



# Ethiopica coffee show

1st International Trade Show for the Coffee Industry

**19 - 21**  
June 2025

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

# Why Ethiopica coffee show?

Considered the cradle of Arabica coffee, Ethiopia is Africa's largest coffee exporter and the sixth largest in the world. The main export destinations for coffee are Saudi Arabia, Germany, Japan, USA, Belgium, Sudan, South Korea, France, and Italy – in this order. (Coffee Annual, USDA – GAIN 2021)

Coffee accounts for a large share of Ethiopia's export earnings and employs more than 15 million people, making it an important commodity in Ethiopia. It is estimated that the Ethiopian coffee market will grow by 5.7% annually until 2027.

The Ethiopica coffee show brings together all stakeholders along the coffee value chain including farmers, roasters, processors, technical suppliers, and retailers to do business. Exhibitors and trade visitors are expected from Ethiopia and the world over.



## Ethiopica coffee show powered by agrofood Ethiopia

Ethiopia  
**agrofood**

The Ethiopica coffee show takes place concurrently with agrofood Ethiopia, the country's most important agrofood trade show, and thus benefits from great synergy effects on both the exhibitor and the trade visitor sides.

The most recent, 6th edition of agrofood Ethiopia in May 2024 attracted an impressive 3,483 trade visitors from 38 countries and 122 exhibitors from 12 countries – see [Post Show Report 2024](#)

The trade shows are organised by the German trade fair specialists fairtrade Messe in cooperation with their Ethiopian partners Prana Events.



# Special events

## Brew & espresso bar

Taste the world of coffee at the Brew & espresso bar. Beverages will be kindly prepared and served by skilled baristas.

## Coffee competitions

Showcasing the expertise and innovation of baristas worldwide.

## Create flavour profiles

Carefully selecting and blending coffee beans to achieve unique taste experiences.

## Cupping & tasting sessions

Allow coffee professionals to evaluate the aroma, flavor, and body of different coffee samples.

## Gursha sessions

Offer a communal Ethiopian dining experience, where participants share food and engage in meaningful conversation.

## Various methods of coffee preparation

Filter, French press, espresso machine, ...

## Workshops

Latte Art. Roasting two ways (traditional & modern). Different roasting techniques and their effects.





# Exhibitor profile



## Barista tools

- Espresso tampers
- Frothing pitchers
- Knock boxes
- Measuring cups and spoons
- Portion scales
- Tea ball infusers and lemon wedge bags
- Syrup pumps
- Frothing thermometers

## Coffee products

- Coffee beans
- Speciality coffee products
- Chocolate

## Coffee serving products

- Coffee mugs and teacups
- Espresso cups
- Sugar pourers
- Creamers
- Coffee filters
- Paper hot cups and lids
- Coffee cup sleeves
- Coffee to-go boxes
- Drink and cup carriers

## Coffee farm equipment and inputs

- Spray pumps
- Secateurs
- Spades
- Saws
- Wheelbarrow
- Tarpaulin
- Tester

## Coffee equipment and accessories

- Espresso machine
- Coffee bean grinder
- Coffee brewers
- Decanters, airpots, and satellite servers
- Coffee roasters
- Hot water dispenser
- Coffee Machine Cleaners

## Coffee brands & coffee chains

## Flavours and ingredients

# Visitor profile



- Bar, bakery & café professionals
- Caterers
- Coffee farmers & producers
- Distributors
- Executive Chefs
- F&B professionals
- Government officials
- Hotel, Restaurant and Catering (HoReCa) professionals
- National & international coffee wholesalers
- Retailers
- + International hosted buyers





# 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

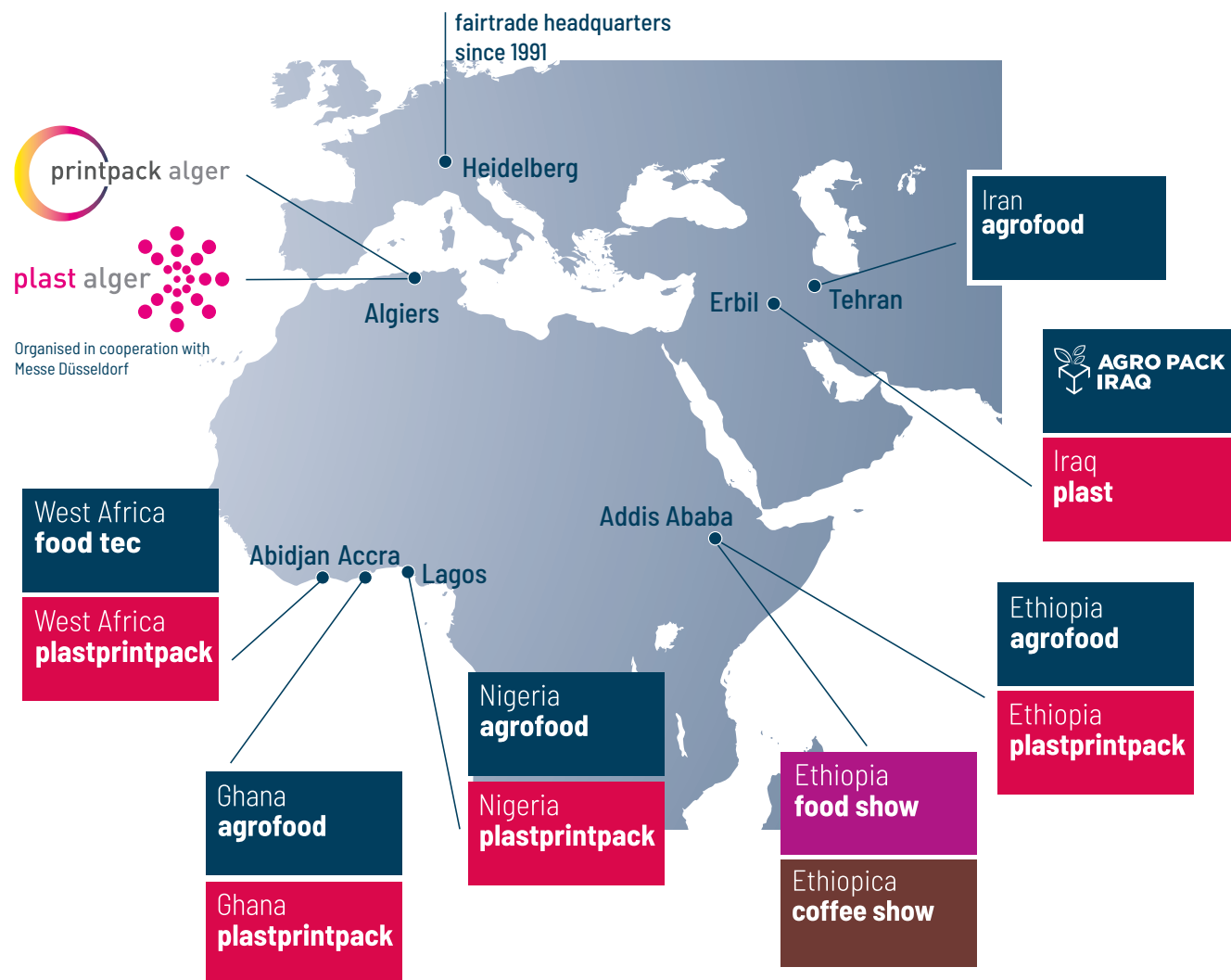
The venue includes a separate on-site registration area with two blocks to allow access for visitors after being registered, provided with badge and security-checked.

## Media Center

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



# Grow your business - upcoming events!



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

**Iraq** **25 - 28**  
Nov. 2024  
Erbil  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**Algeria** **24 - 26**  
Feb. 2025  
Algiers  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **25 - 27**  
March 2025  
Lagos  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Iran** **09 - 12**  
June 2025  
Tehran  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Ethiopia** **19 - 21**  
June 2025  
Addis Ababa  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)  
[www.ethiopicacoffee.com](http://www.ethiopicacoffee.com)  
[www.ethiopiafoodshow.com](http://www.ethiopiafoodshow.com)

**Ghana** **Nov**  
2025  
Accra  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)



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

# Visibility Content Network

**Check out all exhibitors  
and products online!**



**Get connected!**

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

## 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



# 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.



### Organiser and international contact

fairtrade Messe GmbH & Co. KG • Ms Carolin Schatz  
Voßstraße 3 • D-69115 Heidelberg, Germany  
Tel.: +49-6221-4565-18 • c.schatz@fairtrade-messe.de



## 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 contact Ethiopia and Africa

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