

YOUR F&B SOURCING PLATFORM

Ethiopia
food show



1st International Trade Show for the F&B and HoReCa Industry

03 - 05
October 2024

Skylight Hotel • Addis Ababa - Ethiopia
www.ethiopiafoodshow.com

Why Ethiopia food show?

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

Exhibitors and trade visitors are expected from Ethiopia, Africa, the Middle East, Asia, Europe, and the world over.

The Ethiopia food show is the place to sample, taste & source thousands of F&B products from Ethiopia and around the world.



Held in conjunction with the Annual Italian Food Week

The Ethiopia food show is held in parallel with the Annual Italian Food Week organised by the Italian Trade Agency ITA Addis Ababa Office.



Powered by the organisers of agrofood Ethiopia



The Ethiopia food show is 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 on an annual basis.

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.

Exhibitor profile

Food and beverages

- Beverages, alcoholic & non-alcoholic
- Bread & bakery
- Coffee & tea
- Confectionery
- Dairy
- Fish & seafood
- Food to go
- Fresh & chilled food
- Frozen food
- Fruit & vegetables
- General foods
- Grocery
- Ice cream & deep-frozen confectionery
- Meat, meat products, poultry
- Organic food
- Pulses & grains
- Snacks
- Spices
- Sweets
- Wines

Equipment and supplies for hotels and restaurants, bars and cafés, canteens and commercial kitchens

- Coffee machines
- Distribution systems and serving equipment
- Ice-cream machines
- Information and billing systems
- Refrigeration technology
- Kitchen technology

Visitor profile

- Bar & café professionals
 - Caterers
 - Distributors
 - Executive Chefs
 - F&B professionals
 - Hotel, Restaurant and Catering (HoReCa) professionals
 - Ice cream professionals
 - Pastry chefs
 - Restaurant professionals
 - Retailers
- + International hosted buyers

Special events

- Bakery & confectionery competitions
- Barista display
- Futuristic retail experience
- Gursha sessions
- Live theatre
- Shop for selling exhibitors' products
- Team cooking challenges
- Think-tank sessions
- Traditional Ethiopian food preparation demos
- Wine tastings
- Workshops for industry professionals



Valuable institutional support



Valuable institutional support Ethiopia food show enjoys the strong 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



The Ethiopia food show

Demand for food & beverages rising continuously

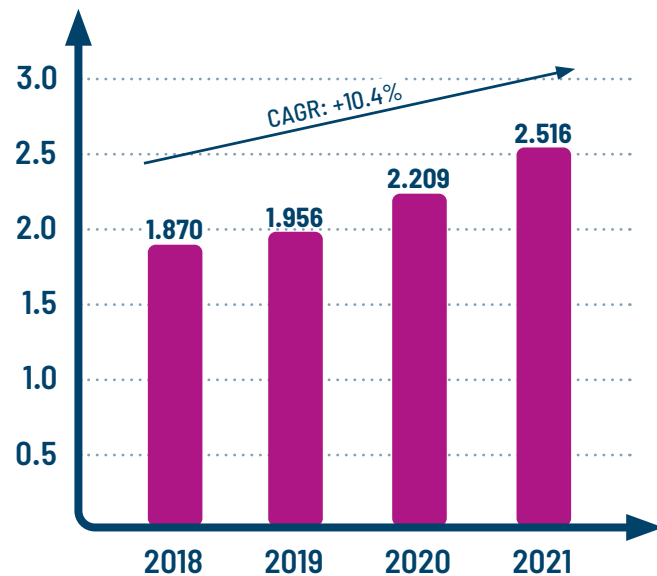
With 126 million inhabitants (2023), which according to the World Bank will rise to 200 million by 2050, Ethiopia has long been the largest food market in East & Central Africa.



Facts & figures on food trade with Ethiopia: A US\$ 5.808 billion business in 2021!

Ethiopian exports of food products in billion US\$

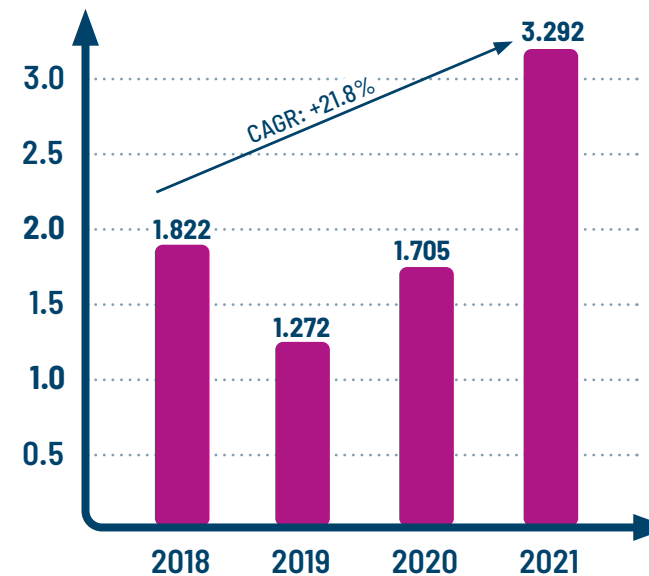
Food products rank among Ethiopia's top export items and the Ethiopian government seeks to expand the export of agro-processing products.



Source: WTO World-Trade-Organization / Graph fairtrade

Ethiopian imports of food products in billion US\$

Although F&B production is by far the largest segment of the Ethiopian processing industry, demand for food and beverages and food imports are steadily increasing.



Source: WTO World-Trade-Organization / Graph fairtrade

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 promises guests an unforgettable experience during their visit to Addis Ababa. The hotel is a convenient and aspirational accommodation option for business and leisure travellers, and people visiting this vibrant city.

Be spoilt for choice with 1024 comfortably modern rooms and suites with different room types. Check out the extra modern amenities of our suites. All rooms and suites offer a host of contemporary design features and essential comforts, including full Wi-Fi connectivity, that meet the needs of long- and short-stay guests at Ethiopian Skylight Hotel.

[Home | Ethiopian Skylight Hotel](#)



Visibility Content Network

exportal

Get connected!

Check out all exhibitors and products

→ <https://efs.fairtrade-messe.de>

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

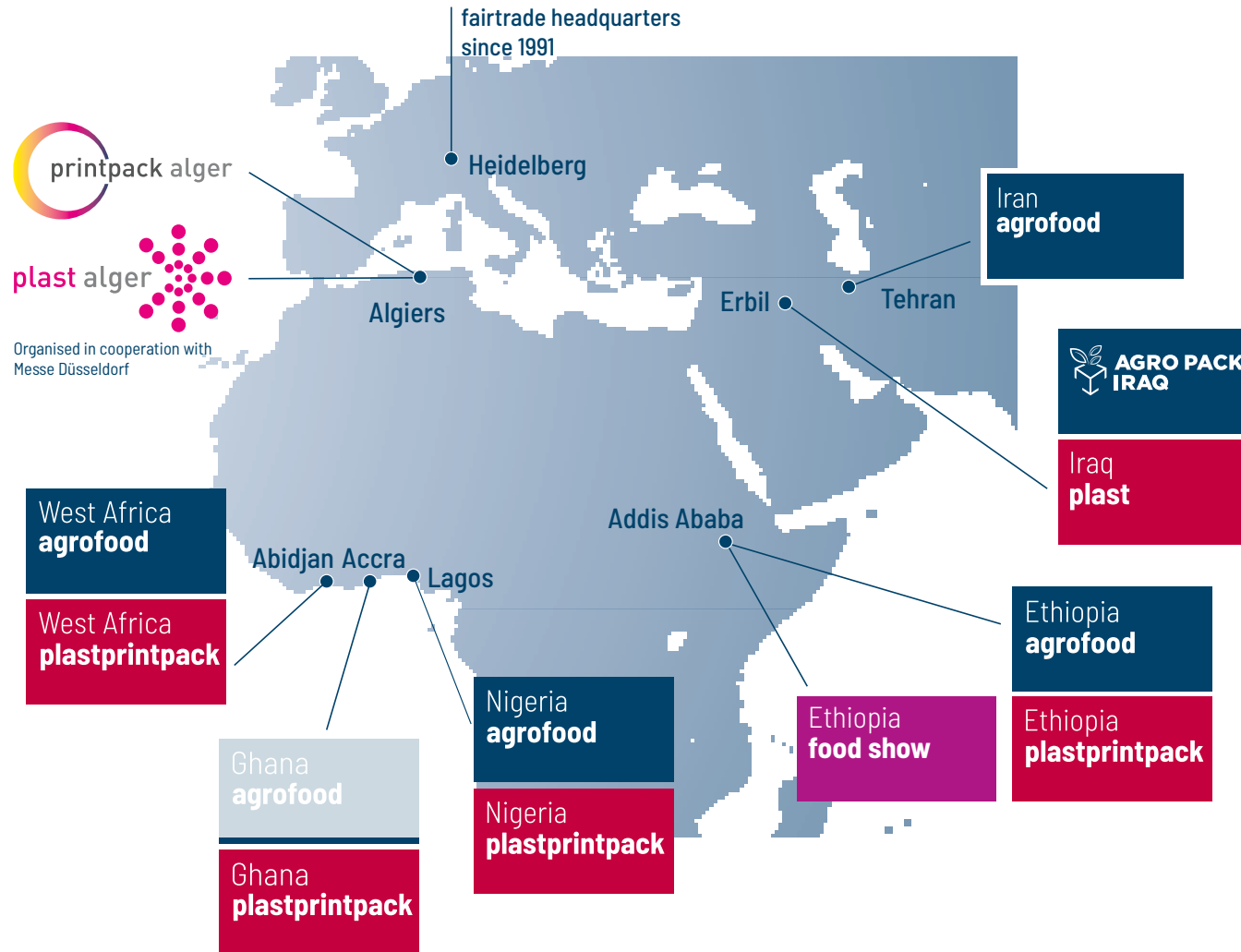


- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

Grow your business - upcoming events!



Iraq **19 - 21** Erbil
Sept. 2023
www.iraq-agrofood.com
www.ppp-iraq.com

Ghana **21 - 23** Accra
Nov. 2023
www.agrofood-ghana.com
www.ppp-ghana.com

Algeria **04 - 06** Algiers
March 2024
www.plastalger.com
www.printpackalger.com

Nigeria **26 - 28** Lagos
March 2024
www.agrofood-nigeria.com
www.ppp-nigeria.com

Ethiopia **16 - 18** Addis Ababa
May 2024
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **16 - 19** Tehran
June 2024
www.iran-agrofood.com

Ethiopia **03 - 05** Addis Ababa
food show Oct. 2024
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

West Africa **08 - 10** Abidjan, Ivory Coast
Oct. 2024
www.agrofood-westafrica.com
www.ppp-westafrica.com



We'll be your back-up team!

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.

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.



About Prana Events

Prana Events is the leading trade fair organiser, full-service event management firm, professional stand construction & event service company in Ethiopia.

The company is striving to support the event industry in Ethiopia and neighboring countries with knowledge, technology and solutions besides putting Ethiopia on the global trade fair map.

Staffed with young, hard-working and creative professionals that have high value and talent for their appointed position, the team is involved on all levels from conceptualisation to implementation.



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