



# FOOD NIGERIA

18-20 MAY 2016, Eko Convention Centre, Lagos, Nigeria

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MEET THE FOOD AND DRINK INDUSTRY  
IN AFRICA'S RICHEST ECONOMY



**6,000+**  
ATTENDEES

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**2,500+ sqm**  
EXHIBITION SPACE

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**150+**  
EXHIBITORS

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**20+**  
COUNTRY PAVILIONS

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**3-5**  
FREE-OF-CHARGE  
CONFERENCES

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

# SHOW OVERVIEW



Food Nigeria provides the largest platform for both international and regional food and beverage companies to meet, network and establish business ties in Africa's largest economy – Nigeria.

The exhibition will host more than 150 international companies across 2,000sqm of exhibition space within the Eko Convention Centre from **18-20 May 2016**.

According to the World Trade Organization (WTO), **Nigerian food imports reached \$5.740 billion in 2013**, compared to \$5.22 billion in 2012. This figure is projected to **grow at 20% per annum by 2020**. This level of expenditure will inevitably put a strain on resources, and in an attempt to reduce expenditure, The National Agency for Food & Drug Administration and Control (NAFDAC) have recently highlighted a nationwide initiative within Nigeria to increase food production and exports.

Food Nigeria 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 Nigeria 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.



## FACTS

*“The region is spending about **45 billion US dollars** on food imports annually”*

*“The size of the food and agribusiness will be **one trillion US dollars** by 2030”*

**Akinwumi Adesina**, Minister of Agriculture and Rural Development, Nigeria



# MARKET OVERVIEW

Nigeria is now Africa's largest economy with a **GDP of over \$510 billion** in 2014. This is expected to increase to more than **\$900 billion by 2019** making it more than twice the size of South Africa's GDP.

What makes Nigeria such a promising investment opportunity is the number of consumers, with a **population of 173 million in 2013**. This figure expected to grow to 239 million in 2025.

Nigeria offers a very attractive food and drink sector. Changing demographics and lifestyles are resulting in increasing consumer preferences for a wider range of processed and packaged, as well as nutritional foods.

Increasing disposable incomes combined with growing consumer sophistication has resulted in a move away from traditional unprocessed foods from open air markets.

The country's retail food sector has been undergoing change over the last decade with international supermarket brands entering the country; new malls being constructed and the steady transformation of informal markets into more formal and modern facilities are setting new bars by providing a wide choice of shopping experiences in a modern, customer-oriented environment.

The interest in Nigeria as a business hub, has also resulted in huge growth within the hospitality industry, further highlighting demand for sophisticated, higher end processed foods.



The average Nigerian spends **73%** of earnings on food

Nigerian food imports projected to grow **20%** yoy until 2020

Nigerian hospitality industry anticipates a rise in the number of hotel rooms in the next five years, from **8,400 rooms in 2013** to **24,000 in 2018**

# EXHIBITORS

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

More than 150 companies from across the world will convene at to Food Nigeria to showcase their products covering food and drink, equipment, food services and hospitality.



## EXHIBITOR PROFILE

### Types of food

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

### Food products

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

### 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 / Silverware
- Financial services
- Furniture / Fittings
- Glassware
- Interior Designers
- Table accessories

### Kitchen Equipment

### Refrigeration Equipment

# WHY EXHIBIT



At Food Nigeria, you will discover an effective medium for raising your profile in this industry sector, and you will capitalise 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
- Enter untapped market



## Marketing Communications

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



## Product Marketing:

- Launch new products
- Survey attendees about new product ideas
- Research competitor's products and messaging



## Executive Management:

- Keep up on industry trends
- Meet with key clients
- Meet with key business partners
- Build the business profitability
- Form new business networks



# VISITORS

Food Nigeria is a business-to-business platform promoting supply chain partnership along with imports and exports. It will incorporate attendees from across Nigeria and wider Western 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 managers and executives
- Procurement and purchasing executives
- Head of food and beverage
- Head chef
- Executive chef
- Store owners
- Franchise owners
- Head of regulatory affairs
- Government personnel

And many more...



## About Lagos

Lagos is the commercial capital of Nigeria, and the largest city in Africa with a population of more than 17.5 million. The UN estimates that at its present growth rate, Lagos state will be third largest mega-city in the world by 2015, after Tokyo in Japan and Mumbai in India.

Lagos is continuing to invest in infrastructure and security within the city to accommodate the influx of tourism and business visitors.

WHO officially declared Nigeria free of Ebola virus as of October 2014.

## Sources

World Trade Organization  
Tradingeconomics.com  
BusinessDayonline.com  
USDA Foreign Agricultural Service  
The Nigerian Observer



# MARKETING SUPPORT



EMAIL



DIRECT  
MAIL



WEBSITE



ONLINE  
ADVERTISING



PR



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ADVERTISING



TELEMARKETING



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PARTNER  
ACTIVITY



SOCIAL  
MEDIA



SMS



FOOD NIGERIA



## CONTACT US

To find out more about the Food Nigeria and how you can be involved, get in touch with:

### Exhibiting and sponsorship opportunities

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## ORGANISED BY

Informa Life Sciences Exhibitions is part of Informa Group and consists of over 21 exhibitions and more than 100 conferences yearly covering the European, African, Middle Eastern and Asian markets.

Over the course of the year, Informa Life Sciences Exhibitions events attract over 5,000 exhibitors, 100,000 visitors and 15,000 conference delegates.

Informa Life Sciences Exhibitions is primarily concerned with providing education to professionals who are interested in updating and furthering their knowledge and skills.

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