

Press Release 01

Addis Ababa / Heidelberg, 26 February 2024

Premiere of the Ethiopia food show & Ethiopica coffee show from 03 to 05 October 2024 in Addis Ababa

(Heidelberg/Addis Ababa) After five successful editions of agrofood Ethiopia, the organisers fairtrade Messe and Prana Events are now set to launch two new dedicated trade shows, the Ethiopia food show & the Ethiopica coffee show. Both trade shows to take place concurrently at the Ethiopian Skylight Hotel from 3 to 5 October 2024.

Why Ethiopia food show?

The Ethiopia food show aims to bring together manufacturers, suppliers and retailers within the dynamic F&B and HoReCa industry to source products and discuss business.

With a population of 130 million, expected to grow to 200 million by 2050 according to the World Bank, Ethiopia has long been the largest food market in East and Central Africa. Spending in the F&B sector is growing steadily, and F&B production is by far the largest segment of the Ethiopian manufacturing industry. Accordingly, the demand for food and beverage products continues to grow.

Despite heavy investment in local food production, Ethiopia remains one of Africa's largest food importers. Between 2018 and 2021, food imports amounted to between \$1.8 billion and \$3.3 billion annually, while food exports totaled between \$1.9 billion and \$2.5 billion over the same period.

Exhibitors and trade visitors are expected from Ethiopia, Africa, the Middle East, Asia, Europe, and the world over. The Ethiopia food show aims to become the place to sample, taste & source thousands of F&B products from Ethiopia and around the world.

Why Ethiopica coffee show?

Considered the cradle of Arabica coffee, Ethiopia is Africa's largest coffee exporter and the sixth largest in the world. The main export destinations for coffee are Saudi Arabia, Germany, Japan, USA, Belgium, Sudan, South Korea, France, and Italy – in this order. (Coffee Annual, USDA - GAIN 2021)

Coffee accounts for a large share of Ethiopia's export earnings and employs more than 15 million people, making it an important commodity in Ethiopia. It is estimated that the Ethiopian coffee market will grow by 5.7% annually until 2027.

The Ethiopica coffee show brings together all stakeholders along the coffee value chain including farmers, roasters, processors, technical suppliers, and retailers to do business. Exhibitors and trade visitors are expected from Ethiopia and the world over.

Powered by the organisers of agrofood Ethiopia

The Ethiopia food show & the Ethiopica coffee show are organised by the German trade show specialists [fairtrade Messe](#) in collaboration with their Ethiopian partners, [Prana Events](#), who since 2017 also hold [agrofood Ethiopia](#) in Addis Ababa.

The most recent 5th edition of June 2023 boasted impressive participation, with 3,558 trade visitors and [138 exhibitors from 16 countries](#). The 6th edition of agrofood Ethiopia will be held on 16 to 18 May 2024 in the Millennium Hall in Addis Ababa.

The Venue: The Ethiopian Skylight Hotel

A striking contemporary property with elegant design and outstanding facilities in a prime location just 5 minutes' walk away from the Addis Ababa Bole International Airport, [Ethiopian Skylight Hotel](#) offers the largest hotel ballroom in Addis Ababa, eight fully equipped meeting rooms and 1024 comfortably modern rooms and suites.

Ethiopia food show & Ethiopica coffee show seek the support of the following institutions**Government**

- Ministry of Trade
- Ministry of Industry
- Ministry of Health
- Ministry of Agriculture

Industry and Trade Associations

- Addis Ababa Hotel Owners Association
- Ethiopia Bar Association
- Ethiopian Apiculture Producers and Processors Association
- Ethiopian Beverages Manufacturing Industry Association
- Ethiopian Chefs Association
- Ethiopian Dairy Producers and Processors Association
- Ethiopian Edible Oil Manufacturers Association
- Ethiopian Hotel Federation
- Ethiopian Millers Association
- Ethiopian Poultry Producers and Processors Association
- Ethiopian Sweets and Confectionery Manufacturers Association
- Ethiopian Women Traders Association
- FONSE - Food and Nutrition Society of Ethiopia

For more information and:

www.ethiopiafoodshow.com

www.ethiopicacoffeeshow.com

Characters (incl. blanks): 4.125

About the organisers

fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.

Prana Events

Prana Events, a subsidiary of Fairteam Trading PLC, stands as a beacon of innovation in Ethiopia's event management landscape. Our foundation is built on a commitment to enriching the event industry with cutting-edge knowledge, technology, and comprehensive solutions.

Spearheaded by Mr. Nebeyu Lemma, Prana Events boasts a rich heritage of over 17 years in orchestrating a plethora of international conferences, trade fairs, and corporate gatherings.

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