA Africa is a unique opportunity for qualified buyers to attend the event as special guests.

The Hosted Buyer Program provides ample networking opportunities with industry professionals, exhibitors, and fellow hosted buyers. Engaging in conversations, sharing experiences, and building connections can lead to valuable partnerships and collaborations. The program encourages networking through organized events and activities, making it easier to connect with like-minded individuals and potential business partners.

## Pre-Arranged Meetings:

As a hosted buyer, you will have access to a pre-arranged meeting schedule with exhibitors of your choice. This allows you to maximize your time at the event and efficiently meet with suppliers, manufacturers, and distributors that align with your business needs. The program ensures that you have the opportunity to connect with relevant industry players and explore potential partnerships.

## Tailored Experience:

The Hosted Buyer Program is designed to cater to your specific requirements and interests. Prior to the event, you will provide information about your business needs, preferences, and objectives. Based on this information, IFSA Africa organizers will curate a personalized itinerary that includes relevant exhibitors, seminars, and networking opportunities. This tailored experience ensures that your time at the event is focused and productive.

## Exclusive Access and Benefits:

As a hosted buyer, you will receive exclusive access to certain areas of the event, such as VIP lounges and networking receptions. This allows you to network with other industry professionals, exchange insights, and build valuable relationships. Additionally, you may receive complimentary accommodation, transportation, and other perks as part of the program, enhancing your overall experience at IFSA Africa.



The Hosted Buyer Program offers cost and time-saving benefits. By having **your travel expenses and accommodation covered**, you can attend IFSA Africa without incurring additional costs. The pre-arranged meeting schedule ensures that you make the most of your time, as you will meet with exhibitors who are specifically relevant to your business. This efficient approach saves you time and effort in sourcing potential suppliers and products.

# Food Show & competitions

Food competitions at IFSA Africa are exciting events where culinary professionals and amateur chefs showcase their skills and creativity in a competitive setting. These competitions can take various formats, such as cook-offs, baking challenges, or themed culinary battles.

Food competitions provide a platform for chefs and cooks to showcase their culinary skills and creativity. Participants have the opportunity to demonstrate their expertise in various cooking techniques, flavor combinations, and presentation styles. Competitions often have specific challenges or requirements that test participants' abilities to think on their feet and adapt to different scenarios.



## Workshops

IFSA Africa typically offers a range of workshops and educational sessions aimed at providing attendees with valuable insights, knowledge, and skills related to the food industry. These workshops cover various topics and may be led by industry experts, chefs, nutritionists, or other professionals.

- Culinary Techniques and Skills
- Food Safety and Hygiene
- Trends and Innovations in the Food Industry
- Nutrition and Wellness
- Business and Marketing Strategies
- Sustainable and Ethical Practices





+90 Hosted Buyer from 20 countries visited International Food Show **IFSA Africa 2023**

**BREAKDOWN OF VISITORS BY REGION**



Africa



Asia



Europe

**TRADE VISITORS BY BUSINESS NATURE**

IMPORTER/EXPORTER/DISTRIBUTOR/WHOLESALE	1782
RESTAURANT/BISTRO/CAFÉ	633
MANUFACTURER - FOOD & BEVERAGE	318
F&B MANAGEMENT SERVICE/CONSULTANCY	174
CATERING/HOSPITALITY	92
ACADEMIC / TRAINING INSTITUTE	163
HOTEL / RESORT	84
HYPERMARKET / SUPERMARKET	112
ADVERTISING /PRINTING	29
LOGISTICS/TRANSPORTATION	61
OTHERS	2182

**WORKSHOPS**

**29**

**SPEACKERS**

**6**

**TOPICS**

**+284**

**ATTENDEES  
IN 3 DAYS**

**HOSTED BUYER BY COUNTRY**

- LIBYA
- ALGERIA
- SYRIA
- LEBANON
- INDIA
- SOUTH AFRICA
- CAMEROON
- SENEGAL
- MALI
- KENYA
- TOGO
- IVORY COAST
- BURKINA FASO
- CONGO KINSHASA
- ANGOLA
- CONGO-BRAZAVILLE
- BENIN
- NIGERIA
- CHAD
- NIGER

«I want to thank you for this opportunity to discover the Tunisian agro-food industry through the first edition of the IFSA exhibition organized in Tunis from 20 to 23/06. We met many Tunisian companies, sometimes visited their offices and factories, with which we are now in regular contact and are studying the possibilities of cooperation.»

**David Sellier Congo RDC**

«Thank you so much for your hospitality. You made our stay so memorable» **DAVID TEMITOPE KEMI - Nigeria**

«I highly appreciate and thank you for your hospitality. Am looking forward to start trading with our brothers in Tunis.» **Salem abubaker hasan - Kenya**



**100**  
**EXHIBITORS**

**+90**

**HOSTED BUYERS**



**+5630**

**TRADE VISITORS**

# Gala Dinner

Serve as a special occasion to foster networking, build relationships, and create a memorable experience for attendees.

Allows exhibitors and hosted buyers to engage in more informal discussions about potential business opportunities. It provides a setting where they can explore collaborations, discuss specific business needs, and negotiate deals in a relaxed and convivial atmosphere. The connections made during the gala dinner can translate into tangible business outcomes in the future.



# TAKE PART IN THE AFRICAN FOOD NETWORK

IFSA Africa unites the entire food community and showcases all food and beverage categories, innovative packaging solutions and industrial machinery to key importers, food service companies, distributors, retailers, and wholesalers.

SHOWCASES



COOKING COMPETITIONS



NETWORKING



CONFERENCES



## Specialised pavilion

Bring together local and international producers and brands



# *Gateway to* **AFRICA**

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