FOODAGRO AFRICA 2017

East Africa’s Largest International Trade Exhibition On Food, Hospitality & Agriculture

POST SHOW REPORT
12 - 14 May
Millennium Hall, Addis Ababa, Ethiopia

EXPOGROUP Supports The “GO GREEN” Campaign Across The Globe. Grow A Plant Every Weekend And Enjoy It Grow!
Participating Countries:

- Austria
- Belgium
- Canada
- China
- Finland
- France
- India
- Italy
- Kenya
- Kuwait
- Luxembourg
- Malaysia
- Singapore
- South Africa
- Spain
- Tanzania
- Thailand
- Turkey
- UAE
- UK

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Exhibits:

- Food & Beverage
- Catering Equipment & Services
- Processing & Packaging
- Agriculture / Horticulture
- Health, Leisure & Entertainment
- Hotel Facilities
- Dairy Products
- Wine, Sprits & Beer
- Chilling / Freezing Equipment
- Food Processing Machinery
- Horticultural / Greenhouse Equipment
- Environmental & Waste Management
- Confectionery / Sweets
- Storage & Refrigeration
- Animal Husbandry / Poultry
- Crop Storage & Processing
- Vending Machines
- Hotel / Restaurant equipment & furniture
- Food Ingredients
- Energy Drinks
Visitor Profile

- Importers, Distributors & Retailers
- Manufacturers & Exporters
- Academicians
- Dieticians / Nutritionists
- F & B service providers
- fast food chains
- Food & agriculture consultants
- Food Technologists Architects / Engineers
- Airline / Institutional Catering Management
- Hotel & Restaurant Chains & Franchising etc.

Visitor Statistics (Total 3200)

By Industry

- Importers 34%
- Distributors/Agents/Retailers 22%
- Industry Professionals 19%
- Services 13%
- Others 12%

By Region

- East Africa 81%
- Central Africa 8%
- Rest Of Africa 5%
- Europe 3%
- Rest Of The World 3%

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Highlights

Exhibitors from 20 Countries
Visitors from all over Africa.

FOODAGRO AFRICA is the only dedicated industry specific international trade show for the Food, Hospitality & Agriculture Industry in the entire East African region. After successful editions in Kenya and Tanzania, the event ventured into Ethiopia with the launch of FOODAGRO ETHIOPIA.

As the leading International Exhibition in the East African Food, Hospitality & Agriculture Industry, the FOODAGRO ETHIOPIA 2017 received an overwhelming response of Trade Visitors and Exhibitors from across the globe in East Africa’s most successful Event.

The event was held at The Millennium Hall, Addis Ababa, from 12-14 May, 2017. The show gained a lot of attention which led to its success. The expo proved to be a useful stage for visitors to meet exhibitors of their interest.

Organized by Expogroup Worldwide, the show had exceptional visitor footfall ensuring beneficial interactions for exhibitors with a wide variety of potential business prospects. The expo saw a strong international presence with participants from as many as 20 countries exhibiting their products.

As a proven platform for business to business, the exposition showcased latest developments in the Food, Hospitality & Agriculture Industry. Stakeholders from various organizations, decision makers from the end user industries as well as industry observers and experts interacted with each other making the event an excellent platform for networking and relationship building. Exhibitors identified the immense potential of the East African market while the visitors were exposed to explore various new business options.
Exhibitors Report:

87% of exhibitors stated that their overall objectives had been met.

85% stated that they had met or surpassed the number of inquiries received during the 3 day event.

89% of exhibitors stated that the quality of visitors met or surpassed their expectations.

91% of exhibitors stated that they would like to repeat their participation.

83% of the exhibitors stated that they were satisfied with the support/services extended by the organizer.

Exhibitor Comments:

PALMTOP VEGEOIL PRODUCTS SDN BHD, Malaysia:
“FOODAGRO has exceeded my expectation. I am also impressed with the market's potential, this show is what we needed to explore this market. Cheers!”

PULAU SAMBU SINGAPORE PTE LTD, Singapore:
“Great footfall. The quality of the exhibition is good. We are satisfied as we made many new contacts and met prospective clients as well.”

GLOBE SOFT DRINKS LTD, Bangladesh:
“Many visitors tasted my products and I received a good response. I am happy with the overall outcome and will surely be here next year.”

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Glimpse of Prime Exhibitors and Supporters

PRIME EXHIBITORS:

- Abdas
- African Business Development Association
- AIRLINE PARTNER:
- PRIME EXHIBITORS: And many more...
- SUPPORTED BY:
- Abdas
- Africatrade
- Emirates
- Emirates
- AND MANY MORE...

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Meet Companies From Over 20 Countries

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Organized By: EXPOGROUP

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