

# FOOD WEST AFRICA

17-19 May 2017, Landmark Centre, Lagos

The largest B2B food  
& beverage industry  
platform in West Africa

[www.food-westafrica.com](http://www.food-westafrica.com)



We would like to extend our thanks and gratitude to all the supporting bodies and partners who gave their generous support to **Food Nigeria 2016**.



Supported by



Danish Agriculture & Food Council



Media Partners



Our portfolio in Africa



Event Partner



Organised by



# Show Summary

I would like to take this opportunity to thank all of the exhibitors, sponsors, partners, speakers and visitors for making Food Nigeria Exhibition & Congress 2016 the tremendous success that it was.

Given the interest in the event from Nigeria, as well as all of the surrounding West African neighbours, we have decided to rebrand Food Nigeria for next year and I'd like to formally introduce you to Food West Africa. We are also launching a sister show that will run in Kenya in 2017 entitled Food East Africa showing our commitment to creating an unrivalled platform serving the African F&B industry

Food West Africa will take place from 17-19 May 2017 and is moving 5 minutes up the road from the Eko to the newly expanded custom built exhibition venue – The Landmark Centre.

This post show report summaries the 2016 event and demonstrates the success of the inaugural Food Nigeria event.

If you are not involved in the exhibition, we hope this report offers comprehensive information to help you reach your decision. I am always happy to discuss the West African market and I'm happy to make myself available to answer any questions that you may have.

If you are interested in participating at Food West Africa 2017, please contact either myself on [ryan.sanderson@informa.com](mailto:ryan.sanderson@informa.com) or [michael.tube@informa.com](mailto:michael.tube@informa.com) on +971 4407 2772. Be quick though, 60% of our exhibitors have already rebooked their stands for next year.

Best regards,

**Ryan Sanderson**  
Exhibition Manager  
Informa Life Sciences Exhibitions

*“the quality of clientele that came through was better than any other show in Nigeria”*

**Tunde Ogunride, CEO, JustFood**

EXHIBITION FLOOR SPACE  
**2,740 sqm**

---

NUMBER OF EXHIBITORS  
**142**

---

EXHIBITING COUNTRIES  
**21**

---

TOTAL PARTICIPANTS  
**4,298**

---

CONFERENCES  
**5**

---

SPEAKERS  
**24**

# Exhibition Analysis

*“The power of networking was phenomenal at this event, it was a real eye opener”*

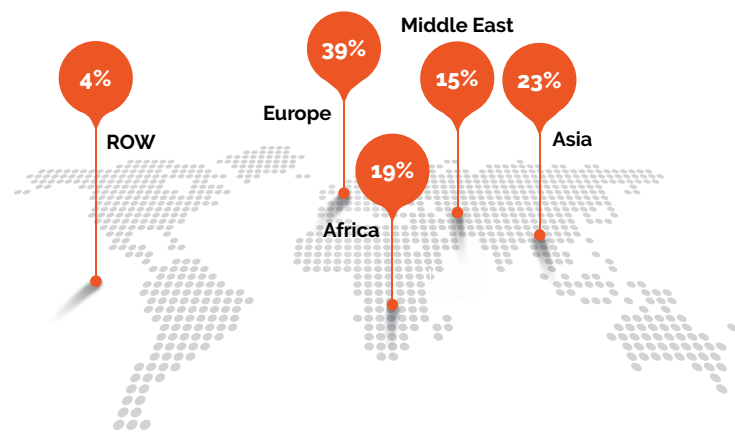
Tola James, CEO, Nari Palm Juice



The event was inaugurated by Mrs Yetunde Oni, Acting Director General, National Agency for Food and Drug Administration and Control (NAFDAC), along with senior government officials from the Federal Ministry of Health and Lagos State Ministry of Health.

Nigerian food industry professionals came together to meet more than 140 companies from 21 countries across the world, convening to showcase their products covering food and drink, equipment, food services and hospitality.

## EXHIBITOR GEOGRAPHICAL BREAKDOWN



## EXHIBITOR FEEDBACK

- 91% rated the quantity and quality of the visitors as very good
- 92% were successful in meeting their overall objectives
- 92% plan to exhibit again in 2017
- 88% were successful in generating new enquiries for their business

Don't delay book your stand today  
[foodnigeria@informa.com](mailto:foodnigeria@informa.com)

### EXHIBITOR PROFILE



FOOD COMPANIES



FMCG TRADERS



BEVERAGE COMPANIES



F&B AND HOSPITALITY EQUIPMENT

AND MORE...

# Visitor Analysis

Food Nigeria had a highly targeted visitor profile, with only the most relevant industry professionals with decision making titles receiving invitations to attend.

The campaigns are carefully designed to attract the right quality of visitors to enable our exhibitors to meet, network and conduct business with the individuals in charge of making decisions for their respective organisations. The launch edition of the show welcomed more than 4,000 industry professionals from across the country and ultimately the West African region.



## NATURE OF BUSINESS BREAKDOWN

Bakery	7%
Caterer	6%
Distributor	21%
Education/Training	3%
Government/Association	5%
Hotel/Hospitality	4%
Importer/Trader/Wholesaler	33%
Manufacturer/Processing	10%
Retail/Supermarket	4%
Restaurant/Café	4%
Other	3%

## VISITOR JOB TITLE BREAKDOWN

29%	Senior manager and executives
21%	Procurement and purchasing executives
14%	Head of food and beverage
3%	Head chef
11%	Store owners
8%	Franchise owners
5%	Head of regulatory affairs
9%	Government personnel

## VISITORS' FEEDBACK

97%	confirmed they will attend Food West Africa 2017
93%	were successful in establishing new contacts and relations for future
92%	learned about new products
86%	attended to source a new supplier
81%	arranged to do business with a new or existing supplier

# Conference Analysis

Supporting the exhibition was the Food Nigeria Conference, a three-day multisector meeting that discussed topical issues in food supply chain management. The conference presented the latest modern channels of food distribution in the region, advances in food handling and logistics, updates on food safety and security, and regulations on importation and exportation.



## Day 1:

### Key Areas – Nigerian Food Industry

#### KEY SPEAKERS

Mrs. Yetunde Oni, Acting Director General, **National Agency for Food and Drug Control Administration (NAFDAC)**, Abuja, Nigeria

Dr. K. E. Layeni-Adeyemo, Director of Occupational Health & Staff Health Services, **Lagos State Ministry of Health**, Lagos, Nigeria

Ayotunde F. Ogunride, CEO, QSR Consult; **Just Food**, Lagos, Nigeria

Adeola Elliot, Chairman, Agricultural & Allied Group, **Lagos Chamber of Commerce and Industry**, Lagos, Nigeria

## Day 2:

### Import Control and Product Certification

#### KEY SPEAKERS

Asiwaju S.K Onafowokan, National Chairman, **National Association of Supermarket Operators of Nigeria**; Immediate Past President, **Lagos Chamber of Commerce and Industry**, Lagos, Nigeria

Fubara A. Chuku, National Coordinator, Food Safety Program, **Federal Ministry of Health**, Abuja, Nigeria

Margaret Eshiett, Head, Food Division, **Standards Organisation of Nigeria**, Lagos, Nigeria

## Day 3:

### Food Safety Management

#### KEY SPEAKERS

Veronica Nkechi Ezeh, Deputy Director in Charge of Food Safety and Applied Nutrition Directorate, **National Agency for Food and Drug Control Administration (NAFDAC)**, Abuja, Nigeria

Stephen Adeniji, Food Safety & Quality Assurance Specialist; Inclusive-Growth Food Technologist, **Food Choices Ltd**, Lagos, Nigeria



# Food Nigeria is...

*“the right hub to meet and get contacts”*

Kitchen Manager LB

*“the best food business network in Nigeria”*

Acha Funds

*“to learn and engage”*

X-plore Integrated Services Ltd



*“the perfect experience”*

Topfol Limited



*“enlightening about so many opportunities”*

Ohuwalose Food Canteen



*“great, hope to see more”*

Licia Conferencies



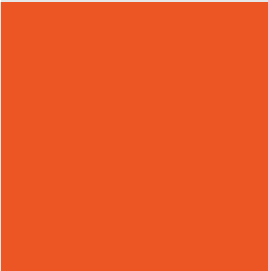
*“a great show”*

Multivision Nig Ltd



*“very insightful”*

Echo Spring Ltd



*“about new contact with other suppliers”*

Richsource Industries Limited



# Nigeria



of total consumer expenditure, Food and Beverage remains the largest sector in the industry



Lagos state alone is the sixth largest economy in Africa with a GDP of

**USD\$ 131 billion**

HIGHEST POPULATED COUNTRY IN AFRICA

**183 million**



7<sup>th</sup> in the world as well as Africa's largest population - **twice as large as second place Ethiopia**



**3 major supermarket chains** have all announced significant expansion plans across Africa's largest economy with **DIA joining Shoprite and Walmart** in a race for market share



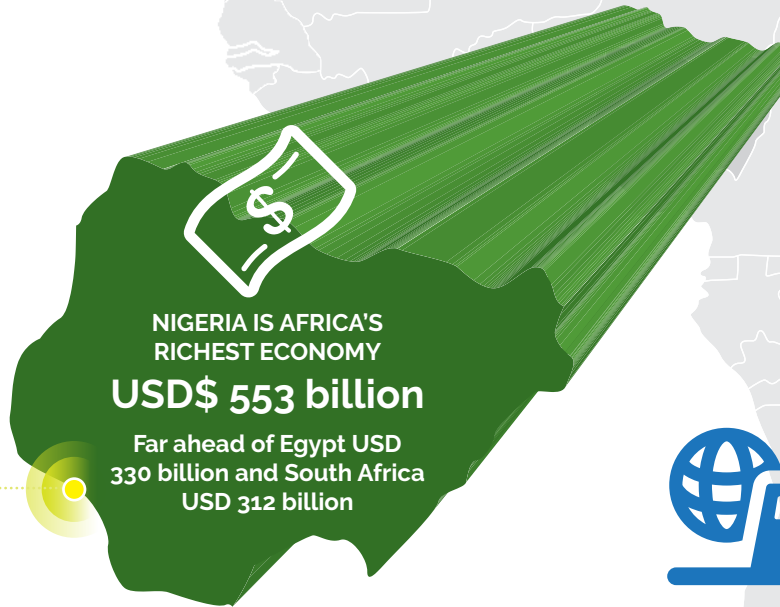
The largest segment of the food-processing industry in the country is beverages, including **beer, soft drinks and juices** which account for **54% of the market share**



Dairy is the second-largest segment in Nigeria's food and beverage industry posting an 8% CAGR over the last three years generating **USD\$2.02 billion** in revenue last year



The Bank of Industry Nigeria announced Africa imported over **\$35.4 billion** worth of food last year, with Nigeria accounting for **\$11 billion** of the bill



**HOME TO NEARLY 70% of people** in West Africa and with a burgeoning middle class growing at **18% yearly**

**References**

- Indexmundi
- Kmpg Africa
- Oxford Business Group
- World Trade Organisation
- BusinessDayonline.com
- Euromonitor



# Why Exhibit

*“the feedback and experience was fabulous, I’m looking forward to being in this market”*

Nitin Meneon, CEO, Twiss Drinks

At Food West Africa, you will discover an effective medium for raising your profile in this industry sector, and you will capitalize on the best opportunity to discuss business, share information, discover the latest trends or launch new products into the market.



## SALES

- » Generate sales leads
- » Build relationships with prospects
- » Advance the sales cycle
- » Meet spread-out buying teams at one time
- » Recruit new distribution channels or local agents
- » Enter an untapped market



## PRODUCT MARKETING

- » Launch new products
- » Survey attendees about new product ideas
- » Research competitor's products & messaging
- » Test price points and evaluate trends with on the ground research



## MARKETING COMMUNICATIONS

- » Build your brand
- » Increase awareness
- » Interview clients
- » Generate publicity



## KEEP UP ON INDUSTRY TRENDS

- » Meet with key clients
- » Meet with key business partners
- » Build the business profitability
- » Form new business networks

# 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: [foodnigeria@informa.com](mailto:foodnigeria@informa.com)

## PRE-EVENT BENEFITS

	PLATINUM	GOLD	SILVER
Logo on website with hyperlink to sponsor's website	✓	✓	✓
Exclusive sponsor e-shot	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

	PLATINUM	GOLD	SILVER
Logo on onsite signages	✓	✓	✓
1 x A5 advert in show catalogue	2	✓	✓
Gold entry in the show catalogue – 100 words plus logo	✓	✓	✓
Directional floor tiles inside the exhibition	2	1	1
Stand highlighted in show catalogue	✓	✓	

## POST SHOW BENEFITS

	PLATINUM	GOLD	SILVER
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 – hall entrances (per area)

Be among the first brands to be noticed. We will brand the registration point with your corporate logo and have staff wear your branded uniforms.\*



### Lanyards

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



### Visitor badges

More than 4,000 visitors expected to attend Food West Africa 2017, this is a significant and exclusive branding opportunity. Every badge will carry your logo on the front and back.



### Exhibitor badges

More than 1,000 exhibitor attendees expected at Food West Africa 2017, this is a highly exclusive branding opportunity towards the leaders of the food industry. Every badge will carry your logo on the front and back.



### 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.



### 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-style 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

\*production not included

# Marketing & Promotion

By promoting the event we promote you...



## PRINT

The Food Nigeria marketing strategy consisted of a diverse print advertising campaign that reached across leading trade publications, magazines and newspapers throughout Nigeria and greater West Africa. A total of 272 adverts appeared as part of the campaign, covering a range of the most renowned titles.



## WEBSITE

Our websites provide the best online platform to communicate to a target audience of food industry professionals across Nigeria. The Food Nigeria website attracted more than 135,200 visits and 68,752 unique visitors in 2016.



## DIRECT MAIL

Visitor invitations were mailed across the food industry professionals from all 36 states inviting them to Food Nigeria. More than 10,000 contacts were carefully selected from our extensive and ever growing database.



## EMAIL

Our targeted and comprehensive email campaign was our most comprehensive to date, communicating with more than 35,000 people. We have carefully analysed the results and trends to build and grow the data for the 2017 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. The PR campaign was covered in more than 963 articles and achieved an editorial value of US\$762,573.85.



## RADIO

Radio adverts are aired on key local radio stations during premium time slots of morning and evening rush hours in the days leading up to the exhibition. We were also interviewed 3 times during prime slots to discuss the event.



## SMS

With mobile technology at the forefront of communication, our SMS reminders and easy registration messages reached out to more than 20,000 contacts across the country.



## SOCIAL MEDIA

Through the active use of social media, Food Nigeria has built a strong following and presence on various platforms including: Facebook the prime platform in the country with more than 4,000 likes in 2016.



# Start your planning today

# 17-19 May 2017

## EXHIBIT

Book your stand today, contact us:

+971 (0) 4 407 2772

foodnigeria@informa.com

www.food-westafrica.com

## VISIT

Register now to confirm your free visit to the exhibition:

www.food-westafrica.com/register

## TRAVEL

Benefit from Food West Africa discounted rates. Contact our hospitality team on

+971 (0) 4 407 2694,

+971 (0) 4 407 2710

hotels@informa.com



Organised by

**informa**  
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 industry professionals worldwide and offering a range of marketing solutions for companies involved within a variety of sectors. Over 100 congresses take place in parallel with the exhibitions.

www.informalifesciences.com