



**FOOD PROCESSING  
AFRICA**

East and Central  
Africa's Main Event for  
the Entire Food and  
Processing Industry

**21st - 23rd  
October 2022**

KICC  
Nairobi, Kenya



# WELCOME TO **FOOD PROCESSING AFRICA**

Africa's premier show for the entire food and food processing value chain

**FOOD PROCESSING AFRICA show is connecting Africa to global agribusiness industry and promoting East Africa's rich Agriculture sector as well as presenting international companies an unparalleled way to explore the huge business potential of this historic region.**

**Over 120 international exhibitors of the food value chain will showcase their products and innovations to over 3.000 participants.**

## **EAST AFRICA'S AGRICULTURE AND FOOD INDUSTRY**

### Huge agriculture potential meets growing demand for food

The Agricultural industry in Africa is witnessing an unprecedented development with the region having over 50% of the world's fertile and untapped land. According to reports, the African agribusiness could be worth \$1 trillion by 2030. However, to tap the agriculture potential of this historic continent & meet the ever-growing demand for food – Africa needs efficient and effective machines, equipment, technology, inputs & solutions – a vast majority of which need to be imported.

Africa's agricultural commodities and raw materials have traditionally dominated trade with the rest of the world (cocoa, coffee, cotton, tobacco and spices) with a mix of processed goods (cane and beet sugar, prepared or preserved tunas, wine and other preparations).

### East Africa to double fruit and vegetable exports

The East African Community (EAC) unveiled its annual US \$25m project to export fruits and vegetables regionally and internationally. If the strategic project sails through, it will see the EAC doubling its fruits and vegetable exports. In its 10-year strategic plan from 2021 – 2031, the EAC projects to increase the farming area under fruit production by 5% to 10 million hectares. If implemented, the intra-EAC trade in fruits and vegetable products would increase from the current \$9.9 million to \$25 million by 2031.

The region also plans to increase vegetable production by five percent of area cultivated to 45 million hectares from 32.8 million hectares with productivity increasing by at least 3%.





# EAC'S AGENDA FOR AGRICULTURE

Agriculture is one of East Africa's most important sectors, with about 80 percent of the population of the region living in rural areas and depending on agriculture for their livelihood.

The agricultural sector is dominated by smallholder mixed farming of livestock, food crops, cash crops, fishing and aquaculture. The major food crops are maize, rice, potatoes, bananas, cassava, beans, vegetables, sugar, wheat, sorghum, millet and pulses.



## Why Exhibit?

At FOOD PROCESSING AFRICA show you will find potential business partners for the complete agriculture and food value chain: From the idea, concept, investment and financing to realization, marketing, operation and use.

Impress the who is who of the international scene, create unique moments, meet the most important customers and multipliers, set impulses for tomorrow's business!

## Your Benefits:

- **High end agriculture and food show:** Ideal conditions for decision makers to network.
- **International marketplace** for initiating new ideas, projects and investment plans.
- **Top-notch conference program:** Governments, farmers and industry experts will discuss challenges, trends and innovations in numerous discussion panels.

## FOOD PROCESSING AFRICA focusses on the following sectors:

### AGRICULTURE

Agricultural equipment

Agricultural products & services

Dairy farming products & equipment

Fisheries

Breeding

Animal health & instruments

Apiculture & honey

Crop production

Machinery & spare parts

### FOOD

Bakery products

Bottled water

Tea, Coffee & beverages

Soft drinks & juices

Dairy & milk products

Butter, oil and fats

Meat and poultry

Seafood

Spices and flavors

Food storage & handling

Food transport

### TECHNOLOGY

Air-conditioning, ventilation & fans

Cleaning equipment & supplies

Confectionary processing machines and equipment

Drink processing machines

Laundry equipment

Refrigeration & related equipment

Processing, preserving equipment

Storage systems

Vending & dispensing equipment

Display equipment

# KENYA, THE HUB FOR EAST AND CENTRAL AFRICA



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