Sales Brochure 2027

Enquire to Exhibit



Fi Africa

Organized by informa

Co-located with PROPAK MENA

1 - 3 June 2027

Egypt International Exhibition Center, Cairo, Egypt

WHERE AFRICA'S FOOD INDUSTRY CONNECTS



Put your brand in front of the manufacturers, R&D teams, buyers and decision-makers shaping the next generation of food products.

From 1–3 June 2027, **Fi Africa** returns to the **Egypt International Exhibition Center** in Cairo, bringing ingredient suppliers together with food and beverage manufacturers, R&D teams, procurement professionals and industry leaders.



Part of the global **Food Ingredients** portfolio and co-located with **ProPak MENA**, **Fi Africa** connects the ingredients behind product development with the technologies and partners that take products from formulation to final pack.

Our Social Media

PROVEN IN 2026.
EXPANDING IN 2027.

A growing food manufacturing platform connecting suppliers with manufacturers, buyers and decision-makers across Africa and MENA.

2026 ACTUAL — FI AFRICA + PROPAK MENA

17,000+
Visitors

450+
Exhibitors

2,550+
International Attendees

35+
Countries

475
VIP Buyers

404
Business Meetings

2027 EXPECTED — FI AFRICA + PROPAK MENA

19,000
Expected Attendees

+12%
Attendance Target vs 2026

- **Expanded exhibition footprint**
- **New hall opportunity for 2027**



MEET THE PEOPLE DRIVING FOOD INDUSTRY GROWTH

Fi Africa brings together the professionals driving the future of the food and beverage industry.

2026 ACTUAL

WHO ATTENDS

- **38%** Food & Beverage Manufacturers
- **18%** Distributors & Wholesalers
- **14%** Importers / Exporters
- **12%** Consultants & Service Providers
- **8%** Equipment, Processing & Packaging Suppliers

WHO MAKES THE DECISIONS

- **24%** Executive Leadership
- **18%** Commercial Decision-Makers
- **16%** Operations & Manufacturing Leaders
- **15%** Procurement & Supply Chain Professionals
- **12%** Technical & Innovation Leaders

TOP ROLES CEOs & Business Owners · R&D Managers · QA Professionals · Procurement Directors · Technical Specialists · Plant & Production Managers · Supply Chain Leaders



REGIONAL REACH. RELEVANT MARKETS.

2026 ACTUAL International attendees and countries refer to Fi Africa + ProPak MENA combined.

2,550+
International Attendees

35+
Countries

25%
International VIP Participation

20+
Embassies Represented

TOP FI AFRICA VISITOR MARKETS

Outside Egypt

Sudan · Saudi Arabia · China · Yemen · UAE

India · Türkiye · Jordan · Palestine · Iraq

HOSTED BUYER MARKETS

12+ international Hosted Buyers from nine represented countries

Libya · Nigeria · Kenya · Tunisia · Qatar

KSA · Morocco · UAE · Bahrain

2027 INTERNATIONAL PAVILIONS

China · Italy · Türkiye · India

BUSINESS CONNECTIONS BUILT INTO THE EVENT



Fi Africa is designed to help exhibitors move beyond visibility and connect with relevant buyers, procurement professionals and decision-makers before and during the show.

2026 ACTUAL

MATCHMAKING / HOSTED BUYERS

302+
Pre-arranged Business Meetings

9
Countries Represented

USD 1.8M+
Estimated Business Generated

VIP PROGRAMME

475
VIP Attendees

25%
International

57%
Increase in Meetings YoY

20+
Embassies Represented

EVENT APP

30%
Active Exhibitors

15%
Active Attendees

- Meeting scheduling
- Exhibitor discovery
- Agenda browsing
- Networking before and during the show

404 meetings conducted through the event app in 2026.

PROOF FROM THE PEOPLE WHO EXHIBIT

2026 FI AFRICA POST-EVENT SURVEY

3.89 / 5
Exhibitor Satisfaction

4.17 / 5
Likelihood to Return

8.14
NPS Score

We are exhibiting at Fi Africa & ProPak to explore the Egyptian market, meet potential clients and local partners, and expand our presence in the region.

Massimo Graziano
Representative, Laver

Fi Africa is a valuable platform for meeting suppliers, discovering new products and building strong business relationships.

Ahmed Nabil
EGYdairy

MORE THAN AN EXHIBITION

Fi Africa 2027 brings an enhanced event experience designed to help you discover the latest ingredient innovations, gain valuable market insights, and build meaningful business connections.

FI TALKS

Expert-led sessions exploring product development, consumer demand, health-forward formulations, natural ingredients, plant-based innovation and market growth.



INTERACTIVE WORKSHOPS

Hands-on technical and product-focused learning designed around practical industry challenges.

One event. Endless opportunities to learn, network, and grow your business.

FOODGUARD SUMMIT

A three-day platform bringing government, industry and international organisations together around food security, sustainability and resilient food systems.

2026: 2 Ministers · 200+ VVIPs · 4 Ambassadors · 25+ High-Level Speakers

CO-LOCATED WITH PROPAK MENA

Connect ingredients and formulation with processing, packaging and production technology in one visit.

SECTORS DRIVING FOOD INNOVATION

Fi Africa brings together the complete spectrum of food ingredients and solutions, connecting suppliers with buyers across every category.

- Food Additives
- Flavours & Flavour Enhancers
- Dairy Ingredients
- Herbs, Spices & Seasonings
- Oils & Fats
- Starches and Thickeners
- Preservatives

NEW FOR 2027

NEW FOR 2027

SEMI-FINISHED PRODUCTS

NEW FOR 2027

CEREALS

NEW FOR 2027

HEALTH & FUNCTIONAL FOOD INGREDIENTS



WHY EGYPT. WHY NOW.

Egypt’s food and beverage industry continues to expand, driven by rising consumer demand, investment, and exports.

Egypt’s food market is projected to reach USD 125.4 billion by 2028, supported by continued growth in food manufacturing and ingredients.

Market Highlights

With growing domestic consumption and expanding export opportunities, Egypt is strengthening its position as a leading food manufacturing and innovation hub for Africa and the Middle East.

USD 125.4B
food & beverage market by 2028

7.3% CAGR
for the food processing & ingredients sector

USD 12.7B
packaged food market

USD 7.7B
Egyptian food industry export target by 2027

USD 6.1B
food exports in 2024, up 21% year-on-year



YOUR BRAND, VISIBLE BEFORE THE SHOW

Your visibility starts before opening day. Across our website, email campaigns, social channels and database, exhibitors gain multiple opportunities to reach the market throughout the event journey.

Digital Impact:

450k+
Website visits

70k
Social followers

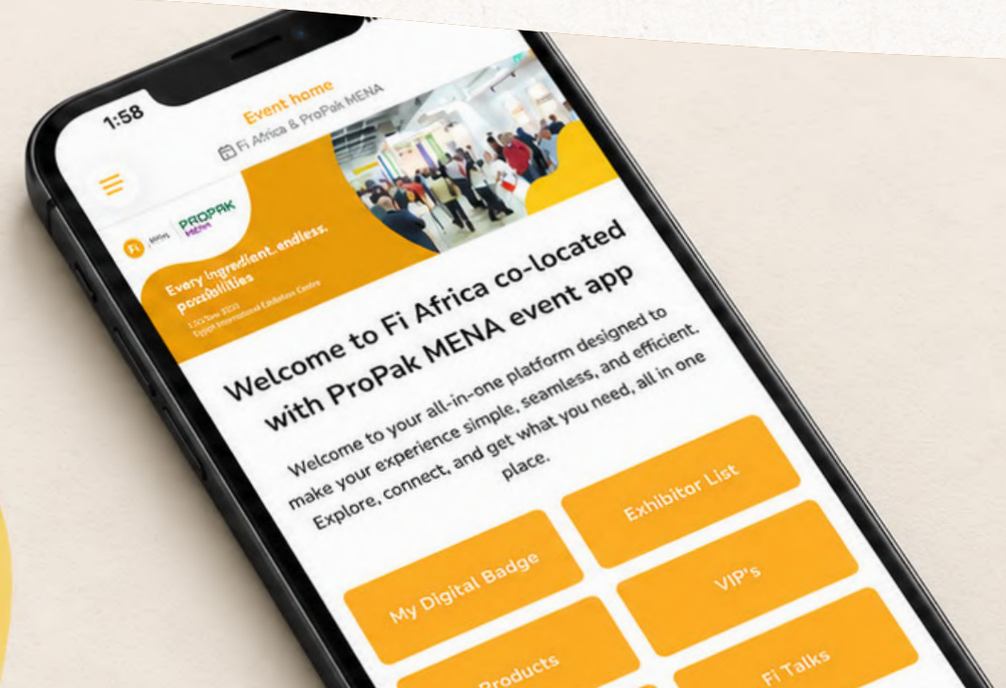
10 Million
Reach

2.5 Million
Engaged users

65,000+
F&B professionals in our network

Combined with our website, email campaigns, social media, and event app, your brand gains multiple opportunities to be seen, discovered, and connected with throughout the event journey.

More visibility. More connections. More opportunities.



CHOOSE YOUR STAND

Flexible exhibiting options designed to match your goals, brand, and budget.

Space Only



Design your own stand from scratch and bring your brand vision to life.

- Bare floor space
- Full creative freedom

USD 416 / sqm

Aluminium Shell Scheme



A ready-to-use setup with essential furnishings.

- Walls, carpet, lighting
- 5 Amp socket, table, 2 chairs, wastebasket

USD 470 / sqm

Wooden Stand



A premium, fully equipped stand for a polished presence.

- Walls, carpet, lighting
- Counter, table, 3 chairs, socket, wastebasket

USD 525 / sqm

BETTER STANDS AT FI AFRICA.

Build a stand that’s designed for both business success and sustainability.

The Better Stands Programme encourages exhibitors to adopt reusable, modular stand designs that reduce waste, improve efficiency, and create a lasting brand impression.

With Bronze, Silver, and Gold accreditation levels, the programme recognises exhibitors committed to sustainable exhibiting and celebrates excellence through the Sustainable Stand Award.

Bronze

Incorporates reusable or recyclable components, including structures, platforms, furniture, and lighting.

Silver

Builds upon Bronze with additional reusable fascia, rigged structures, and ceiling elements.

Gold

Extends the Silver classification to include graphics, decorative items, and floor coverings.



2026 BETTER STANDS SCORE

16/16

The highest possible rating.

NEW HALL. MORE SPACE.
SECURE YOUR POSITION EARLY.

Fi Africa 2027 is expanding, creating additional space for ingredient and food manufacturing suppliers.

Book early for the widest choice of stand locations and put your brand in front of **19,000 expected attendees** across the co-located Fi Africa + ProPak MENA platform.

Book Your Stand | **CONTACT SALES TEAM**



Get in Touch

Contact our team today for more information about your exhibiting and sponsorship opportunities at Fi Africa 2027 in Cairo-Egypt.

Let’s make your next chapter unforgettable.

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Fi Africa

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