



29 November - 1 December 2017, KICC, Nairobi, Kenya

Meet the food & beverage industry in Africa's fastest growing region

www.food-eastfrica.com





Show Overview

Food East Africa provides a premier platform for both international and regional food and beverage companies to meet, network and establish business ties in Africa's fastest growing region – East Africa.

The exhibition will host more than 120 international companies across 2,000sqm of exhibition space within the Kenyatta International Conference Centre (KICC), Nairobi, Kenya 29 November - 1 December 2017.

Africa Business recently published that Kenya, the largest economy in East Africa, is also the prime trade hub of the region with imported goods valued at \$200 million and re-exported goods worth \$520 million in 2015 proving itself as the flagship nation of the region which hosts 400million people.

Food East Africa provides the platform for international food and beverage companies to gain entry into this lucrative market, and for domestic companies to grow and develop their networks across the region.

The Food East Africa conferences will discuss major topics and issues including:

- » Supply chain management
- » Food technology
- » Retail innovation

The conferences are free-to-attend and will attract Government officials, key decision makers and market leaders looking to gain insight from both local and international experts.

3,000+
ATTENDEES

2,000sqm
EXHIBITION SPACE

120+
EXHIBITORS

10+
COUNTRY PAVILIONS

3
CONFERENCES

Market Overview



Rising disposable incomes, growing foreign investor confidence and continued government investment in a growing shopping centre culture will be instrumental in promoting grocery retailers in Kenya. As a result, grocery retail is forecast to record a value CAGR of 4% at constant 2016 prices over the forecast period.

The retail industry has shown no sign of losing momentum, with rising demand among an increasingly wealthy consumer class expected to maintain sector resilience. Data from a Bloomberg survey shows that 36% of Kenyans do their grocery shopping in formal retail outlets which is the second highest ratio on the African continent.

Increased international interest in the Kenyan market, with direct investment from companies such as Walmart, Carrefour and Botswana's Choppies, has played a key role in increasing consumer confidence and spending as international brands enter the country to take maximum advantage of the retailing opportunity that Kenya presents.

In addition to the excellent Kenyan market, Bloomberg has also confirmed 3 of the fastest growing 5 economies in Africa are from the East African region: Tanzania, Rwanda and Ethiopia.



References

Bloomberg
Euromonitor
KPMG



Exhibition Overview



Food East Africa provides a unique platform for your business to showcase its products and services to thousands of decision makers and influencing individuals from across the East African food and drink industry.

More than 120 companies from across the world will convene at Food East Africa to showcase their products covering food and drink, equipment, food services and hospitality.



TYPES OF FOOD

- » Bottled
- » Canned
- » Chilled
- » Dried
- » Fresh
- » Frozen
- » Live
- » Smoked

FOOD PRODUCTS

- » Condiments / Sauces
- » Dairy
- » Fruits
- » Grains / Cereals / Flours
- » Meat / Poultry
- » Vegetables
- » Confectionery

SPECIALITY PRODUCTS

- » Artisan products
- » Children's products
- » Ethnic food
- » Fair trade
- » Gourmet & fine food
- » Halal products
- » Health / Wellness products
- » Special diet products

CAFÉ AND RESTAURANT

- » Bar equipment / supplies
- » Buffet display / equipment / supplies
- » Coffee machines / supplies
- » Computer / Hardware systems
- » Consultant
- » Cutlery / Silverwares
- » Financial Services
- » Furniture / Fittings
- » Glassware
- » Interior Designer
- » Table accessories



EXHIBITOR PROFILE



FOOD MANUFACTURERS



BEVERAGE MANUFACTURERS



FMCG TRADERS



F&B AND HOSPITALITY
EQUIPMENT

Why Exhibit

At Food East 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.

If you are looking to expand your current operations or meet new contacts within the East African food industry, exhibiting at Food East Africa will give you the opportunity to reach out to the region's most influential and decision-making audience comprising of food industry professionals, business partners, competitors and peers alike.



SALES

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



PRODUCT MARKETING

- » Launch new products
- » Survey attendees about new product ideas
- » Research competitor's products & messaging
- » Executive Management



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

Visitors

Food East Africa is a business-to-business platform promoting supply chain partnership along with imports and exports. It will incorporate attendees from across Kenya and wider Eastern Africa.



VISITORS CONSIST OF THE BELOW GROUPS:

- » Retailers and supermarkets
- » Convenience stores and markets
- » Hotels and hospitality
- » Importers / Exporters
- » Dealers and distributors
- » Wholesalers
- » Governments and regulatory agencies
- » Local associations
- » Caterers
- » Food processors and manufacturers
- » Restaurants and coffee shops

And many more...

JOB TITLES:

- » Senior manager and executives
- » Procurement and purchasing executives
- » Head of food and beverage
- » Head chef
- » Store owners
- » Franchise owners
- » Head of regulatory affairs
- » Government personnel

And many more...



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: fea@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	✓	✓	✓
Gold entry in the show catalogue – 100 words plus logo	✓	✓	✓
Directional floor tiles inside the exhibition	2	1	1
Stand highlighted in show catalogue	2		

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 2,000 visitors expected to attend Food East 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 East 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 East Africa visitors – a direct way to create an impact. Bags will be branded with your company's logo along with the Food East 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



PRINT



WEBSITE



DIRECT MAIL



EMAIL



RADIO



PR & MEDIA
COVERAGE



VIP INVITATION



SMS



SOCIAL MEDIA

Get in touch today

To find out more about Food East Africa and how you can get involved, contact us via:

EXHIBITING AND SPONSORSHIP OPPORTUNITIES

Ryan Sanderson
Exhibition Manager

Tel: +971 (0)4 407 2772
Email: ryan.sanderson@informa.com

Michael Tube
Sales Executive

Tel: +971 (0)4 407 2496
Email: michael.tube@informa.com

MARKETING AND MEDIA PARTNERSHIP

Ali El-Khidir
Senior Marketing Manager

Tel: +971 (0)4 407 2750
Email: ali.elkhidir@informa.com

Nafu Cengiz
Marketing Manager

Tel: +971 (0)4 407 2686
Email: nafu.cengiz@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.informallifesciences.com