

PROPAK MENA

PART OF
Africa Food Manufacturing
29th - 31st May 2022

Egypt International Exhibition Center (EIEC)
Cairo, Egypt



**Guide to ProPak MENA
2022**

PROPAK MENA

ProPak MENA is the newest member of the ProPak Exhibitions family, launched 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 trends through online and physical opportunities.

In 2022, ProPak MENA will take place from 29th to 31st May in Egypt, Africa's largest food and beverage market and the region's most dynamic consumer good market.



Egypt will be one of the fastest-growing food markets in terms of spending over the medium-term, growing at an average annual rate of 6.5% (in USD terms) over 2021-2024. In local currency terms, spendings in Egypt expected to grow by an average 8.3%.



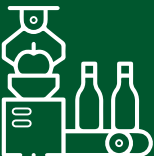
Middle East & Africa Industry Outlook



The Africa packaging market is expected to reach a CAGR of 8.4% during the forecast period (2021 - 2026). The market is driven by an expanding population of youthful consumers, increased demands for consumer products, burgeoning individual incomes, and growing domestic economies-particularly those in East and West Africa.



The Middle East and Africa Beverage Packaging Market was worth USD 14.75 billion in 2021 and estimated to be growing at a CAGR of 4.07%, to reach USD 18.01 billion by 2026.



Beverage Packaging market is being driven by factors like changing consumer buying behaviour and the need for longer shelf life of the products.



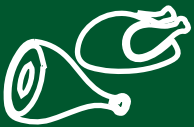
The Africa packaging market is segmented by Material (Paper and Paperboard, Plastic, Metal, Glass), Product Type (Plastic Bottles, Glass Bottles, Corrugated Boxes, Metal Cans, Other Applications), End-User Industry (Beverage, Food, Pharmaceuticals, Household and Personal Care, Other Applications), and Country (Egypt, Nigeria, Kenya, South Africa, Rest of Africa).



Plastic packaging accounted for the highest revenue of the beverage packaging industry and is projected to witness high growth rate.



Africa's food processing industry holds huge potential for growth: by 2040, it is anticipated that the value of food purchased in East and Southern Africa will grow seven-fold.



Egypt is a thriving processed food industry that continues to attract investment from multinationals such as Mars.



There is an increase in export demand for Egyptian processed food such as frozen vegetables, dairy products, and confectionery.



Demand for fast food restaurants and processed food in Nigeria is robust, fuelled by a fast-growing young population, rapid urbanisation, increasing affordability and demand for convenience and ready to consume products such as noodles, dairy products, snacks and bread.

Africa Food Manufacturing 2021 Highlights (Featuring Fi Africa & ProPak MENA)



160

Exhibitors



14

Countries



6,800

Visitors



55+

Pre-arranged
meetings



35+

Conference
sessions



600+

Conference
attendees



30

Online & Physical
speakers



10,000

Page views for
companies & products
online listing



6

Hybrid booths

Pre-arranged meetings



What our Visitors had to say

“Matchmaking program is beneficial, and we are in the phase of closing some deals”

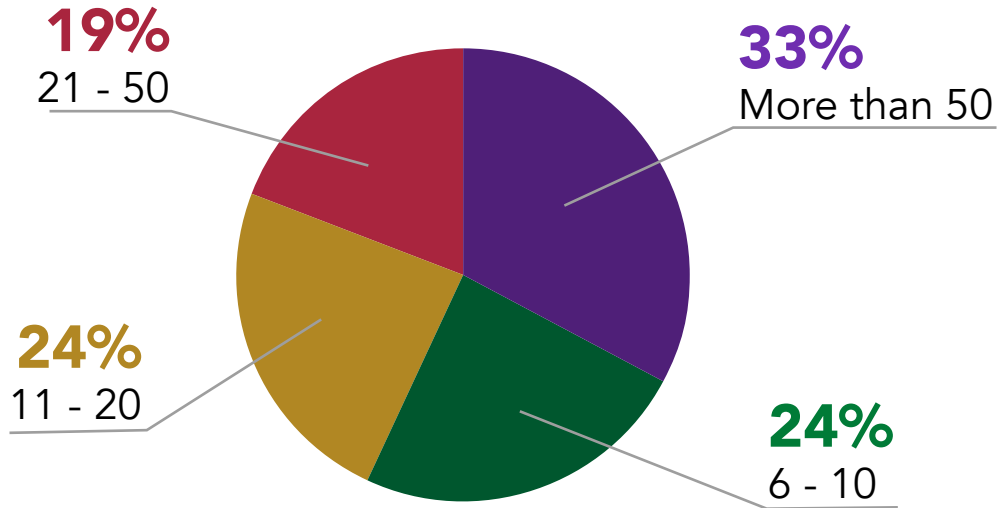
“Participating in matchmaking program was a good idea as it saved me time to approach the companies I was targeting”

What our Exhibitors had to say

“I am glad that I participated in matchmaking program; we participated before in the same program in global exhibitions. I closed some deals as well”

“I like how the program was organized as a whole; it saved me time and effort to reach to targeted visitors”

Leads generated during the show



Digital reach



40k

Email audience



140k

Website page views



95k

Website unique visitors



1.3M

Social media reach

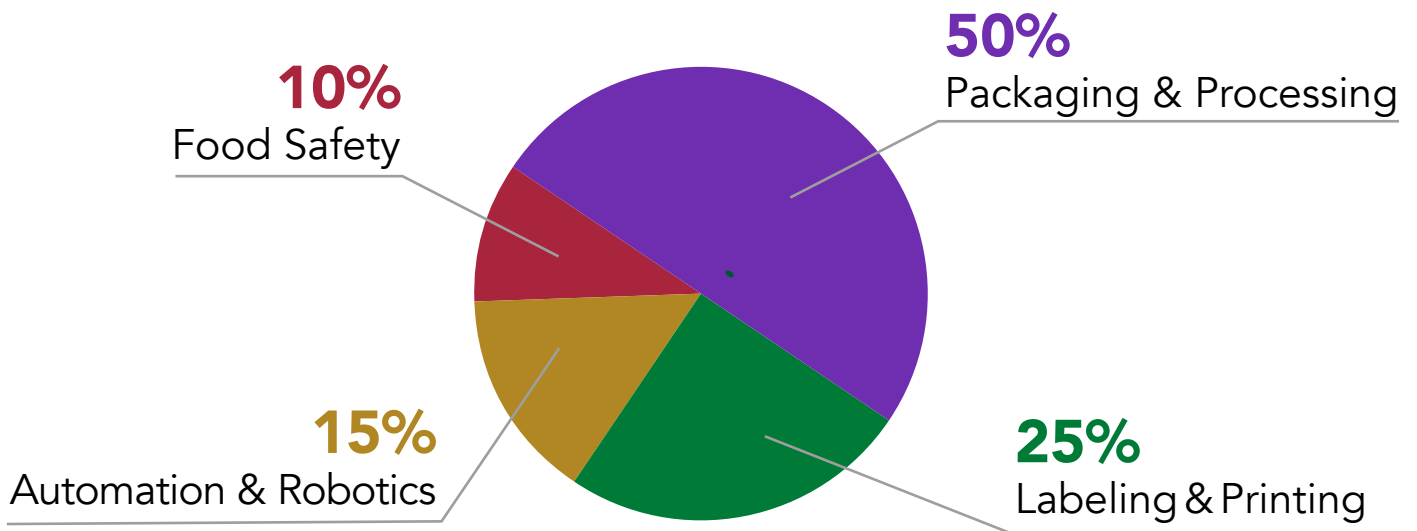


800k

Video views

ProPak MENA at a Glance

Exhibitors' profiles



Top exhibiting countries



Russia



Italy



India



Turkey

Featured exhibitors



Exhibitors' satisfaction



Overall satisfaction

INDUSTRY: **3.52** ↑



Importance of event

INDUSTRY: **3.66** ↑



Likelihood of return

INDUSTRY: **3.85** ↑

What our exhibitors had to say

“It was a great experience to exhibit at ProPak MENA 2021 and to be among some of the key manufactures of F&B packaging machinery” KHS – Filling & Packaging worldwide

“One of the biggest market share in our company is Egypt. The potential here is huge and the opportunities are endless. Being part of ProPak MENA helps us unleash this potential” Thompson Machinery

“The Trade and Investment Section, Embassy of Pakistan were thrilled with the response received during the event. We were able to showcase Pakistani food packaging products to a receptive visitor base from many African countries. We were able to arrange multiple virtual B2B meetings at the booth with Pakistani companies back home, who have gained some solid leads” Embassy of Pakistan

Visitors' profiles

Nature of business



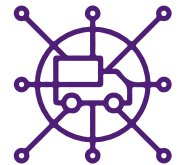
Food & Beverage manufacturers



Bakery & Confectionary



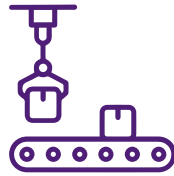
Wholesaler & Retailer



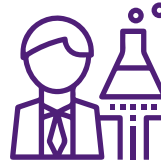
Distributors



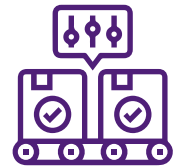
Product development & management



Production line



Research & Development



Quality control & Food safety



Importer and Exporter



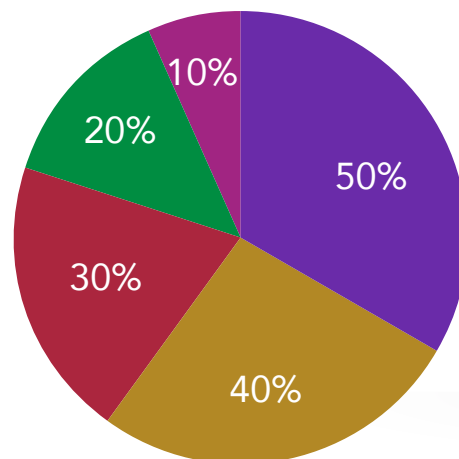
Trade association



Procurement & Supply management

Job function

- Owner/Partner
- Sales
- Engineering
- Senior Manager
- Marketing



Top visiting countries



Egypt



Nigeria



Sudan



UAE

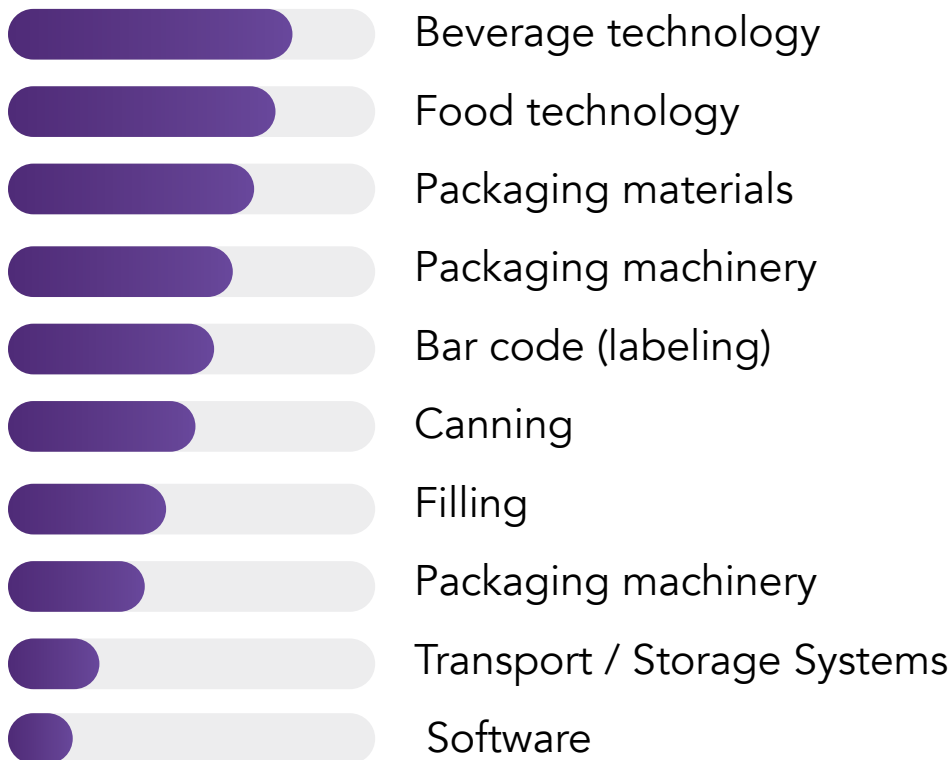


KSA



Jordan

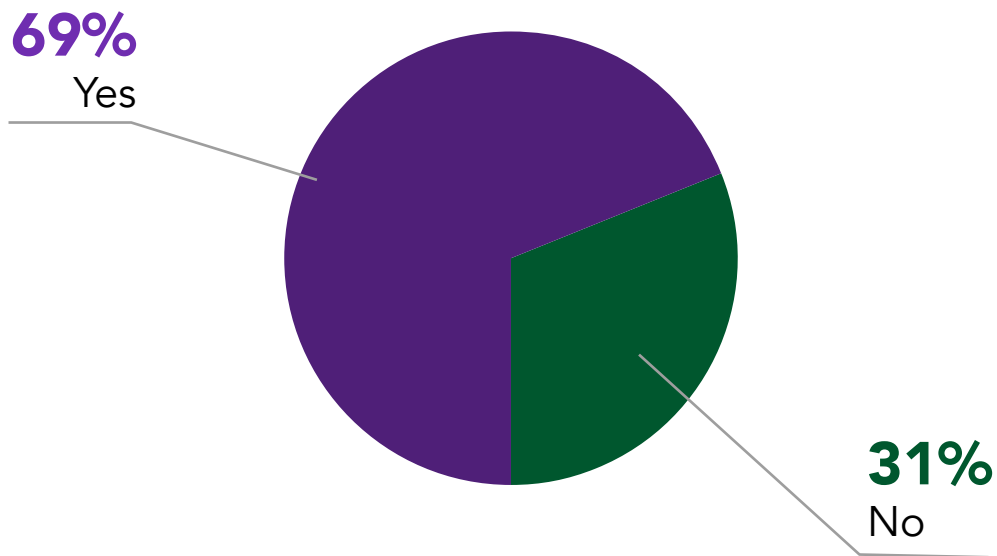
Areas of interest



Reasons for visiting



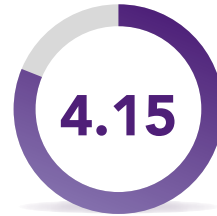
Finding new suppliers



Visitors' satisfaction



Importance of event



Likelihood of return

What our visitors had to say

“Great organisation with diverse sectors despite the lack of many international companies due to COVID”

“I managed to meet new beverage packaging suppliers and network with many industry peers”

“I got the opportunity to meet suppliers that I was not able to meet before. Looking forward to visiting again next year and meeting more international suppliers”

“It was a great value for me as I met some of the key industry players in my field of work in addition to that I gained a lot of knowledge and insights from the conference sessions”

What to expect at ProPak MENA 2022?



150

Exhibitors



20

Countries

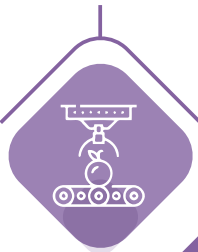


8000

Visitors

Key sectors

Processing
& Packaging
technology



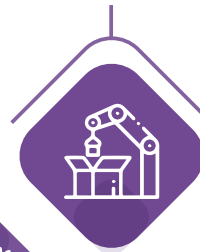
Printing,
Labeling &
Coding



Logistics
packaging
technology



Packaging
materials and
products



Confectionery
& Bakery
equipment



Flexible
packaging



Industrial robots
and automation



Food safety



PET & plastic
packaging
technology &
materials

Features



Pre-arranged
matchmaking



Conference and
educational workshops



Promotional
webinars



Digital advertising
opportunities

New features



Lead retrieval:

Our lead retrieval system is a mobile application that enables exhibitors to gather leads with a single, consistent application capture, qualify, and follow up with leads generated from our tradeshow.

On-line company & product listing:



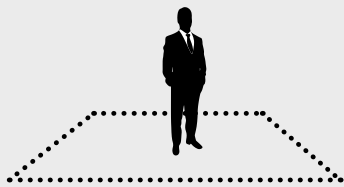
Our year long online company and product listing allow you to showcase your valuable offerings (products & services) in front of millions of new customers. This can give your brand regional exposure and the possibility of going into cross-border e-commerce.

How can you benefit from being part of ProPak MENA 2022

- Meet leading manufacturers, distributors, dealers, and small & medium traders from Africa's top F&B manufacturing industry.
- Enjoy a unique networking opportunity through our matchmaking program and pre-arranged meetings.
- Connect with government authorities and trade associations looking to guide growth of the industry in Egypt & Africa.
- Showcase your latest products and services.
- 365 brand awareness and advertising opportunities.

Pricing

Space Only



Floor space that allows you to design and produce your own original stand

USD 340 per sqm
(minimum 18 sqm)

Shell Scheme



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk / counter, chair, table, stand, wall shelves and wastepaper basket

USD 380 per sqm
(minimum 9 sqm)

Wooden Stand



Floor space, walls, carpet, fluorescent tube lighting, 5 Amp socket outlet, desk/ counter, chair, table, stand, lockable cabinet and wastepaper basket

USD 420 per sqm
(minimum 18 sqm)

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.



About Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services, and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology, and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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

Governmental / Association / Agent Partnerships:

Mostapha Khalil

Group Exhibition Director

✉ mostapha.khalil@informa.com

Sales

Mohamed Abdel Hamid

Exhibition Manager

✉ mohamed.abdelhamid@informa.com

☎ +20 (0)102 8888671

Andrea Boccellini

Sales Manager – International sales

✉ andrea.boccellini@informa.com

Marketing

Kareem Emara

Marketing Manager

✉ kareem.emara@informa.com

☎ +201065356444

Maggie Fayez

Sales Manager

✉ maggie.fayez@informa.com

☎ +2010 00 4745 34

Jeffrey AU

Head of Sales – Asia

✉ jeffrey.au@informa.com

Conference

Ramy Elfeky

Conference Producer

✉ ramy.elfeky@informa.com

☎ +01065347222

<https://www.propakmena.com>

Exhibit at #ProPakMENA2022

Organized by

