



**8 - 10
MAY 2018**

Landmark Centre, Lagos

2017 POST SHOW REPORT

**THE LARGEST B2B FOOD
& BEVERAGE INDUSTRY
PLATFORM IN WEST AFRICA**

www.food-westafrica.com



“

Great opportunity for us to engage with a wide range of people in the food and drinks industry. During a busy and well organised event, we met potential new wholesale, retail and food service accounts from across Nigeria. Apart from distribution leads, we were also able to engage with key stakeholders from within the industry. Look forward to Food West Africa 2018!

”

Paul Chastanet, Country Manager, Red Bull Nigeria



Dear colleagues,

What an incredible 3 days Food West Africa 2017 was. As the market shows real signs of an upward turn, it is a real privilege for me to thank each and every exhibitor, sponsor, partner, speaker and visitor on behalf of our team.

With the dates already set for next year and significant easing in the availability of forex, I would encourage early engagement with us to explore novel ways of interacting with the key audience of distributors, importers and retailers that we bring together.

In addition to Food West Africa 2018 which is taking place again at the **Landmark Centre** on the **8th - 10th of May 2018**, our growth across Africa takes us to Kenya at the end of November 2017. This is a key strategic market that will significantly strengthen your African business setup.

In the following document is all the information you may require to evaluate the success of the 2017 edition. As always, our team are very well versed in all aspects of West African trade and would be happy to discuss how our platform can help you grow into one of the biggest economies of the developing world.

If you are interested in participating at Food West Africa 2018, please contact either myself on **ryan.sanderson@informa.com** or **thomas.baines@informa.com** on **+971 4407 2772**. Be quick though, **61% of all available space** has already been confirmed.

See you in Africa.

Best regards,

Ryan Sanderson
Exhibition Director
Informa Life Sciences Exhibitions



SHOW SUMMARY

4,311

Total participants

3,000+ sqm

Exhibition space

107

Number of exhibitors

29

Exhibiting countries

13

Speakers

2

Conferences

WE WOULD LIKE TO THANK ALL OUR 2017 SPONSORS AND PARTNERS FOR THEIR CONTINUED SUPPORT

Supported by



Event Partners

Media Partners



Our portfolio in Africa



NIGERIA AT A GLANCE

Africa's annual food import bill of \$35 billion, estimated to rise to **\$110 billion** by 2025. Nigeria alone accounts for **\$10 billion** of this amount.

The Nigerian food industry is estimated to be worth over a **trillion Naira**, with the fast food segment in excess of **N250 billion**.

Lagos' economy stands as the **5th largest** in Africa with a GDP of **USD\$ 136 billion**

Highest populated country in Africa with **189 million** & **ranks 7th** in the world

With **66% of total consumer expenditure, food and beverage** remains the largest sector in the industry.

By 2022, Nigeria is expected to reach **\$51 million** in chocolate confectionery retail sales, growing by **5.2%** during the **2017-2022** period.

Nigeria ranked **fourth globally** in the volume of soft drink sales recorded in 2016 as **38.68 million** litres.

Nigeria is the **continent's leading consumer of rice**, one of the largest producers of rice in Africa and one of the largest rice importers in the world.

References:

National Bureau of Statistics (NBS)
The Association of Fast Food and Confectioners of Nigerian
Euromonitor
Food and Agriculture Organization of the United Nations

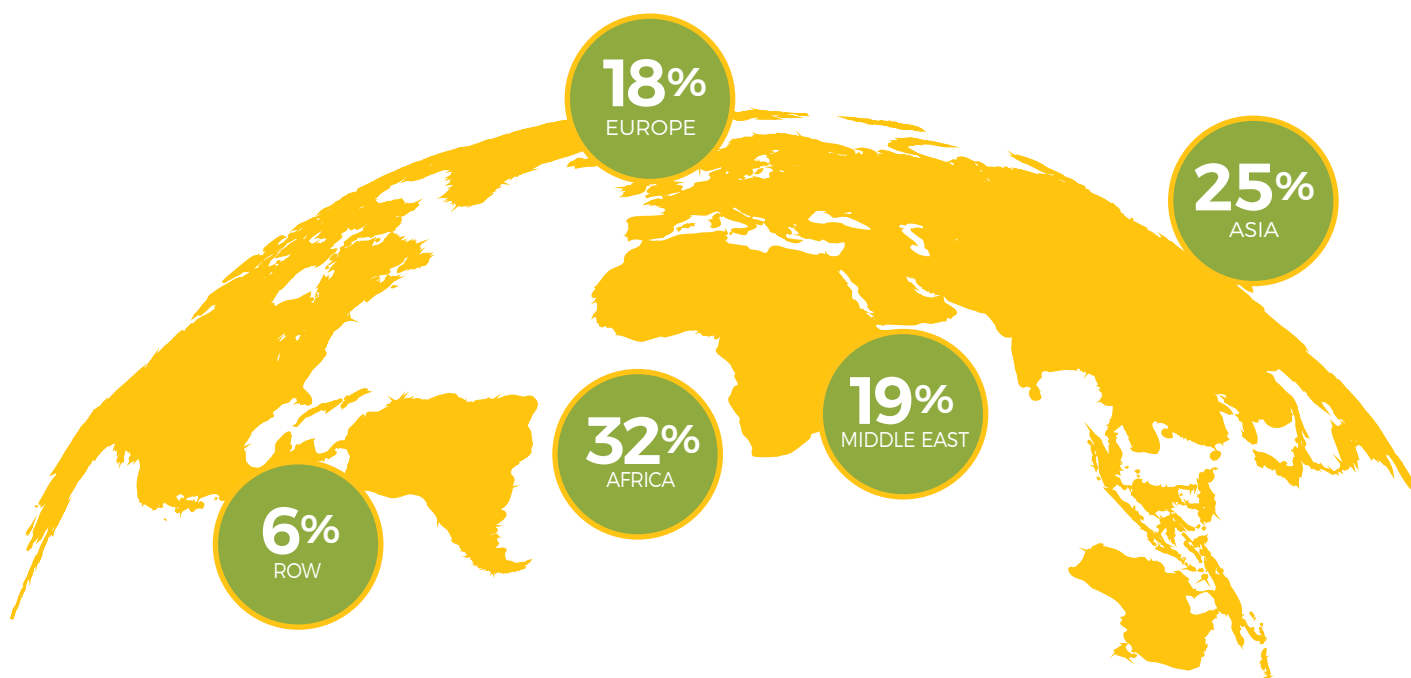
EXHIBITOR SUMMARY

The event was inaugurated by Pharm. Mrs. G.M.O.Chukwumah, Director, Food and Drug Services, Federal Ministry of Health in the presence of major dealers, distributors, wholesalers, restaurateurs and franchise owners from around the globe.

Nigerian food industry professionals came together to meet more than 100 companies from over 29 countries, convening to showcase their products covering food and drink, equipment, food services and hospitality.



EXHIBITOR BREAKDOWN BY REGION



EXHIBITOR PROFILE



FOOD
COMPANIES



BEVERAGE
COMPANIES



F&B/ HOSPITALITY
EQUIPMENT



FMCG
TRADERS

MAIN REASONS FOR EXHIBITING

90%

To seek contacts for
future business

71%

To raise company or
organisation profile

62%

To meet existing
clients or partners

41%

To seek immediate
business





“

Great show, was quite pleased with the amazing turn out. The show was well organized and coordinated, providing lot of promising leads. We will definitely be back next year.”

Kesiena Oghoma

General Manager
cafe brands

29 COUNTRIES REPRESENTED

Representing 29 countries across the world, the exhibition is the ultimate platform to promote and launch the latest innovations and services in the world of food and beverage.



Australia



Austria



Belgium



Canada



China



Finland



France



Germany



Hong Kong



Hungary



India



Italy



Japan



Korea



Luxembourg



Malaysia



Philippines



Poland



Portugal



Singapore



Spain



Sweden



Switzerland



Taiwan



Thailand



Turkey



UAE



UK



USA

EXHIBITOR FEEDBACK

96%

were successful
in meeting their
overall objectives

90%

were successful in
generating new enquiries
for their business

90%

rated the quality
and quantity of
visitors as good

82%

plan to
exhibit again
in 2018

**EXHIBITION IS ALREADY
61% SOLD OUT**

**DON'T DELAY
BOOK YOUR STAND TODAY**
fwa@informa.com



VISITOR SUMMARY

Food West Africa has a carefully targeted visitor profile, with only the most relevant industry professionals with decision making titles receiving invitations to attend.

The 2nd edition of the show welcomed a record breaking number of visitors from across the country and ultimately the West African region. Providing a platform for food & beverage industry professionals and purchasing decision-makers to network and do business, Food West Africa is a key business channel for industry leaders in the region.



NATURE OF BUSINESS BREAKDOWN

>> Trader/Wholesaler	34%
>> Distributor	22%
>> Caterer	11%
>> Retail/Supermarket/Grocery	10%
>> Bakery	6%
>> Hotel/Hospitality	5%
>> Restaurant/Café	4%
>> Education/Training	3%
>> Government/Association	3%
>> Other	2%

VISITOR JOB TITLE BREAKDOWN

>> Senior manager and executives	28%
>> Procurement and purchasing executives	21%
>> Franchise owners	19%
>> Head of food and beverage	16%
>> Government personnel	10%
>> Head of regulatory affairs	6%



Food West Africa is the ultimate platform to start your business in Africa.”

Waldemar Zubko

Commercial Director, Foodexo

VISITORS FEEDBACK

98%

confirmed they will attend Food West Africa 2018

94%

were successful in establishing new contacts and relations for future

85%

learned about new products/ trends

89%

attended to source a new supplier

81%

arranged to do business with a new or existing supplier





CONFERENCE SUMMARY

Running alongside the exhibition were the Food West Africa conferences, a two day multisector meeting that addressed the market's challenges, opportunities and solutions. Topics discussed during the two days involved current issues in the food supply management, advances in food handling, updates on safety management and regulations on importation and exportation.

It provides a learning and networking avenue for the industry's major stakeholders including food importers, exporters, distributors, agents, wholesalers, retailers from both new and traditional markets.

DAY 1

KEY SPEAKERS

- **Yetunde Oni**, Acting Director General, **National Agency for Food and Drug Control Administration (NAFDAC)**, Lagos, Nigeria
- **Pharm (Mrs) GMO Chukwumah**, Director, Food and Drug Services, **Federal Ministry of Health**, Abuja, Nigeria
- **Osita Anthony Aboloma**, Director General, **Standards Organization of Nigeria (SON)**, Lagos, Nigeria
- **Alhaji Aminu Bisalla Aliyu**, Permanent Secretary, **Federal Ministry of Industry, Trade and Investment**, Garki, Nigeria
- **Dr (Mrs) G.N Elemo**, Director General/CEO, **Federal Institute of Industrial Research (FIRRO)**, Lagos, Nigeria
- **Eteama C. Henry**, CEO, **Statistical Systems Management Consulting**, Abuja, Nigeria
- **Duro Kuteyi**, National President, **Nigeria Association of Technology Incubation Entrepreneur**, Lagos, Nigeria
- **Engr. Obassi Effie**, Raw Material, **Research and Development Council (RMRDC)**, Abuja, Nigeria
- **Dr (MRS) R.N Ahmed**, HOD Microbiology, **University of Ilorin**, Ilorin, Nigeria

DAY 2

KEY SPEAKERS

- **Oyebowale Lawanson A.** Executive Secretary, Consultant, **National Association of Supermarket Operators of Nigeria (NASON)**, Lagos, Nigeria
- **Dr. Batth, Chellarams Plc**, Group Chief Information Officer, Lagos, Nigeria
- **Kadiri A.**, General Manager, **Justrite Supermarkets**, Lagos, Nigeria
- **Tunde Odunlami**, CEO, **GS1**, Lagos, Nigeria

“

It's our 1st year at a food trade show in Nigeria and Food West Africa did not disappoint. It was a thoroughly organized event. Two thumbs up!”

Noel Hernandez

Export Sales and Marketing, Century Pacific Food, Inc.

DON'T TAKE OUR WORD FOR IT...

“

It was an eye opener as I got to see new products; the way they work and also established prospective business contacts”

Favour Joseph

Entrepreneur
Ark Stanford And More



“

It has the potential to open doors for great business opportunities”

Omuraofn Gonuks

Engineer
Daichi Global



“

An excellent place to experience the best of food and beverage products in the world”

Oke Olatunde

General Manager
Lorisic Nig Ltd



“

A good meeting point for suppliers and distributors and exchanging food related matters”

Rexkemmedm Saltlove

President/ED
Crema Initiative



“

It helps to promote business relationship with people especially traders”

Chief Nwawuzie Victor

Chukwuma, CEO
Victory Nwawuzie Invest. LTD



“

It is a very exciting experience and an eye opener. I was wowed by some things I saw”

Olayinka Dabo

Agricultural Manager
Waggis Agro Services



“

Very good at attracting future visitors”

Afinju Taiwo Anuoluwa

Managing Consultant
Moyafinu Nig LTD



“

Being my first visit - exciting and welcoming”

Ekaete Etiebey

President
Qisi LTD





Exhibit in 2018

NETWORK

with 4,000+ participants

CONNECT

with existing clients and partners

REACH NEW

food professionals to build productive business contacts

SHOWCASE

your latest products to a room full of wholesalers, traders, importers, distributors and supermarket chains

STAY

one step ahead of the competition in your region

EXPOSE YOUR BRAND

to a targeted audience of food professionals before, during and after the show

ENTER

an untapped market



Food West Africa was an excellent experience. We have been at the exhibition previously and we believe that this year, the exhibition has been better than its previous editions. The exhibition has gone from strength to strength. ”

Nisha Vidani

Director
Nasco (UK) Ltd

DON'T DELAY

BOOK YOUR STAND TODAY

Contact us on

fwa@informa.com or

+971 (0) 4 407 2772

SPONSORSHIP OPPORTUNITIES

With our tiered structure you can choose a campaign that suits you. The list below shows exactly what you receive for each package; however, we can bolt on specific requirements to suit your individual needs.

Please contact our team for more information on: fwa@informa.com

PRE-EVENT BENEFITS	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsor's website	✓	✓	✓
Exclusive sponsored e-shots	1		
Inclusion on visitor promotion campaign – print and electronic (appropriate tier)	✓	✓	✓
Sponsor announcement four weeks ahead of our visitor promotion	✓	✓	✓
Feature article in visitor newsletter	2	1	
Dedicated sponsor page on event website with company description and logo (appropriate tier)	✓	✓	Logo only

ONSITE BENEFITS			
Logo on onsite signage	✓	✓	✓
One A5 advert in the show catalogue	✓	✓	✓
Gold entry in the show catalogue - blurb plus logo	100 words	100 words	100 words
Directional floor tiles inside the exhibition	2	1	1
Stand highlighted in show catalogue	2		

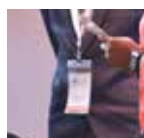
POST-EVENT BENEFITS			
Dedicated e-shot thanking visitors and promoting sponsor	✓	✓	✓
Exhibition round-up e-shot – hyperlinked logo	✓	✓	✓
Hyperlinked logo on website – 3 months' post event	✓	✓	✓

COMMERCIAL OPPORTUNITIES



Registration area

- Registration desks
- Staff uniforms
- Pens on writing desks



Exhibitor badges

More than 1,000 exhibitors are expected at Food West Africa 2018, this is a highly exclusive branding opportunity towards the leaders of healthcare. Every exhibitor badge will carry your logo on the front and back.



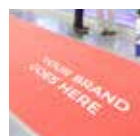
Visitor badges

More than 4,000 visitors are expected to attend Food West Africa 2018, this is a significant and exclusive branding opportunity. Every visitor badge will carry your logo on the front and back.



Roll-up banners

Positioning a roll up banner around the venue will enhance your visibility and ensure your customers find you.



Floor tiles on exhibition floor

Directional floor tiles positioned in close proximity to your stand not only enhance the visibility of your stand but also remind the visitors of your presence and extend an invitation to visit your stand



Lanyards

Your logo will appear on all lanyards. The lanyards are worn by visitors and exhibitors throughout the event.



Visitor carrier bags

Have your brand in the hand of all Food West Africa visitors – a direct way to create an impact. Bags will be branded with your company's logo along with the Food West Africa logo and will be distributed across different points on the exhibition floor.



MARKETING & PROMOTION

By promoting the event, we promote you...



PRINT

The Food West Africa marketing strategy consisted of a diverse print advertising campaign that reached across leading trade publications, magazines and newspapers throughout Nigeria and greater West Africa.



WEBSITE

Our website provides the best online platform to communicate to a target audience of food industry professionals across Nigeria. The Food West Africa website attracted more than 145,234 visits and 72,485 unique visitors in 2017.



DIRECT MAIL

Visitor invitations were mailed across the food industry professionals from all 36 states across Nigeria inviting them to Food West Africa. More than 12,000 contacts were carefully selected from our extensive and ever growing database.



EMAIL

Our targeted email campaign was our most comprehensive to date, communicating with more than 40,000 people. We have carefully analysed the results and trends to build and grow the data for the 2018 event.



PR & MEDIA COVERAGE

An extensive international Public Relations campaign was delivered through an experienced and specifically commissioned PR agency, focusing on the communication of clear, specific and targeted messaging to our core audience and media.



SMS

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 28,000 contacts across the country.



SOCIAL MEDIA

Through the active use of social media, Food West Africa has built a strong following and presence on various platforms including: Facebook the prime platform in the country with more than 8,000 likes in 2017.

GET INVOLVED
IN WEST AFRICA'S LARGEST FOOD AND
BEVERAGE INDUSTRY PLATFORM

Contact us on
fwa@informa.com
or **+971 (0) 4 407 2772**

START YOUR PLANNING TODAY

SAVE THE DATE

8 - 10 MAY 2018

EXHIBIT

Get in touch to book your stand today, contact us on:

 +971 (0) 4 407 2772  fwa@informa.com  www.food-westafrica.com

VISIT

Register now to confirm your free visit to the exhibition:

 www.food-westafrica.com/register

Organised by:

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life sciences exhibitions

Informa Life Sciences Exhibitions, in charge of the healthcare portfolio within Informa's Global Exhibitions division, organises 26 exhibitions yearly covering the Middle East, Africa, Asia, Europe and US market, connecting more than 150,000 healthcare professionals worldwide and offering a range of marketing solutions for companies involved with the healthcare sector. Over 100 congresses take place in parallel with the exhibitions.

Informa Life Sciences Exhibitions have a number of digital and print offerings, publishing a variety of healthcare magazines and medical directories, with a readership of top decision-makers in the MENA region's healthcare industry. Additionally, Omnia, the global medical directory, is a unique digital platform providing company and product information 365 days of the year, allowing users to connect with exhibitors and products in one simple click.

For more information visit:  informalifesciences.com