

# ON THE GROWTH TRACK

Ethiopia  
**agrofood**



agro



food + bev tec



food ingredients



6th International Trade Show

**16 - 18**  
May 2024

Millennium Hall • Addis Ababa - Ethiopia  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)

# Reaching for the stars



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

Supported by its Gold Sponsor **made in KUWAIT**, agrofood & plastprintpack Ethiopia 2023 facilitated thousands of B2B meetings between 3,558 trade visitors from all over Ethiopia and neighboring countries and **138 exhibitors from 16 countries**.

Following the remarkable success of this 5th edition of June 2023, the organisers are committed to raising the standards even further.

Their relentless efforts are focused on enhancing every facet of the upcoming 6th edition in May 2024, ensuring an experience that surpasses the already exceptional benchmark set before.

### And here is what exhibitors may expect:

- An incredible sustained interest in the exhibitors' products & solutions on the part of decision-makers from business and politics
- A very large number of targeted business meetings - these resulted in an 89% exhibitor satisfaction rating in 2023
- Active participation of key line ministries, authorities and associations from across the country
- A Hosted Buyers Program for VIP investors from Rwanda, Tanzania and Uganda, organised in cooperation between the Italian Trade Agency ITA in Addis Ababa and the show organisers. The Hosted Buyers are to hold B2B meetings with Italian and non-Italian exhibitors.
- Key learnings from sessions at the top-level conference
- Great networking

- **Show video 2023**
- **Post show report 2023**
- **Show gallery 2023**



# Valuable institutional support



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

- Ministry of Agriculture
- Ministry of Industry
- Ethiopian Food, Beverage and Pharmaceutical Industry Development Institute
- Chemical and Construction Inputs Industry Development Institute
- AHK Delegation of German Industry and Commerce for Eastern Africa
- Embassies of Germany, France, India, Italy, Kuwait and Türkiye
- European Chamber in Ethiopia
- GIZ German Association for International Cooperation
- ITA Italian Trade Agency in cooperation with FEDERUNACOMA, UCIMA, ANIMA, AMAPLAST and ACIMGA
- Pan African Chamber of Commerce and Industry
- Republic of Türkiye Ministry of Trade
- Türkiye Exporters Assembly

## 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.

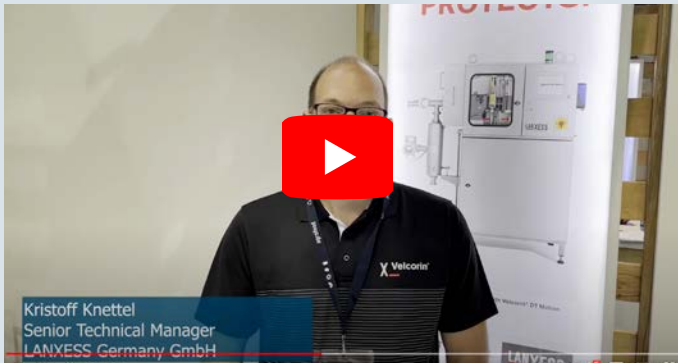


# Why exhibit?

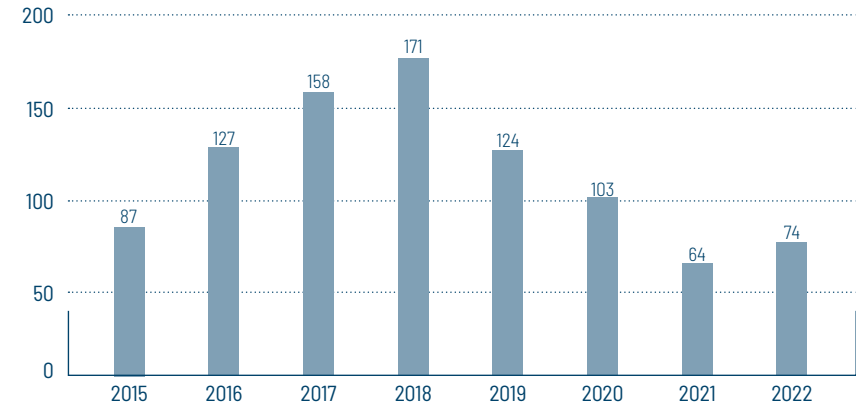
## Ethiopia agrofood

⚙️ food + bev tec

### Voices of the exhibitors



### 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



**Range of exhibits**  
find out more





## Demand for F&B ingredients rising continuously

With 126 million inhabitants (2023), 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.

## Voices of the exhibitors



**Range of exhibits**  
find out more



# Visibility Content Network



## 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 6,000m<sup>2</sup>
- The second is a separate hall with an area of 2,800m<sup>2</sup>

## 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.

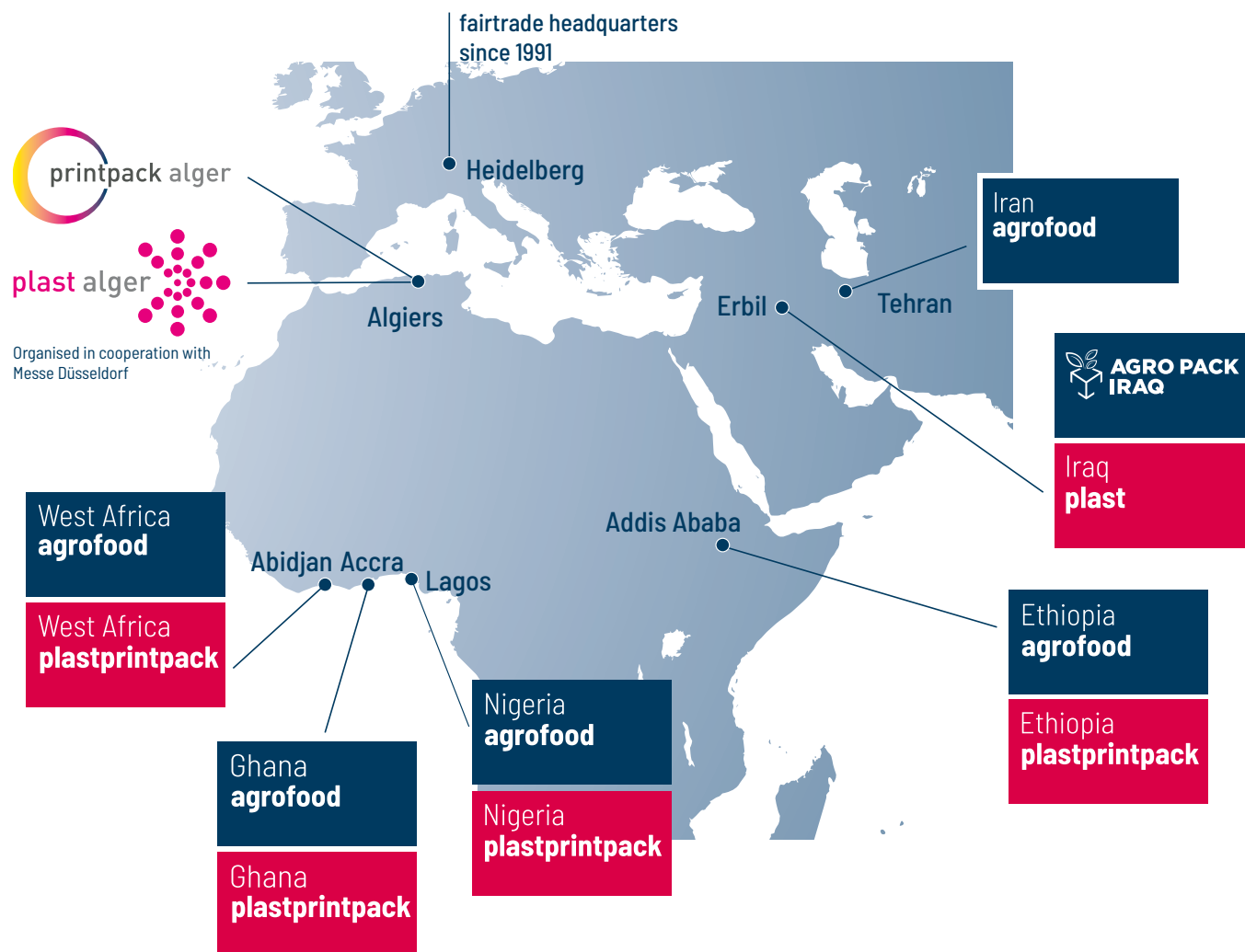
## Media Center

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





# Grow your business - upcoming events!



**Ghana** **21 - 23** **Accra**  
Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

**Algeria** **04 - 06** **Algiers**  
March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28** **Lagos**  
March 2024  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **16 - 18** **Addis Ababa**  
May 2024  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** **Tehran**  
June 2024  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **17 - 19** **Erbil**  
Sept. 2024  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **08 - 10** **Abidjan, Ivory Coast**  
Oct. 2024  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

# 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 Carolin Schatz  
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany  
Tel.: +49-6221-4565-18 • Fax: +49-6221-4565-45  
c.schatz@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