



# interpack alliance

MADE FOR TOMORROW

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[INTERPACKALLIANCE.COM](https://www.interpackalliance.com)

## Food Africa and pacprocess MEA 2024 to launch with an additional hall space

***Visitors to the two trade fairs Food Africa and pacprocess MEA can once again expect great things this year. Due to high demand from the food industry, Food Africa's exhibition area will be extended by a further hall. Meanwhile, pacprocess MEA is gaining increasing importance and attracting international key players to Egypt.***

Food Africa and pacprocess MEA 2024, which will take place from 3 to 5 December at the Egypt International Exhibition Center (EIEC) in Cairo, will send a strong message of growth: An additional hall will be opened to meet the high demand from the food and packaging industry. This means that a total of five halls with an area of 44,000 square metres are now available, an increase of around 4,000 square metres. With more than 1,000 exhibitors from 35 countries, the two trade fairs will once again be the central hub for the food and packaging industry in the MEA countries.

14 country pavilions emphasise the global processing and packaging industry's great interest in the region. For example, other countries such as Slovakia, the Netherlands, Georgia and the United States have signed up as exhibitors for Food Africa. This year's fair once again covers a wide range of exhibition areas, including beverages, frozen food, confectionery, organic and dietary products as well as fresh fruit, vegetables, meat and seafood. With specialised areas such as "Dates Africa", "Fresh Africa" and "Seafood Africa" as well as B2B matchmaking and presentations, the trade fair offers ideal opportunities for trade and innovation.

With 16 exhibitors, pacprocess MEA has the largest German pavilion and is also welcoming companies from Slovenia for the first time. Well-known companies such as Multivac, Theegarten-Pactec, Hänsel Processing, Winkler und Dünnebier Süßwarenmaschinen and Wipotec will be represented, as will exhibitors from new sectors such as Leistritz Extrusionstechnik and Kreyenborg.

This year, both trade fairs are once again committed to promoting new companies in the region and establishing high-quality business contacts. For instance, over 500 hosted buyers are expected in Cairo.



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 The global  
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The accompanying Food Africa conference will address key challenges that the food and agricultural industry faces, including export strategies, logistics and the promotion of SMEs. The specialised pacprocess MEA conference will offer input on sustainable packaging solutions and strategies for the circular economy. The conferences will also focus on topics like food safety, reducing food loss and waste and the influence of consumer behaviour on the industry. New trends in packaging technology, supply chain innovations and financing options for sustainable packaging and automation round off the programme. As part of the Women in Packaging initiative, interpack will also offer a platform for women from the packaging industry in Egypt to exchange ideas.

Food Africa has been a member of the interpack alliance since the end of 2021, while pacprocess MEA has been part of the interpack portfolio since 2019. Both are jointly organised by Messe Düsseldorf and its local partners, IFP Group and Konzept. This year, Food Africa is being held for the ninth and pacprocess MEA for the fifth time.

Further information on the range of exhibits, programme and tickets for both trade fairs can be found at: <https://foodafrica-expo.com/> and <https://pacprocess-mea.com/>.

You can register for tickets free of charge online until 30 November 2024. After that, registration is only possible on site with the corresponding fees.

#### **About IFP EGYPT**

IFP Egypt is part of the IFP Group, one of the best known organisers in the Middle East, and can look back on over 35 years of experience and more than 480 internationally recognised trade fairs. The IFP Group hosts some of the region's leading trade shows, which are ideal platforms for international and domestic companies doing business in the Middle East and Africa to introduce themselves to key buyers and decision-makers in the region.

#### **About Konzept**

Konzept is a trade fair and event management company headquartered in Cairo which has offices in more than 15 countries across the globe. Konzept has more than 20 years of experience and specialises in first-class marketing, network and information solutions for high-quality industries in both developed and aspiring markets. Their service package includes organisation, logistics and integrated



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marketing and PR campaigns for single exhibitors, national participations, corporate events and conferences.

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