

# BOOSTING TRADE WITH WEST AFRICA

## West Africa agrofood



2nd International Trade Show & Conference  
Agriculture | Food Processing & Packaging | Ingredients | Food & Hospitality

**08 - 10**  
October 2024

Parc des expositions  
Abidjan - Ivory Coast  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)

# 2024



## agrofood West Africa is finally back in Abidjan!

After the great success of agrofood & plastprintpack West Africa in Abidjan in 2018 and a long Covid-related break, fairtrade and their local Ivorian partners 2A are now coming back to Côte d'Ivoire and Francophone West Africa with agrofood West Africa 2024.

agrofood West Africa will take place in conjunction with [plastprintpack West Africa](#) in the brand-new Abidjan Parc des Expositions.

In addition to Côte d'Ivoire, fairtrade in West Africa serves Nigeria with the [agrofood Nigeria](#), and Ghana with [agrofood Ghana](#).

→ [Find out more](#)

### Global technology leaders

showcase adapted solutions for the West African market

→ [See exhibitors 2018](#) → [Show gallery 2018](#) → [Show video 2018](#)

### Review agrofood West Africa 2018

Remarkable number of high quality visitors\*: 1,461

80 exhibitors from 17 countries\*

50+ speakers from around the globe at high-profile conferences

53% of the visitors plan to invest over the next 12 months - 100% recommend the event

\*together with its partner event plastprintpack West Africa 2018

→ [Post show report 2018](#)





# 3-day conference



## Learning & networking at the conferences

A high-level 3-day conference will be held in parallel with the exhibition, much like the last edition of agrofood & plastprintpack in Abidjan when more than 50 speakers from around the world participated in the following events:

- HortiFresh Fruit and Vegetable Programme for Côte d'Ivoire launched officially
- Panel discussions and expert sessions in the HOLLAND LOUNGE
- Boschseminar on processing & packaging of local high added value products (coffee, cocoa, cereals, etc.) for the food and confectionery industries
- VDMA symposium on how European plastic and rubber machines can make a valuable contribution to the West African plastic, packaging and recycling industries.



→ **Full programme**

# Valuable institutional support



## Three out of seven industrialisation clusters belong to the agrofood & plastprintpack sector

Côte d'Ivoire is in a process of structural transformation of its economy through industrialisation.

As part of its industrialisation policy, the Ivorian government has defined seven priority clusters around which to develop industrial dynamism.

Three of these belong to the food and beverage technology & plastprintpack sector:

- Agro-industry
- Chemicals, plastics
- Packaging

Large-scale investments in these sectors are thus imminent!

## agrofood West Africa enjoys the strong support of the following institutions and institutional partners

- Ministry of Commerce, Industry and SME Promotion of Côte d'Ivoire
- Embassies of Austria, France, Germany, Italy, the Netherlands and Türkiye

## Institutional partners



# Why exhibit?

## West Africa agrofood



## Exports of agricultural technology to West Africa firm on a high level

The West African market for agricultural technology becomes ever more important. According to VDMA, West African imports of agricultural machinery reach around €200 million annually.

### 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

Livestock and poultry breeding

Milk processing equipment  
Milling and mixing installations/  
equipment

Pesticides and fertilizers  
Poultry equipment

Seeds, seedlings  
Stable equipment

Veterinary syringes

## Voices of the exhibitors



**Kassem Nanem**  
Director - Satake

We are one of the world's leading manufacturers of equipment for rice, wheat, maize and color sorting industries. Côte d'Ivoire is striving for self-sufficiency with local rice.

Here on this fair we have met investors with significant funding as well as investors with relatively small funding. I am satisfied with the quality of visitors. The exhibition is very professional and well organized.



**Bram Wits**  
Agricultural Counsellor West-Africa - the Netherlands government

The Ivory Coast is a regional powerhouse in agriculture and historically a great trading partner to the Netherlands. The Country has great potential to produce food for the region, a development we want to support.

We had a fantastic Dutch delegation here, with companies specialising in diverse parts of the value chains.

The Highlights of the fair were our Holland Lounge and its expert sessions, of course! But also the wonderful new contacts and their unique approaches to doing business.

It has been an inspiring fair!





# Why exhibit?

## West Africa food tec

gear icon food + bev tec



### Voices of the exhibitors



**Iraj Asadi Talooki (left)**  
Sales Manager - Krones AG

The Krones Group, headquartered in Neutraubling, Germany, plans, develops and manufactures machines and complete lines for the fields of process, filling and packaging technology. Ivory Coast is an emerging market for us in the food + bev tec Industry. The agrofood and plastprintpack is very good to start on the Ivory Coast. We met lots of exciting customers in the last days and we hope to make many new contacts.



**Ayobami A. Ogunleye, Bosch - Country Manager**  
**Meryem El Mzouri, Bosch - Marketing Coordinator**

Bosch has built a solid customer base on Côte d'Ivoire over the past decades. Bosch industrial boilers are now used by industries of all sizes, where energetic efficiency and production safety are required.

One of Bosch's objectives is to bring the best German quality to Ivorian manufacturers. agrofood West Africa allowed us to attract new prospects, strengthen our relationships with our customers and offer information to visitors. We appreciate the pre-event organization, the availability of the team and the adjustment of the stand equipment.

### Range of exhibits

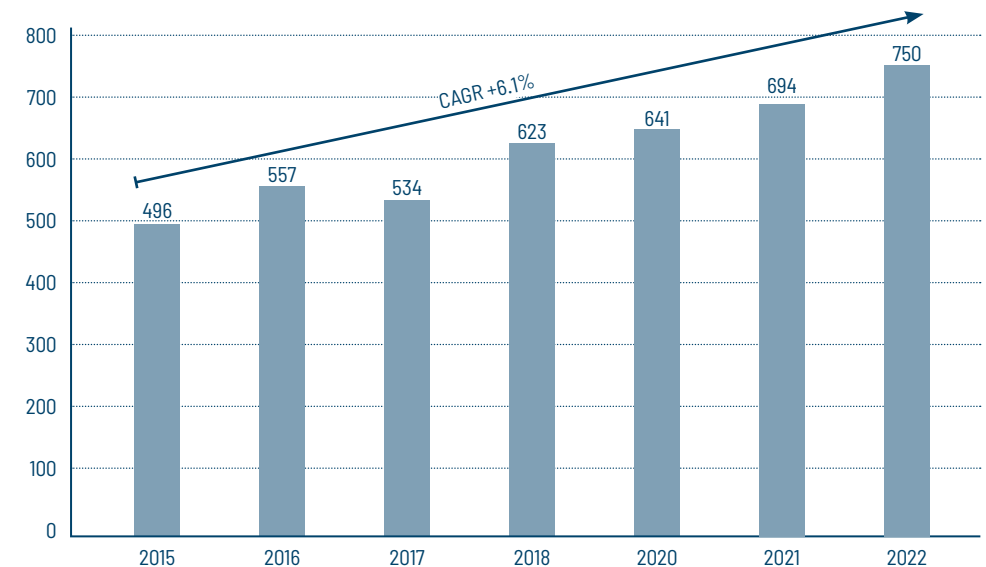
find out more

### The Ivorian and West African agrofood market

Food & beverage technology: From €496 million in 2015 to €750 million in 2022, West Africa's imports of food & beverage technology show an annual increase of 6.1% between 2015 and 2022.

Côte d'Ivoire's food tec imports increased by 6.5% annually, from €68 million in 2017 to €93 million in 2022. (VDMA)

Million EURO



Source: VDMA





## Demand for F&B ingredients rising continuously

With already well over 420 million inhabitants (2022), which according to the World Bank will rise to 800 million by 2050, West Africa is a huge food market. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the West African processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it was only natural that more and more leading international ingredient companies took part in agrofood West Africa.




**Range of exhibits**  
find out more



# Why exhibit?

## West Africa agrofood

 food + hospitality



## Voices of the exhibitors



**Holger Werner (right)**  
CEO - Hanns G. Werner GmbH + Co. KG

Our company is leading in the confectionery industry with over 60 years of tradition. Ivory Coast is an emerging market and the agrofood West Africa enables us to combine the confectionery tradition of the Ivory Coast with that of Europe.



**Maamri El Mahdi**  
Technical Service - Fifel

West Africa is an important market for Moroccan exporters of fresh fruit and vegetables, as the demand increases on the part of a steadily growing group of higher earning urban populations.

With the entry of supermarket chains, West Africa is a promising and dynamic market.

The Moroccan stand was visited by food importers wishing to supply the West African markets with Moroccan fruit and vegetables, and they asked questions about import modalities. The questions were relevant and triggered a lively discussion.

Here at the fair, we found it particularly interesting to analyse the variety of products exhibited and their packaging, as well as the participation of the various countries.

## Food trade with West Africa: a US\$40 billion business!

According to the World Trade Organization WTO, West African food imports have reached around US\$19 billion in 2021. West Africa's largest food importers, behind Nigeria, were Côte d'Ivoire with US\$3.1 billion, followed by Senegal with US\$2.1 billion, Ghana and Benin with US\$1.2 billion each, and Cameroon with US\$1.0 billion.

West African food exports made up for US\$21 billion in 2021. West Africa's largest food exporting countries were Côte d'Ivoire with US\$8.2 billion, followed by Ghana with US\$7.3 billion, Senegal with US\$1.6 billion and Nigeria with US\$1.5 billion.

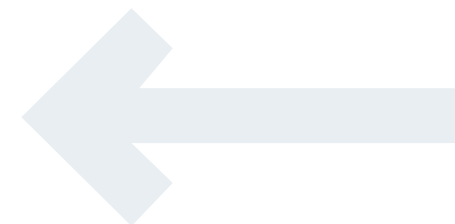
Thus, food trade with West Africa is a US\$40 billion business.

## Visitor profile

- Bar & café professionals
- Hotel & hospitality professionals
- Caterers
- Ice cream professionals
- Distributors
- Pastry chefs
- Executive Chefs
- Restaurant professionals
- F&B professionals

## Range of exhibits

[find out more](#)





# Visibility Content Network

exportal

## Get connected!

### Check out all exhibitors and products

→ <https://exportal.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

# The venue

## The brand-new Abidjan Exhibition Center

Abidjan, the political and economic capital of Côte d'Ivoire, is considered the gateway to West Africa.

With its brand-new and ultra-modern Exhibition Center, scheduled to open in late 2022, the city now offers the best possible conditions for national and international trade fairs, congresses and conferences at the highest level.

Built near the Félix Houphouët Boigny International Airport, the Exhibition Center is part of the Eco-Aérocité project developed by the Ivorian Ministry of Trade and Industry to meet this need.

In addition to the Exhibition Center, the Eco-Aérocité will also house offices, hotels, shops and flats, all set in a wooded environment that respects the immediate surroundings.

The Exhibition Centre consists of a central hall, „the Nave“, of approximately 8,100 m<sup>2</sup> surrounded by satellite halls of various sizes. The central dome is housed under a large three-dimensional sheet that extends to the satellite halls to link them together and form a sheltered circulation space.

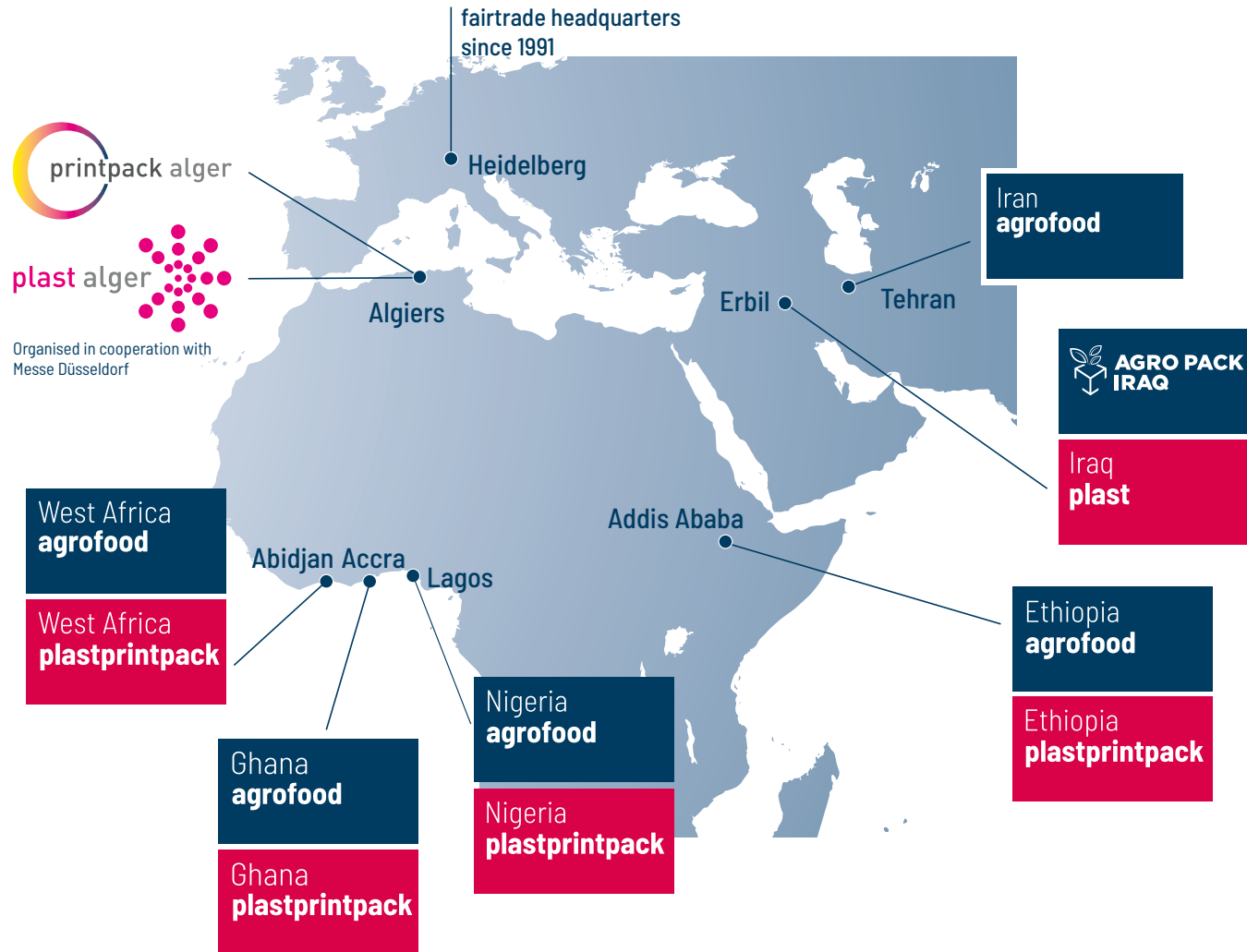
The Nave and the roof form what is known as the „Canopy“, which extends for almost 170m with a peak height of 35m and a covered exterior surface area of approximately 19,000m<sup>2</sup>.

Source: T/E/S/S engineering workshop, Paris

Pictures: Samuel Nageotte Architectures | [www.samuelnageotte.fr/](http://www.samuelnageotte.fr/)



# Grow your business - upcoming events!



**Ghana** **21 - 23** **Accra**  
 Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

**Algeria** **04 - 06** **Algiers**  
 March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28** **Lagos**  
 March 2024  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **16 - 18** **Addis Ababa**  
 May 2024  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** **Tehran**  
 June 2024  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **17 - 19** **Erbil**  
 Sept. 2024  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

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 Oct. 2024  
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# 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.



### Organiser and international contact

fairtrade GmbH & Co. KG • Ms Freyja Detjen  
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## 2A Consulting - An agency with a proven track record

2A Consulting is an event and marketing consulting agency founded in 2013. Our expertise and the quality of our work are recognized in Côte d'Ivoire and in the sub-region. Our head office is located in Abidjan. 2A Consulting is approved by the Conseil Supérieur de la Publicité (CSP).

We design unforgettable experiences for your participants through original events and innovative field marketing actions that take into account your sales and communication objectives.

The 2A Consulting team is made up of 24 people from different backgrounds who share a passion for their work. These professionals have built up a solid experience in communication, events and marketing, in agencies or with advertisers. Our team is solid, dynamic and operational in all circumstances.



### Contact for West Africa

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