Institutional partners

Organizer

Partner event

Ethiopia agrofood
2nd International Trade Show

03 – 05 May 2018
Millennium Hall • Addis Ababa – Ethiopia
www.agrofood-ethiopia.com

Network partner event

Ethiopia agro
agriculture

Ethiopia food + bev tec
process & packaging
bakery & confectionery
food ingredients

Ethiopia food + hospitality
food & drinks
foodservice equipment

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Impressions of agrofood Ethiopia 2017

Opening
Review on agrofood Ethiopia 2017

Gallery
Exhibitor list
Post Show Report
Strong facts of agrofood & plastprintpack Ethiopia 2017

- 60 exhibitors from 14 countries
- 100% of the exhibitors recommend the show to other companies
- 94% of the exhibitors are satisfied with the number of visitors
- 91% of the exhibitors are satisfied with the event as a whole
- 89% of the exhibitors are satisfied with the quality of the visitors
- 2,615 visitors from 33 countries
- 77% decision makers
- 48 accredited journalists
- 63% of the visitors plan to invest
Personalities having participated at the official opening of agrofood & plastprintpack Ethiopia 2017:

- **H.E. Dr. Mebratu Meles**  
  *State Minister, Ministry of Industry*

- **Mr. Bekele Mekrua**  
  *Deputy Director General, Food, Beverage and Pharmaceutical Industry Development Institute*

- **Mr. Dayessa Leta Merga**  
  *Deputy Director General, Chemical and Construction Inputs Industry Development Institute*

- **Mr. Pierre Sentenac**  
  *Head of the Economic Service, French Embassy in Ethiopia*

- **Mr. Stephan Wendt**  
  *Head of Economic and Cultural Section, German Embassy Addis Ababa*

- **Dr. Axel Klaphake**  
  *Country Director, giz*

- **Dr. Janette Verrijzer**  
  *Policy Officer Aid and Trade, Embassy of the Kingdom of the Netherlands in Addis Ababa*

- **Ms Martina Claus**  
  *Head of Market Development Africa, VDMA German Food Processing & Packaging Machinery Association*

- **Ms Aude Roelly**  
  *Manager Subsahara Africa, adepta - French Agrofood Association*

- **Mr. Nebeyu Lemma**  
  *Managing Director, Prana Promotion*

- **Mr. Martin März**  
  *Managing Director, fairtrade*
A unique concept
agrofood Ethiopia covers the entire value chain - from field to fork

Exhibitor profile
- Agricultural machines, farming tractors, harvesting equipment
- Analytical equipment
- Dryers, cleaner, silos and storage systems
- Feeding equipment
- Fish farming equipment
- Grains, grain systems
- Greenhouse and greenhouse plastics and equipment
- Irrigation systems

Visitor profile
- Farmers
- Breeders
- Keepers

Exhibitor profile
- Process technology
- Bakery technology
- Confectionery technology
- Refrigeration and air-conditioning technology
- Packaging technology
- Ingredients and auxiliary materials
- Conveying, transport and storage installations

Visitor profile
- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging

Exhibitor profile
- Food and beverages
  - Dairy and milk products
  - Meat and meat products
  - Fish and seafood products
  ...
- Hospitality, hotel, shop and catering equipment
  - Foodservice equipment
  - Catering technology
  - Professional kitchen equipment
  ...

Visitor profile
- Food traders
- Hotel, bar & café professionals
- Caterers
- F&B professionals
Dr. Mebratu Meles  
State Minister, Ministry of Industry

“The international tradeshow agrofood & plastprintpack Ethiopia is a perfect enabler of technology transfer besides facilitating trade and promoting investment in the sector, which is also expected to assist the overall development of the food value chain and expansion of processed food products.

On behalf of the Federal Democratic Republic of Ethiopia, Ministry of Industry and Myself I want to assure you that we are committed to work closely with all partners and investors to flourish the agro-industry in the country.”
Why exhibit in agro Ethiopia?

Ethiopia - the 2nd largest importer of agricultural machinery in East and Central Africa

Top 4 agricultural exports 2016
- Coffee, tea, spices (745.2 million USD)
- Oil seeds (524.3 million USD)
- Live trees, plants, cut flowers (258.3 million USD)
- Vegetables (100.9 million USD)

Ethiopias main agri products:
- Coffee (largest producer in Africa)
- Maize (second largest producer in Africa)
- Dwarft millet (largest producer of Teff in the world)
- Rice
- Wheat, sorghum and other cereals
- Legumes (such as beans)
- Potatoes
- Sugar cane
- Vegetables

Ethiopia constructs 17 integrated agrofood industrial parks worth US$ 1.5 billion

CAGR: 10%
About agro Ethiopia

Sectors of visitors interest
(multiple responses possible)

- Agricultural machines
- Agriculture & horticulture
- Agricultural services
- Livestock, fish & poultry breeding
- Milling & mixing
- Silos & storage

Satisfaction rates 2017
- agro Ethiopia as a whole: 100%
- number of visitors: 100%
- quality of business contacts: 100%
- business prospects after fair: 100%

Top exhibitors 2017
- Adamitulu Pesticides
- Adepta
- AfrikImpact
- AWILA Anlagenbau
- Bejai Ethio Industrial & Engineering Solutions
- Electromecce Engineering
- Fresh Corner
- GIZ
- Grimme
- Hozelock-Exel
- Lemken
- Markos
- NTD
- Pöttinger Landtechnik
- RAUCH Landmaschinenfabrik
- Wise Team

Voices of the exhibitors 2017

Mr Ephrem Hailu
Electro Mece - General Manager [not on the picture]

Electro Mece Engineering Service was established specifically to deal with engineering solutions and development. Despite the large livestock population in Ethiopia the sectors’ contribution is below its potential because of various reasons e.g. feed shortage and shortage of feed machinery. Our main target here at agrofood plastpack Ethiopia 2017 is to meet new customers and foreign companies to work jointly on this market. We are 100% satisfied with our business contacts.

Mr Bernd Luellmann
AWILA Anlagenbau GmbH - Manager International Sales

Our main target here at the show is to find new customers, create new markets, helping farmers and feed producers to make a good and correct start of their business. Yes, so far we can see a lot of interest - let’s see if it materializes!

Mrs Elke Pankow
RAUCH Landmaschinenfabrik GmbH - Sales director of export

Since five years we are partner of the German demonstration farm in Kulumsa and now we are looking for a partner in Ethiopia. We participate at agrofood plastpack Ethiopia 2017 to present our products and we are satisfied with the outcome.
Why exhibit in food + bev tec Ethiopia?

Ethiopia – largest importer of food process and packaging machinery in East and Central Africa

Source: VDMA

News

- The Ethiopian Meat and Dairy Industry Development Institute said the country earned US$ 100 million in revenue between July 2016 and June 2017. Already US$ 180 million have been budgeted for the following year.

- Ethiopia constructs 17 integrated agrofood industrial parks worth US$ 1.5 billion
Mr Saji Kuriakose
Allwin Packaging International Ltd/ Ishida
- Managing Director

The Ethiopian market is important to us because of its fast growth. Our main target at agrofood plastpack Ethiopia 2017 is to meet the right persons in the snacks, meat and coffee industry. Yes, we are very satisfied with our professional visitors.

Mr Adel Kamel
Güntner Middle East FZE - Managing Director

Our main target at agrofood plastpack Ethiopia 2017 is to meet new customers, looking for new opportunities and to get a better understanding of the market. Yes!! We are really satisfied with our visitors.

Ms Marta Rutynowska-Eising
Robert Bosch East Africa Ltd - Regional Sales Director

Our main target here at agrofood plastpack Ethiopia 2017 is on the one side to meet our leads/contacts in Ethiopia and on the other side to be informed about the latest developments in the Ethiopian industry. So far we are very satisfied with the quality of our professional visitors.
Why exhibit in food + hospitality Ethiopia?

**Ethiopian imports of food products**
Source: WTO World-Trade-Organization

**Ethiopian exports of food products**
Source: WTO World-Trade-Organization
Sectors of visitors interest
(multiple responses possible)

- Bakery products & sweets
- Dairy & milk products
- Beverages & drinks
- Hospitality, hotel & catering equipment
- Vegetables & fruits
- Frozen & canned food
- Groceries
- Meat & meat products

Top exhibitors

- Adepta
- Bejai Ethio Industrial & Engineering Solutions
- Fresh Corner
- Goma Process Technologies
- Kodanmal
- Krungsiam Beverage
- Lame Dairy
- Mogle Bottled Water
- TS Environmental Technology

Satisfaction rates 2017

- Food + hospitality Ethiopia as a whole: 100%
- Number of visitors: 100%
- Quality of business contacts: 100%
- Business prospects after fair: 100%
Market update: Facts about Ethiopia at a glance

**Economic data**
- One of the fastest growing economies in the world
- Largest economy in East and Central Africa
- 6 to 10% economic growth between 2004 and 2018
- Forecast of real GDP growth of 7.5% in 2017 and 2018 (IMF)
- Registering robust GDP growth of 6 to 10% between 2004 and 2017 (IMF)
- Real GDP growth is likely to be around 7.5% in 2017-18, driven by public investment in road and power networks, which benefit both industry and agriculture. Long-term growth potential is enhanced by untapped reserves of coal, gold, oil and gas. FDI is set to continue growing, through investments in agriculture and manufacturing.

**Population**
- 102 million (World Bank for 2016)
- 27th largest country in the world
- 2nd most populous nation in Africa and the 12th most populous country in the world
- Most populous landlocked country in the world
- Ethiopia is a multilingual nation

**Strengths**
- Ethiopia wants to achieve middle-income status by 2025

**General opportunities**
- Rain-fed agriculture (accounting for almost 50% of GDP) remains Ethiopia’s main source of employment and export earnings
- Addis Ababa - headquarter of the African Union, the UNECA (United Nations Economic Comission for Africa) and of the Pan African Chamber of Commerce and Industry

**Opportunities in the agrofood industry**
- Ethiopia is the origin of the coffee bean. With an annual production exceeding 380,000 t, the country is the largest coffee producer in Africa and the 5th largest in the world
- Ten sugar cane factories are at the planning stage. Once they start their production, Ethiopia should develop into one of the ten biggest exporters of sugar cane in the world
The venue

The Millennium Hall – the most prestigious exhibition and conference hall in Addis Ababa

- Built in 2006
- Equipped with modern and state-of-the-art sound and light effect technologies as well as exhibition materials to meet the needs of modern conventions

Exhibition halls
The Millennium Hall provides two alternate areas/spaces for exhibitions:

- The first is the main hall with a gross area of 6,000m²
- The second is a separate hall with an area of 2,800m²

Conference halls and meeting rooms
The Millennium Hall provides the following meeting rooms situated on ground floor.

- Three meeting rooms for 250-700 participants, each equipped with air condition, two projectors and screens, sound equipment
- Each meeting room is provided with a standby Audio Visual Technician.
- All rooms have a theatre style set-up with chairs for participants, and head tables with chairs and table microphones.
- Two mic stands with wireless microphones for participants.

On-Site Registration Area
The venue includes a separate on-site registration area with two blocks to allow access for visitors after being registered, provided with badge and security-checked.

Media Center
The Millennium Hall provides a separate Media center with space for various related functions.
Check out the agrofood industry portal

www.agrofood.fairtrade-messe.com

Your benefits
all exhibitors • all products • all visitors • networking & matchmaking

- enter the portal
  - detailed company and product profile

- present your ideas to potential business partners
  - search for product categories
  - maximum exposure to targeted buyers

- find other exhibitors & their products
  - individual filter search
  - tool to make appointments for the event

- your entry is activated 24/7 all year around
  - be contacted by visitors & other exhibitors
Grow your business – Upcoming Events

please click:

» 4th agrofood West Africa
   5-7 December 2017, Accra

» 5th agrofood West Africa
   20-22 November 2018, Abidjan

» 4th agrofood Nigeria
   27-29 March 2018, Lagos

» 2nd agrofood Ethiopia
   03-05 May 2018, Addis Ababa

» 25th iran agrofood
   24-27 June 2018, Tehran

West Africa agrofood
Registration for Accra open until 15 October 2017
Registration for Abidjan open 12/2017 – 09/2018

Nigeria agrofood
Registration open until January 2018

Ethiopia agrofood
Registration open until March 2018

iran agrofood
Registration opens in October 2017
fairtrade - valuable business contacts
ISO quality management. UFI quality norms.

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe.

Managed by its shareholder and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

A member of UFI The Global Association of the Exhibition Industry, fairtrade’s management system is ISO 9001: 2008 certified.

We’ll be your back-up team!