Ethiopia agrofood
4th International Trade Show

Ethiopia agro
food + bev tec
process & packaging
food ingredients
bakery + confectionery

Ethiopia food + hospitality
food & drinks
fooodservice equipment

Partner event
Ethiopia plastprintpack

03 - 05 June 2020
Millennium Hall • Addis Ababa – Ethiopia
www.agrofood-ethiopia.com
Review agrofood Ethiopia 2019

Gallery  Show video  Exhibitor list  Post Show Report
Impressions of agrofood Ethiopia 2019
Impressions of agrofood Ethiopia 2019
Personalities having participated at the official opening of agrofood & plastprintpack Ethiopia 2019:

- **Mr. Abdulsemed Abdo**, Advisor for the State Minister - Ministry of Agriculture and Livestock Resources
- **H.E. Yaprak Alp**, Ambassador of the Republic of Turkey to Ethiopia
- **Mr. Samuel Hallal**, Director General - Chemical and Construction Inputs Industry Development Institute
- **Mr. Matthias Schauer**, Deputy Ambassador of the Federal Republic of Germany to Ethiopia
- **Mr. Solomon Tadele**, Director General - Food, Beverage and Pharmaceuticals Industry Development Institute
- **Mr. Pietro Panarello**, First Secretary - Embassy of Italy in Addis Ababa
- **Mr. Paul & Martin März**, Managing Directors - fairtrade & **Mr. Nebeyu Lemma**, Managing Director - Prana Events
### Strong facts of agrofood Ethiopia 2019

#### VISITORS

- 3,205 trade visitors (+20%) from 20 countries*
- 94% recommend the fair
- 59% decision makers

Thousands of B2B meetings created high satisfaction rates among exhibitors and visitors

#### EXHIBITORS

- 153 exhibitors (+170%) from 18 countries*
- 85% recommend the show
- 79% satisfied with the event as a whole
- 70% with the business prospects after the fair

*Together with its partner event plastprintpack Nigeria 2019
China
France
Germany
Italy
Turkey
Market update for the 2020 event:
Facts about Ethiopia at a glance

**Economic data**
- One of the fastest growing economies in the world
- Largest economy in East and Central Africa
- 6 to 10% economic growth between 2004 and 2020
- Forecast of real GDP growth between 7.8 and 10.0% between 2019 and 2023 (EIU)

**Population**
- 112 million (2019), expected 200 million in 2050 (World Bank)
- 27th largest country in the world
- 2nd most populous nation in Africa and the 12th most populous country in the world
- Most populous landlocked country in the world
- Ethiopia is a multilingual nation

**General opportunities**
- Rain-fed agriculture (accounting for almost 50% of GDP) remains Ethiopia’s main source of employment and export earnings
- Ethiopia is one of the founding members of the UN, the Group of 24 (G-24), the Non-Aligned Movement, G-77 and the Organisation of African Unity, with Addis Ababa serving as the headquarters of the African Union, the Pan African Chamber of Commerce and Industry, the UNECA, African Aviation Training HQ, the African Standby Force and much of global NGOs focused on Africa (Commission for Africa) and of the Pan African Chamber of Commerce and Industry

**Opportunities in the agrofood industry**
- Ethiopia is the origin of the coffee bean. With an annual production exceeding 380,000 t, the country is the largest coffee producer in Africa and the 5th largest in the world
- Ten sugar cane factories are at the planning stage. Once they start their production, Ethiopia should develop into one of the ten biggest exporters of sugar cane in the world

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**High sustainable economic and population growth**
East and Central Africa’s largest economy is on the growth track as Ethiopia’s GDP is expected to increase from US$ 84 billion in 2018 to US$ 91 billion in 2019 and US$ 99 billion in 2020.
Ethiopia’s GDP has thus grown more than tenfold between 2000 (US$ 8 billion) and 2018 and would grow more than twelvefold by 2020. (World Bank)
And due to high and sustained investments and its enormous expected population growth from currently 112 million to 200 million in 2050 (United Nations), it is all too likely that Ethiopia will expand its position as East and Central Africa’s largest economic player enormously.
Based on these upbeat market developments, the event is to continue its success story.

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See „The market“ >>
A unique concept
agrofood Ethiopia covers the entire value chain - from field to fork
Why exhibit in agro AgroTech Ethiopia?

DLG and fairtrade cooperate for agro AgroTech

Agro Ethiopia has been organized by fairtrade as part of agrofood Ethiopia ever since 2015. In 2018, DLG (German Agricultural Society) entered into strategic partnership with fairtrade and brings in its agro expertise. The focus of the cooperation lies on agricultural technology, animal production, floricultural and horticulture and hot-house technology.

Organisers of the world’s No. 1 trade shows Agritechnica and Eurotier, DLG is the global leader in professional trade fairs in the fields of agricultural engineering, crop production, animal production and bioenergy. DLG has been organizing trade fairs and exhibitions for the agricultural and food sector since 1885.

Co-organisers for agro AgroTech

Top exhibitors 2019

» ACO
» adepta
» A.O. Smith
» Andritz
» Aves
» Caisley
» Danfoss
» Equatorial Delta Engineering & Trade

» GEA
» Genc Degirmen
» German Federal Ministry of Food and Agriculture
» Goldphoe Sevenstar
» Greenhouse & Irrigation Equipment
» Guangxi Sungain Yeast Technology
» Günther

» Gummiwerk KRAIBURG Elastik
» Hebei Tianyuan Pharmaceutical
» I.D.P.E. Industrial Development & Project Execution
» Insta-Pro International
» Myande Group
» OCRIM
» Shangqiu Meilan Biological Engineering
» Shenyang Sunvictor

Voices of the exhibitors 2019

Dieter Rohlf
Area Sales Manager Africa – Andritz

The Ethiopian market is a growing market with lots of potential and we believe that agricultural products are needed. Also we see a high demand in feed. At the agrofood Ethiopia we met many companies from the animal feed sector and industrialists in general.

Carrie Chan
Sales representative – ZNSN

Our company produces animal medicine and vaccines and Ethiopia is dominated by livestock. During this exhibition we met many people who are interested in the animal medicine and vaccine and we are very satisfied with the quality of business contacts.

High satisfaction rates 2019

- agro Ethiopia as a whole: 90%
- quality of business contacts: 90%
- business prospects after the fair: 90%
- services of the organizer fairtrade: 90%
- number of visitors: 80%

Put the Ethiopian agricultural sector on a growth path

See all 2019 exhibitors here
Why exhibit in food + bev tec Ethiopia?

Ethiopia is East & Central Africa’s largest importer of food and beverage process and packaging technology

- With imports of 171 million euros in 2018, Ethiopia ranks far ahead of Kenya with 147 million euros
- With an average annual growth rate of 17.8% between 2012 and 2018, Ethiopia is also one of Africa’s fastest growing importers of such technology
- The immense population of currently 108 million, which according to the United Nations will rise to 190 million by 2050, requires strong sustainable growth

 voiced exhibitors 2019

Abraham Tilahun
Sales Manager – Krones

Ethiopia is the second largest country in Africa with an enormous potential for us. With our offices in Addis Ababa and Nairobi we try to support the East-African market. agrofood Ethiopia is a good platform for us to meet and exchange also with well-known companies. We are very satisfied with the exhibition and we appreciate the networking possibility via the briefing of the German exhibitors organized by fairtrade.

Andrew Muiruri
Local Service Sales Coordinator – Bosch

Ethiopia has the largest population in East Africa and the market is fast growing. We are happy to keep the market engaged and succeed. During this exhibition we met customers with already existing factories or with advanced plans to establish one. The highlights of that show are the good networking possibilities and the German Pavilion.

Top exhibitors 2019

- ACO
- adepta
- Akras Flavours
- A.O. Smith
- AVE
- Berthault
- Bosch Packaging Technology
- Danfoss
- Della Tofola
- Destilla
- Döhler
- GEA
- GEA
- Güntner
- HPC Chemicals & Machinery
- HTG Industry
- KHS
- Kombi Makina
- Krones
- Langfang Best Crown Packing Machinery
- Melegari Technology
- Milk Italy
- Milkman Makine [STK Makina]
- OCME
- OSF Flavors
- Priamo Food Technologies
- Promec
- Robopac
- SACMI
- SBA Group
- Serac
- SIA
- SSP Packaging
- Synerlink
- Tech-Long
- Z-Italia

High satisfaction rates 2019

- services of the organizer fairtrade: 90%
- food + bev tec Ethiopia as a whole: 75%
- business prospects after the fair: 70%

See all 2019 exhibitors here
Why exhibit in food + hospitality Ethiopia?

Food trade with Ethiopia: a 4.088 billion US Dollar business in 2017!

Ethiopian imports of food products in billion US Dollar

Source: WTO World-Trade-Organization

Ethiopian exports of food products in billion US Dollar

Source: WTO World-Trade-Organization
Why exhibit in food + hospitality Ethiopia?

High satisfaction rates 2019
- services of the organizer fairtrade 100%
- food + hospitality as a whole: 83%
- quality of business contacts: 67%
- business prospects after the fair: 67%

Voices of the exhibitors 2019

Kareem Diab
Export Manager - Bakemate Factory for Bread & Pastry Mixes
We provide a complete mix of bread and cake mixes in all types of bakery and pastry shops. Ethiopia has a high priority for our products, so Agrofood Ethiopia 2019 is very useful for us. We met traders, owners of pastry shops and confectioners. We have fully achieved our exhibition goals.

Sokaina Lachqar
Export Specialist - AVES ENERJI YAG VE GIDA SAN. A.S.
AVES provides 35 % of Turkish raw sunflower oil supply and is the proud owner of the largest and fully integrated oilseed processing and biodiesel plant of Turkey in Mersin Province. We are already active in Ethiopia, the market represents a huge potential for the sunflower industry. The trade show is well organized.

Top exhibitors 2019
- A.O. Smith
- Aves Enerji
- Bakemate Factory for Bread & Pastry Mixes
- Credo
- Danfoss
- German Federal Ministry of Food and Agriculture
- Silver Plate Factory

See all 2019 exhibitors here
The Millennium Hall – the most prestigious exhibition and conference hall in Addis Ababa

- Built in 2006
- Equipped with modern and state-of-the-art sound and light effect technologies as well as exhibition materials to meet the needs of modern conventions

Exhibition halls
The Millennium Hall provides two alternate areas/spaces for exhibitions:

- The first is the main hall with a gross area of 6,000m²
- The second is a separate hall with an area of 2,800m²

Conference halls and meeting rooms
The Millennium Hall provides the following meeting rooms situated on ground floor.

- Three meeting rooms for 250-700 participants, each equipped with air condition, two projectors and screens, sound equipment
- Each meeting room is provided with a standby Audio Visual Technician.
- All rooms have a theatre style set-up with chairs for participants, and head tables with chairs and table microphones.
- Two mic stands with wireless microphones for participants.

On-Site Registration Area
The venue includes a separate on-site registration area with two blocks to allow access for visitors after being registered, provided with badge and security-checked.

Media Center
The Millennium Hall provides a separate Media center with space for various related functions.
Check out the agrofood industry portal

Your benefits
-all exhibitors • all products • all visitors • networking & matchmaking

- enter the portal
  - detailed company and product profiles

- present your ideas to potential business partners
  - search for product categories
  - maximum exposure to targeted buyers

- contact the exhibitors before and after the show
  - present your ideas to potential business partners
  - make an appointment for the event
  - find good business contacts with the help of detailed profiles

- be contacted by other visitors & exhibitors
  - benefit from B2B matchmaking
  - your profile is active 24/7 all year round

www.agrofood.fairtrade-messe.com
Grow your business – Upcoming Events

24 – 26 March 2020, Lagos
6th agrofood Nigeria
www.agrofood-nigeria.com
REGISTRATION UNTIL 04 FEBRUARY 2020

03 – 05 June 2020, Addis Ababa
4th agrofood Ethiopia
www.agrofood-ethiopia.com
REGISTRATION UNTIL 31 MARCH 2020

15 – 18 June 2020, Tehran
27th iran agrofood
www.iran-agrofood.com
REGISTRATION UNTIL 31 MARCH 2020

18 – 21 November 2020, Erbil
4th Agro Pack Iraq Erbil
www.iraq-agrofood.com
REGISTRATION UNTIL 15 OCTOBER 2020

24 – 26 November 2020, Nairobi
1st Kenya agrofood
www.agrofood-kenya.com
REGISTRATION UNTIL 15 OCTOBER 2020

02 – 04 December 2020, Abidjan
7th agrofood West Africa
www.agrofood-westafrica.net
REGISTRATION UNTIL 15 OCTOBER 2020
fairtrade - valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe.

Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers.

Our management system is ISO 9001: 2015 certified.

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