

PROPAK MENA

PART OF
Africa Food Manufacturing

2nd - 4th August 2021

**Egypt International Exhibition Center (EIEC)
Cairo, Egypt**



**Guide to ProPak MENA
2021**

PROPAK MENA

is the newest member of the ProPak Exhibitions family, launching in 2021 as part of Africa Food Manufacturing and co-located with Fi Africa.

ProPak MENA is Africa's processing & packaging event for the F&B manufacturing industry, offering a 365 Marketplace for our communities to interact, network, and build knowledge around the latest industry trends through online and physical opportunities.

The exhibition will take place over three dynamic days in Egypt - Africa's largest food and beverage market and the region's most dynamic consumer goods market.



Egypt's processed food industry continues to develop steadily, having attracted investment from several multinationals such as Nestle and Kraft. Several regional companies such as Saudi Arabic's Halwani Brothers and Almarai are also present and aiming to capitalize on the growing demand for processes and packaged food products



F&B Market Overview

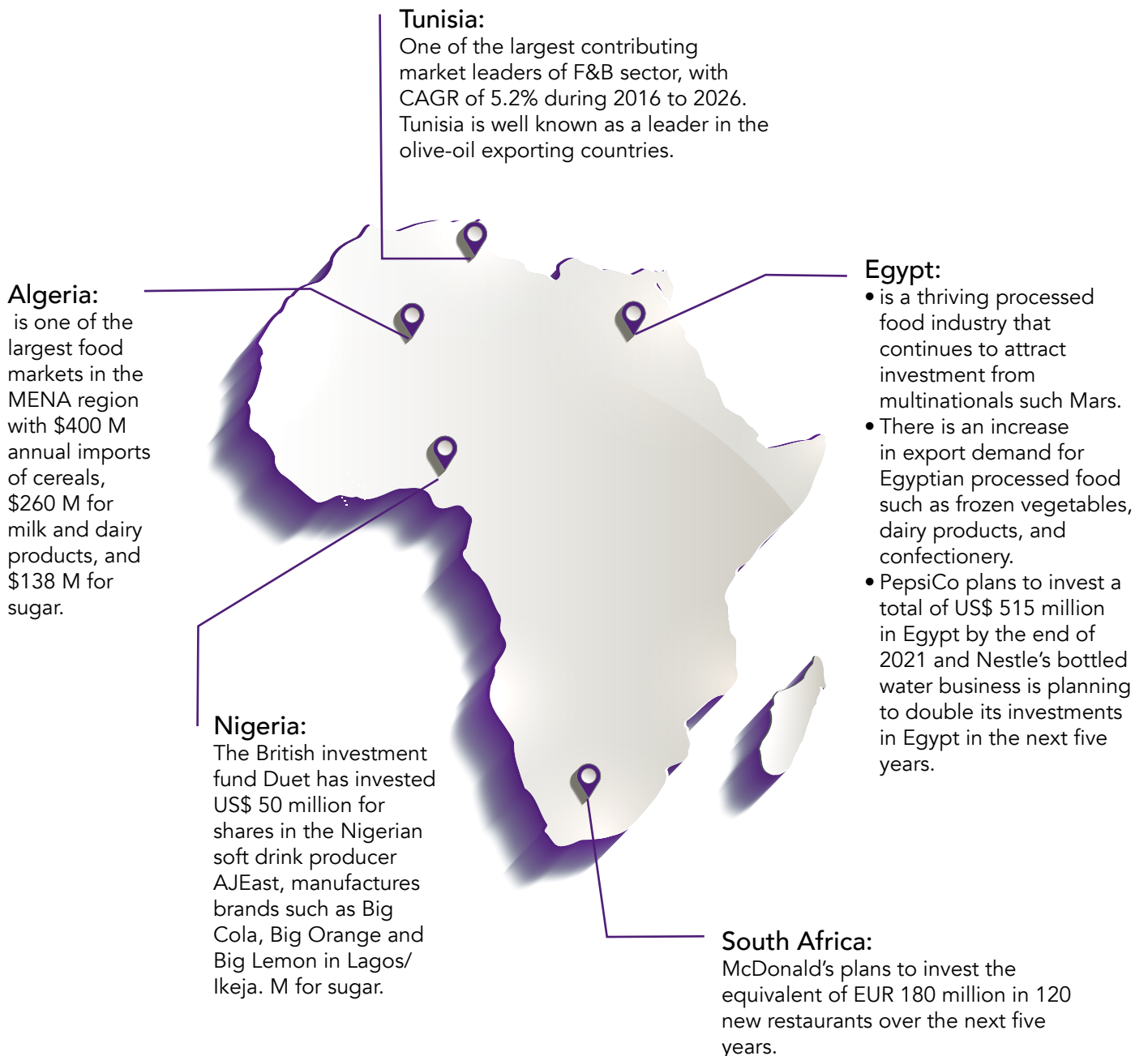
The F&B industry sector is one of the largest manufacturing sectors in terms of jobs and value-added in most economies contributing by US\$77.5 trillion globally in 2017. An overall forecast CAGR of 2.9% over 2017-30 is driven in part by population growth in emerging markets within Asia Pacific and Middle East and North Africa but also by the shift to packaged and convenience foods in these regions.

The MENA region has currently beaten its nearest competitor by 1.1% growth ratio, where the value of the market investments is expected to reach \$31.5 Bn in 2023. According to Euromonitor's outlook report, MENA is expected to top up the global charts for meat and poultry industry growth, reaching 5.2%. The region has also witnessed growth in confectionery, snacks and already packaged meals, where the growth is led by the Egyptian and the Saudi market (the largest two markets in the region).

The current COVID-19 crisis has presented all industries with new challenges. Amongst those challenges, the F&B manufacturing industry finds itself facing the major challenge of maintaining safety & security in the production process. Starting from protecting the people working in the industry and up to delivering a safe and health preserving product all over the world.



Key numbers



Post COVID-19 predictions for F&B consumers in the region



eating healthier.



eating more immunity boosting foods



eating more balanced meals



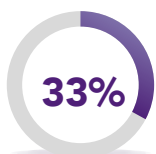
trying new recipes and products



planning to continue consuming the new foods they tried



eating less often in restaurants

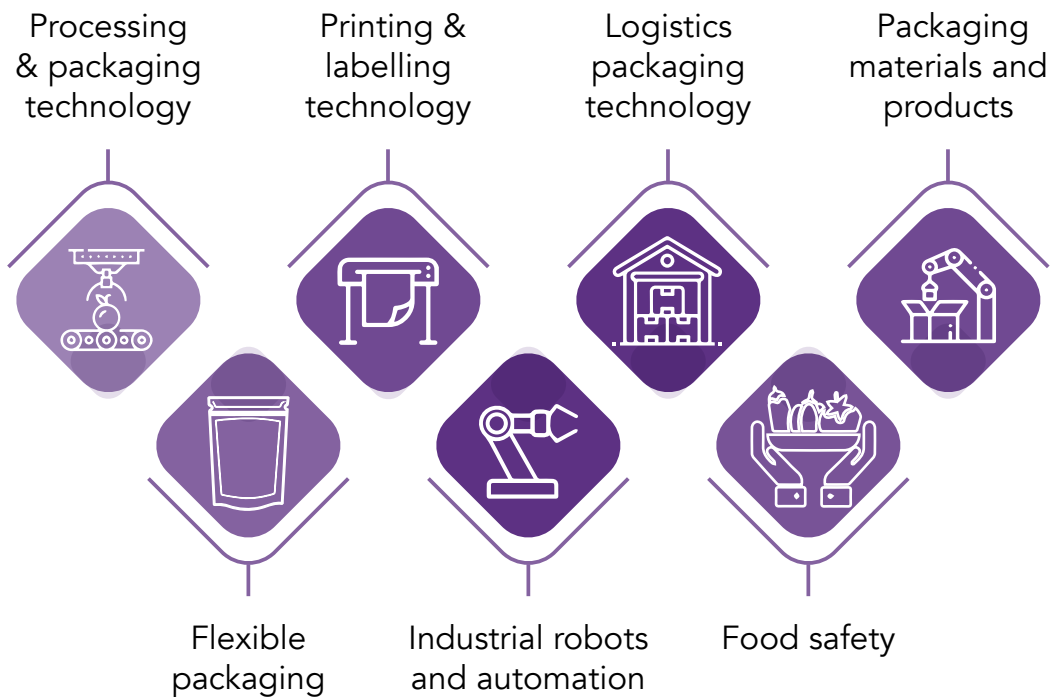


ordering F&B online

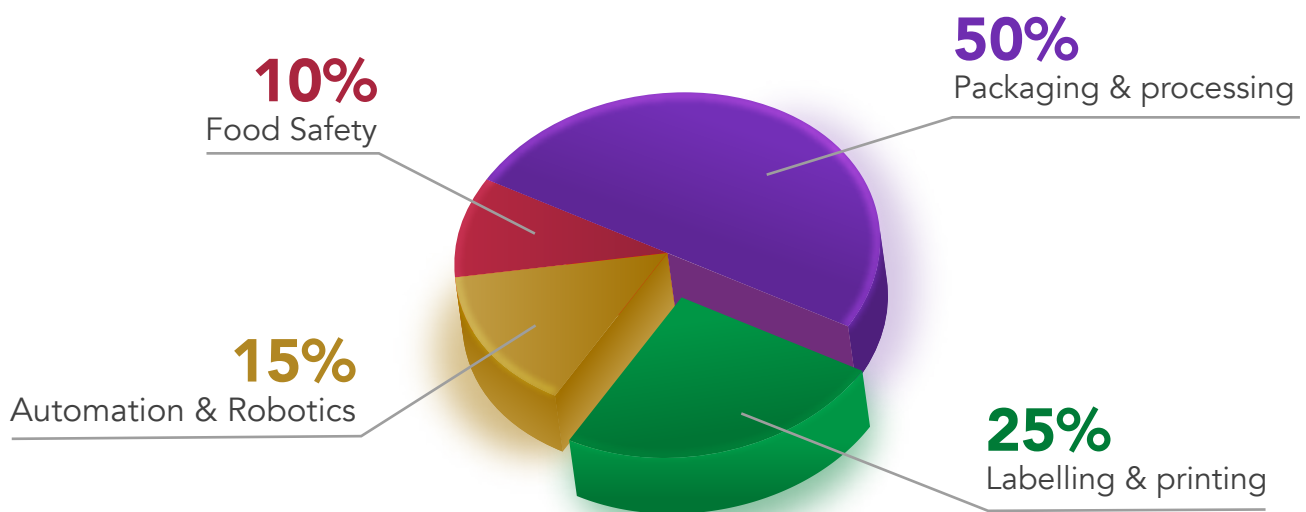


ProPak MENA at a Glance

Exhibitors profile:



ProPak MENA 2021 product sectors:



Featured Exhibitors:



Who you will meet at ProPak MENA?



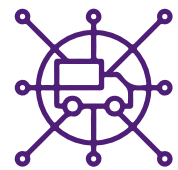
Food & Beverage
Manufacturers



Bakery &
Confectionary



Wholesaler &
Retailer



Distributors



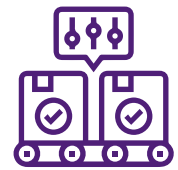
Procurement
& Product
Management



Production
Line



Research &
Development



Quality Controlling
& Food Safety



Importer and
Exporter



Trade
Association

Digital Reach:



30,000

regional audience



130k

website page visits



50k

website unique visitors



38k

social media followers



90k

engaged users



What to expect at ProPak MENA 2021?

As we adapt to the new normal and take positive steps towards the recovery of the industry, the show will offer a mix of physical and virtual solutions for companies to engage with decision makers, Showcase latest products and services and conduct business deals. Virtual solutions offer a perfect opportunity for exhibitors who wish to take part of ProPak MENA but are restricted from having physical participation due to travel restrictions and self-isolation protocol orders in their own countries.



200+

Exhibitors
(physical and hybrid)



20

Countries



4500

Visitors

Features



Pre-arranged matchmaking



+50 speakers
Training and education
session (Live & Online)



Free product / company listing
(Online directory)



Hybrid booth
For companies who are
unable to travel due to
travel restriction



Free promotional webinars
Only available for hybrid
option



African Advisory committee
Brings unique set of knowledge
and skills to effectively guide
growth of the industry in Africa.

ProPak MENA Commitment to Sustainability

We want to play a role in helping the market to improve its sustainability by connecting people with the networks and knowledge to help solve the big challenges in the energy sector. Being a sustainable business is central to how we run our events, how we make decisions and how we do business every day.

Our three aims:







Placing your safety at the heart of our events

ProPak MENA will be organised in accordance with Informa's AllSecure health and safety standard. When you join our event, you can expect to see that health and safety is a priority, and that a range of measures are in place to ensure everyone involved is able to enjoy a safe, hygienic, productive and high-quality organised event experience.

Find out more about our commitment to your health and safety [here](#).



Pricing:

Space only	Shell scheme	Upgraded shell scheme	Hybrid booth
			
<p>Floor space that allows you to design and produce your own original stand</p>	<p>Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk/ counter, chair, table, stand, wall shelves and wastepaper basket</p>	<p>Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk/ counter, chair, table, stand, lockal cabinet and wastepaper basket</p>	<p>Computer with internet, camera, and sound. TV for video & presentation. Usher (English-Arabic) other languages will have the additional fee. Ushers will act as an exhibitor representative by distributing brochure/ arrange meetings/ collect name cards/ generate interest and share interested with the exhibiting company. \$ 370 per sqm (minimum 9 sqm)</p>
<p>USD 340 per sqm (minimum 18 sqm)</p>	<p>USD 370 per sqm (minimum 9 sqm)</p>	<p>USD 400 per sqm (minimum 18 sqm)</p>	<p>USD 370 per sqm (minimum 9 sqm)</p>

Get in touch with us to find out more about how we can help grow your business through our diverse exhibiting and sponsorship opportunities:

ProPak MENA

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