

ON THE GROWTH TRACK

Ethiopia agrofood

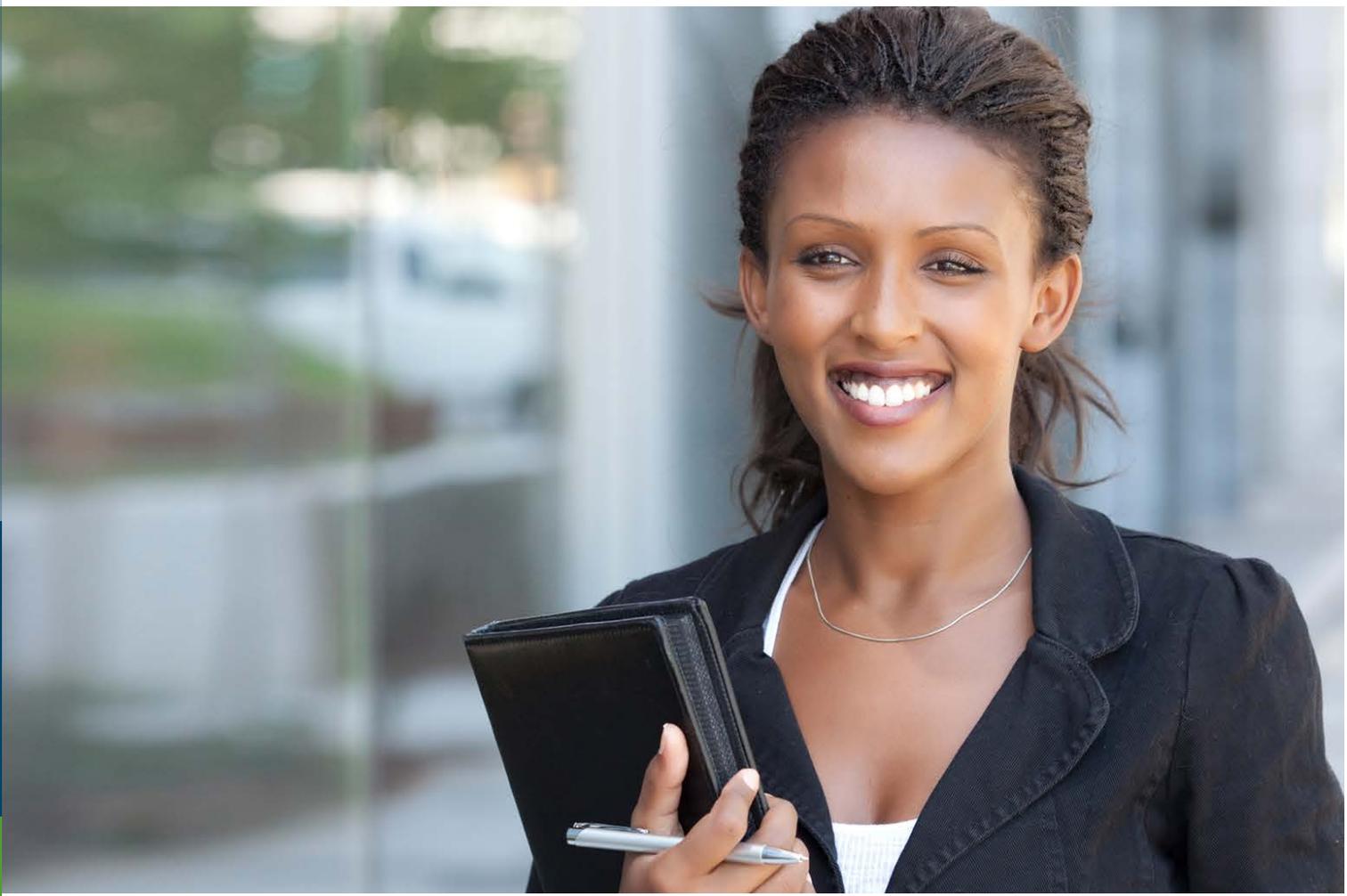
 agro

**AGRO
TECH**
ETHIOPIA

 food + bev tec

 food ingredients

 food + hospitality



5th International Trade Show

08 - 10
June 2023

Millennium Hall • Addis Ababa - Ethiopia
www.agrofood-ethiopia.com

2023



The 5th edition is back in June 2023!

Ethiopia's leading trade show & conference on agriculture, food & beverage technology, food ingredients and food

- **Show video 2021**
- **Post show report 2021**
- **Show gallery 2021**

After the great success of agrofood & plastprintpack Ethiopia 2021, the 5th edition is now coming up, organised by fairtrade in cooperation with its local partner Prana Events.

Excellent news: Again, at the 2023 edition, the Türkiye Pavilion will be supported by the Ministry of Trade featuring a great number of Türkiye exhibitors.

Also the German Pavilion will be presented by the Federal Ministry of Food and Agriculture, in cooperation with the Association of the German Trade Fair Industry AUMA.

→ **Find out more**

Global technology leaders

showcase adapted solutions for the Ethiopian market

→ **See exhibitors 2021**



Valuable institutional support



agrofood & plastprintpack Ethiopia enjoys the strong support of the following institutions

- The Ministry of Agriculture and its subordinate institutions of Ethiopia
- The Ethiopian Food, Beverage, and Pharmaceutical Industry Development Institute
- The Ethiopian Chemical and Construction Inputs Industry Development Institute
- AHK Delegation of German Industry and Commerce for Eastern Africa
- Asoko Insight
- Business France Ethiopia
- DLG German Agricultural Society
- German Embassy
- German Federal Ministry of Food and Agriculture
- GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit
- French Embassy
- ITA - Italian Trade Agency
- Pan African Chamber of Commerce and Industry PACCI
- Russian Export Center
- Türkiye Embassy
- Türkiye Ministry of Trade
- VDMA Food Processing & Packaging Machinery Association

Institutional partners



Why exhibit?

Ethiopia agrofood



Exhibitor profile

Agricultural machines, farming tractors, harvesting equipment
Analytical equipment

Dryers, cleaner, silos and storage systems

Feeding equipment
Fish farming equipment

Grains, grain systems
Greenhouse and greenhouse plastics and equipment

Irrigation systems

Livestock and poultry breeding

Milk processing equipment
Milling and mixing installations/
equipment

Pesticides and fertilizers
Poultry equipment

Seeds, seedlings
Stable equipment

Veterinary syringes

Voices of the exhibitors



Henok Mesfin, Director Agribusiness and Market Development - Ethiopian Agricultural Transformation Agency ATA

Agriculture is the backbone of Ethiopia's economy and continues to contribute 33% of the GDP, creates 66% of employment and generates 76% of the country's yearly export. In the past five years, Agriculture has registered a 9% year-by-year growth reaching to US\$36 billion in value. ATA would like to invite you to invest in the Agriculture and Agroprocessing sector of the country and benefit from the available vast opportunities.



Britta Nehls Sales & Marketing - Caisley International GmbH

Ethiopia is a country with large livestock populations. Animal identification and registration is emerging and can make important contributions to the efficiency and output of the livestock sector as well as to animal health and food safety. We were able to talk to many interested people, animal keepers and traders, and demonstrate and explain our products. We rate the quality of the contacts as quite good.



Hasan Özmermer Vice President - Özmermer Gıda San. Ve. Tic. Ltd. Sti

As a producer to be here is very important to introduce our company directly to business people. At the show we met traders, wholesalers, exporters and importers, and we had productive meetings with many serious businesspeople. It's been our first time attending agrofood & plastprintpack Ethiopia, so we were not sure what to expect, but it's been a great experience so far.



Why exhibit?

Ethiopia agrofood

⚙️ food + bev tec



Voices of the exhibitors



Chris Wegner
Deputy General Manager - Krones LCS Center East Africa Ltd.

Ethiopia has a huge potential because of the growing market and the population size. We as Krones aim to build long-term partnerships with our local branch office that opened in 2018.

The customers and visitors come from a diverse background of sectors. Even outside the beverage sector, we will partner with many visitors who are interested in our video yet printers. Our expectations were met. We had good conversions and we are looking forward to participating in the future to network and build opportunities and long-standing partnerships on eye-level.



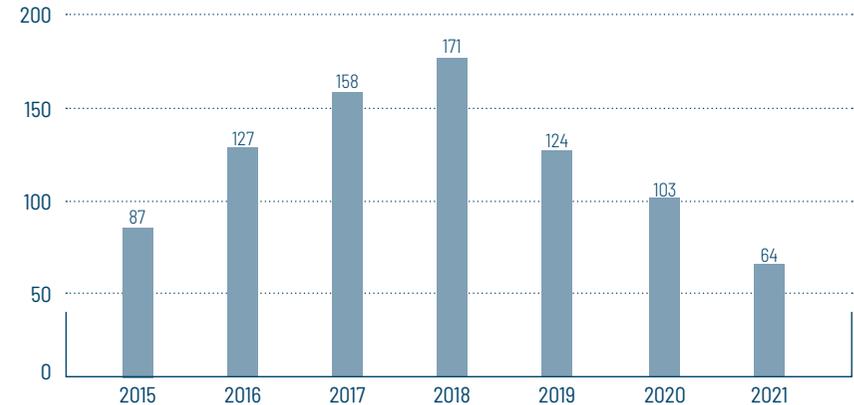
Hakan Aktas, Export Manager - Kombi Makina

Kombi Makina is specialised in design and manufacturing of machines and complete filling lines for the beverage industry for many types of products. Our head quarter is in Istanbul. Ethiopia and Turkey have strong relations and we are here already for 7 years. We received good quality customers in this exhibition, and we are satisfied. Our expectations were fulfilled.

Range of exhibits

[find out more](#)

Ethiopia is one of East & Central Africa's largest importers of food and beverage process and packaging technology



Source: VDMA | Graph: fairtrade

- With annual imports of between 64 and 171 million euros over the past few years, Ethiopia is one of Africa's largest importers of such technology
- The immense population of currently 120 million, which according to the United Nations will rise to 200 million by 2050, requires strong sustainable growth





Why exhibit?

Ethiopia agrofood

food ingredients

Demand for F&B ingredients rising continuously

With 120 million inhabitants (2022), which according to the World Bank will rise to 200 million by 2050, Ethiopia has long been the largest food market in East & Central Africa. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the Ethiopian processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it was only natural that more and more leading international ingredient companies took part in agrofood Ethiopia.



Range of exhibits
find out more

Voices of the exhibitors



Matthias Thienel
Vice President - Destilla GmbH

Since its founding in 1969, Destilla has produced flavors and extracts of the highest quality. We've grown organically, continuously modernised our production processes and expanded our product portfolio.

Ethiopia is not only a country with great potential, but a hub for East Africa. Therefore, we're setting up a local sales office in a first stage and want to establish local manufacturing mid to long-term.

At agrofood Ethiopia 2021, we met locals from the whole food & beverage industry and are very satisfied with quantity & quality. We were unsure what to expect due to the pandemic and the overall situation of the country but our expectations for the exhibition were outmatched by far.



Why exhibit?

Ethiopia agrofood

🍷 food + hospitality

Facts on the Ethiopian food industry

- Ethiopia remains one of Africa's biggest food importers – despite high investments in local food production
- Expenses for food imports between 1.8 and 2.2 billion US \$ annually between 2016 and 2021
- There is a market for foreign products if only the price is right
- Retail sector developing rapidly: more and more supermarkets
- Developing e-commerce

Range of exhibits

[find out more](#)



Voices of the exhibitors



H.E. Ms Yaprak Alp
Ambassador - Embassy of the Republic of Türkiye

As we all know, Ethiopia has been demonstrating continuous and high GDP growth for the last two decades and became one of the world's fastest growing economies. We can also mention about Ethiopia as one of the most impressive investment destinations not only in continental Africa, but also in the world.

Considering this fact, I am sure that Ethiopia, with its great potential in agriculture, food processing, packaging, technology, ingredients, food and hospitality, is one of the perfect destinations for the Türkiye manufacturers and trading parties. Within this respect as the Ambassador of the Republic of Türkiye in Addis Ababa, I will continue to motivate the Türkiye companies to participate in this fair for the upcoming years.



H.E. Mr Stephan Auer
Ambassador - Embassy of the Federal Republic of Germany

It is a great pleasure to be here – for a number of reasons: After a long time of not being able to meet in person, not being able to build new business contacts due to the worldwide pandemic, the agrofood & plastprintpack - trade fair is a step back into normality. In a way, this event testifies to our joint capacity to overcome incredible hardships and find solutions.

In 2020 the Ethiopia-EU's trade volume remained firmly over two billion euros. I am sure, that my European colleagues and the companies from other European Nations share my enthusiasm about the opportunities that this trade fair creates.

Visitor profile

- Bar & café professionals
- Caterers
- Distributors
- Executive Chefs
- F&B professionals
- Hotel & hospitality professionals
- Ice cream professionals
- Pastry chefs
- Restaurant professionals

Visibility Content Network

exportal

Get connected!

Check out all exhibitors and products

→ <https://ethiopia.fairtrade-messe.de>

Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profile



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



- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

The venue

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

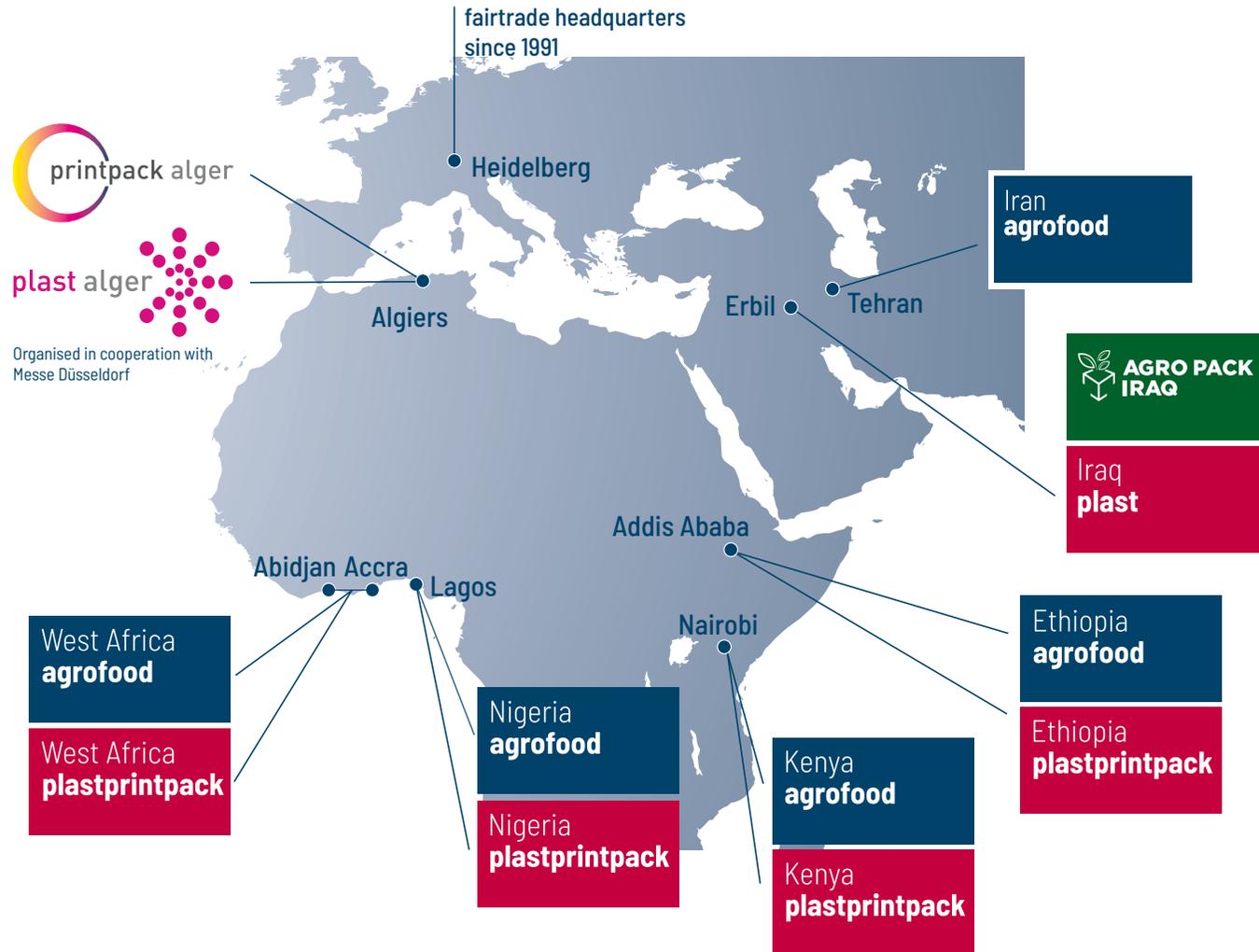
The venue includes a separate on-site registration area with two blocks to allow access for visitors after being registered, provided with badge and security-checked.

Media Center

The Millennium Hall provides a separate Media center with space for various related functions.



Grow your business - upcoming events!



Nigeria **28 - 30** Lagos
 March 2023
www.agrofood-nigeria.com
www.ppp-nigeria.com

Ethiopia **08 - 10** Addis Ababa
 June 2023
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **17 - 20** Tehran
 June 2023
www.iran-agrofood.com

Kenya **11 - 13** Nairobi
 Oct. 2023
www.agrofood-kenya.com
www.ppp-kenya.com

West Africa **21 - 23** Accra, Ghana
 Nov. 2023
www.agrofood-westafrica.com
www.ppp-westafrica.com

Iraq **28 - 30** Erbil
 Nov. 2023
www.iraq-agrofood.com
www.ppp-iraq.com

Algeria **04 - 06** Algiers
 May 2024
www.plastalger.com
www.printpackalger.com



We'll be your back-up team!



fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



About Prana Events

Prana Events is the leading trade fair organiser, full-service event management firm, professional stand construction & event service company in Ethiopia.

The company is striving to support the event industry in Ethiopia and neighboring countries with knowledge, technology and solutions besides putting Ethiopia on the global trade fair map.

Staffed with young, hard-working and creative professionals that have high value and talent for their appointed position, the team is involved on all levels from conceptualisation to implementation.



Organiser and international contact:

fairtrade GmbH & Co. KG • Ms Dariah Pfaff
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany
Tel.: +49-6221-4565-21 • Fax: +49-6221-4565-45
d.pfaff@fairtrade-messe.de • www.fairtrade-messe.de



Contact Ethiopia and East Africa

Prana Events • Mr. Nebeyu Lemma - MD
Bole Medhaniale, Lucky Building 5th Floor, R#507
P.O.Box: 17500, Addis Ababa - Ethiopia
Tel : +251-116-18 43 65 / +251-929-30 83 66
Fax: +251-116-62 12 02
info@pranaevents.net • www.pranaevents.net