

NIGERIA NO. 1 IN AFRICA

Nigeria
agrofood



**AGRO
TECH**
NIGERIA



6th International Trade Show

26 - 28
October 2021

Landmark Centre • Lagos - Nigeria
www.agrofood-nigeria.com

Review on agrofood Nigeria 2019

- ➔ Gallery
- ➔ Show video
- ➔ Post Show Report



Valuable institutional support

2019



➔ Personalities having participated at the official opening of agrofood & plastprintpack Nigeria 2019:

- Dr. Emmanuel Ijewere, Vice President, Nigeria AgriBusiness Group NABG
- H.E. Mr Vyacheslav Bril, Ambassador of the Republic of Belarus
- H.E. Dr Stefan Traumann, Consul General of the Federal Republic of Germany
- H.E. Mr Michael Deelen, Consul General of the Netherlands
- H.E. Dr Maurizio Busanelli, Consul General of Italy
- Mr Francis Widmer, Economic Counsellor, Embassy of France & Ms Isabelle Kouamo, Head of Development Sub-Saharan Africa, adept
- Mrs Simidele Onabajo on behalf of Prof. Mojisola Christianah Adeyeye, Director General, National Agency for Food and Drug Administration and Control (NAFDAC)(tbc)
- Dr Marc Lucassen, Delegate, Delegation of German Industry and Commerce in Nigeria – AHK
- Ms Martina Claus, Manager Market Development Africa, German Engineering Federation VDMA - Food, Processing & Packaging Machinery Association
- Ms Sandra Brogli, Project Manager Trade Fairs, Switzerland Global Enterprise (S-GE)
- Oluwatoyin Ekpeneidua, Deputy Head, Fund Development & Communication, SOS Children's Villages Nigeria
- Mr Paul März, Managing Director, fairtrade

Strong facts of agrofood Nigeria 2019

VISITORS

2,094

trade visitors (+35%) from 26 countries*

99%

recommend the fair

64%

plan to invest over the next 12 months!

63%

decision makers

Best ever in its 5-year history!

EXHIBITORS

120

exhibitors from 24 countries*

90%

recommend the show

84%

satisfied with the event as a whole

77%

with the business prospects after the fair

*together with its partner event [plastprintpack Nigeria 2019](#)

Post Show Report 2019



Eight national pavilions

2019

Belarus

China

France

Germany

Italy

Netherlands

Switzerland

Turkey



Top marks for conferences, presentations and events

2019



➔ Review on 2019:

The numerous events in the accompanying program (see presentations online) also met with overwhelming response.

Whether regarding one of the three main sessions on Skills development and the value chain approach, on Circular economy or on Finance, Start-ups and Digitalization, the presentations were eagerly received and there were fierce discussions.

This is particular true of the Nigeria-Belarus Business Forum.

Market update:

Facts about Nigeria at a glance

Economic data

- Nigeria is Africa's largest economy
- 5th largest oil exporting and 11th largest gas exporting country
- A regional power with major influence in the region
- Listed among the „Next Eleven“ economies
- Expected to become one of the world's Top 20 economies by 2050

Population

- 206 million inhabitants (2020)
- The most populous country in Africa and the 7th most populous country in the world
- Expected population by 2050: 411 million

Strengths

- Huge oil and gas reserves
- Abundance of natural resources (oil, gas, agricultural land)
- Attractive consumer market due to high population
- Revival of agriculture & food industry

General opportunities

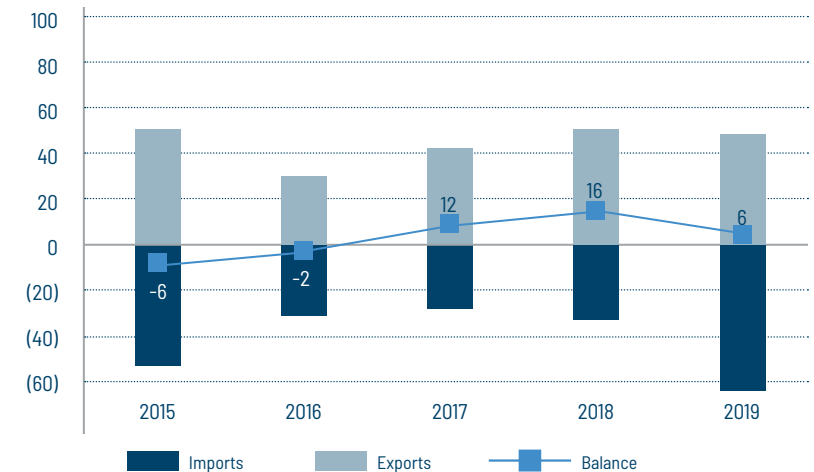
- Exhibitors profit from massive investments into the consumer industry, the construction of shopping centers and an increasing demand for machinery and equipment
- Engineering: an increasing demand by growing consumer market
- Chemistry: Diverse customer industries (construction, agriculture) with good economy

Opportunities in the agrofood industry

- Recession caused revival of local food production and „Made-in-Nigeria“ trend; political will to expand local food production
- Massive investments in agricultural technology and processing and packaging equipment
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Experts foresee Nigeria to become the region's main food supplier
- Medium-term development extremely promising
- Biggest market for food products in Africa - still undersupplied

Foreign trade

Billion US \$

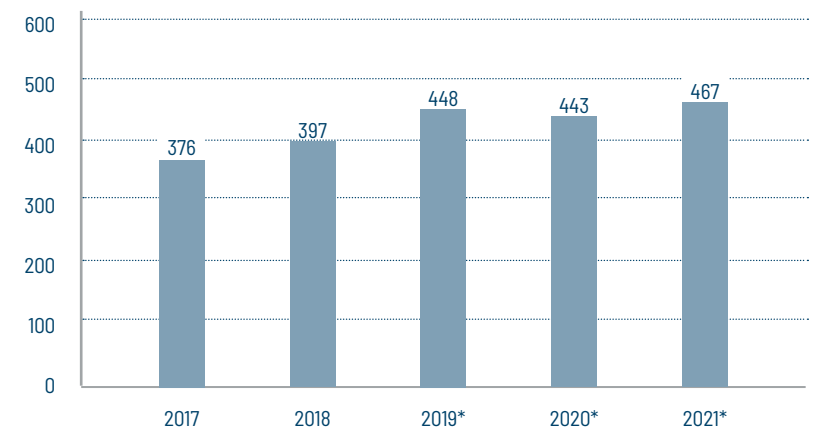


Nigeria's sustained GDP growth (in billion US \$)

- Africa's largest economy is on the growth track as Nigeria's GDP increased from US\$ 376 billion in 2017 to US\$ 443 billion in 2020 and is expected to reach US\$ 467 billion in 2021.
- Nigeria's GDP has thus grown more than sixfold between 2000 (US\$ 69 billion) and 2020 and 2021. (World Bank)

GDP

Billion US \$



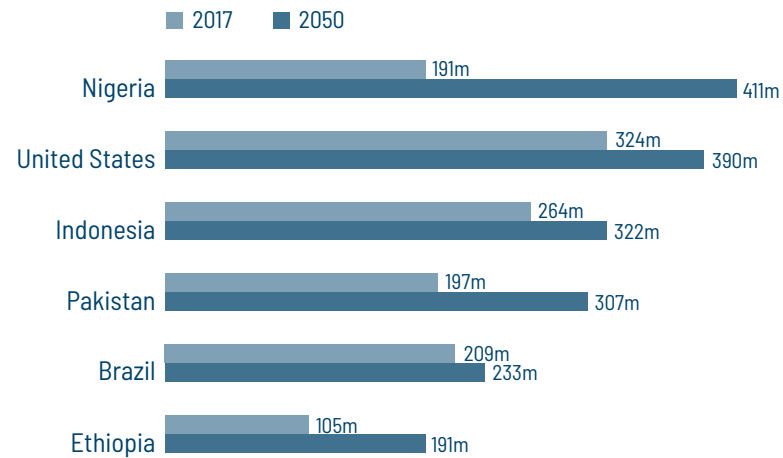
Source: GTAI

* prognosis

Facts on Nigeria's enormous population growth

➔ Nigeria to become the third most populous country in the world after India and China until 2050

Population in 2017 and forecast for 2050



Source: UN Population Division

➔ Nigeria's demographic development

1950: The British colony of Nigeria has **38** million inhabitants

1960: With **45** million inhabitants Nigeria becomes independent, already then the most populous state in Africa

1981: With **76** million inhabitants, Nigeria has doubled its population compared to 1950

2000: **123** million

2009: Compared to 1981, Nigeria has doubled its population again, to **155** million

2019: Nigeria has **201** million inhabitants. This makes it the seventh largest country in the world after China, India, the USA, Indonesia, Brazil and Pakistan

2037: Nigeria's population has doubled to **307** million and is now eight times as high as in 1950

2050: With **411** million, Nigeria overtakes the USA and is the third most populous country in the world after India and China

Source: World Population Prospects 2019, United Nations





**A unique concept!
agrofood Nigeria
covers the entire
value chain - from
field to fork**



agrofood Nigeria consists of the three sub-brands agro, food + bev tec and food ingredients



Exhibitor profile

- Seeds
- Pesticides and fertilisers
- Agricultural machines and farming tractors
- Floriculture and horticulture
Hot house technology
- Staple feedstuff and feed technology
- Livestock breeding and fattening
Veterinary equipment
Artificial insemination
- ...

Visitor profile

- Farmers
- Breeders
- Keepers



Exhibitor profile

- Process technology
- Refrigeration and air-conditioning technology
- Packaging technology
- Conveying, transport and storage installations
- ...

Visitor profile

- Food or beverage producer -
Looking for tailor-made process technologies



Exhibitor profile

- Food and drink ingredients
- Raw materials
- Proteins
- Semi-finished products
- Food additives
- Flavours, colours and fragrances
- Starter cultures and enzymes for dairy
- Antioxidants & Antimicrobials

Visitor profile

- Food or beverage producer -
Looking for innovative products,
know-how and ingredients

Why exhibit in agro AgroTech Ethiopia?

Nigeria
agrofood

agro

AGRO
TECH
ETHIOPIA

DLG and fairtrade cooperate for agro AgroTech

agro Nigeria has been organised by fairtrade as part of agrofood Nigeria ever since 2015. In 2018, DLG (German Agricultural Society) entered into strategic partnership with fairtrade and brings in its agro expertise. The focus of the cooperation lies on agricultural technology, animal production, flori- and horticulture and hot-house technology.

Organisers of the world's No. 1 trade shows Agritechnica and EuroTier, DLG is the global leader in professional trade fairs in the fields of agricultural engineering, crop production, animal production and bioenergy. DLG has been organising trade fairs and exhibitions for the agricultural and food sector since 1885.

AGRI
TECHNICA®
THE WORLD'S NO. 1

EuroTier®
First in animal farming.

Co-organisers for agro AgroTech

fairtrade 30
1991 - 2021

DLG
International

Top exhibitors 2019

- » ACO Systems
- » adept
- » Advantage Austria
- » Agrotrust
- » Andritz
- » Belagro
- » Bobruiskagromash
- » Bosman Van Zaal
- » Bühler
- » Busch Vacuum Pumps and Systems
- » BWT
- » Dutch Poultry Pavilion
- » Dutch Vegetable Seeds Pavilion
- » GEA
- » German Ministry for Economic Affairs and Energy (BMWi)
- » Gomselmash
- » Grandex
- » Hoogendoorn
- » Julite Machinery
- » Kingpeng
- » MAZ Minsk Automobile Plant
- » MTW Minsk Tractor Works
- » NABG – Nigeria Agribusiness Group
- » Richel
- » Rijk Zwaan
- » Shijiazhuang Julite Machinery
- » Switzerland Global Enterprise
- » Vibrofloors

Voices of the exhibitors 2019

Dieter Rohlf
Area Sales Manager Africa - ANDRITZ

ANDRITZ Feed & Biofuel Technologies is a corporate group with worldwide development, production and supply activities within technology and after-sales service to the feed and biofuel industries.

Nigeria is a very promising market for us because it's the biggest economy in Africa. Also, it has the largest population, which means future consumers for us.

Our visitors are really interested and qualified. For us, the highlight at agrofood Nigeria is the excellent organization. We trust that it will continue in the future.



Eugeniy Vvedenskiy
Director of Belinterexpo Exhibition Unitary Enterprise of the Belarusian Chamber of Commerce and Industry

As the biggest African economy with the largest population, it's a good choice for the first-ever country pavilion we had in West Africa. The Nigerian people are extremely friendly and easy going. For sure we will continue exploring this market.

We had an unexpectedly high number of interested visitors. So we've got the chance to connect with people from all sectors, for example, farmers, food manufacturers, traders, etc. Most of them were professionals which is very good.

The fair itself was a comfortable platform with everything you need to do business successfully. We will definitely consider bringing our pavilion to agrofood + plastprintpack Nigeria again. users and to connect with them on site.



High satisfaction rates 2019

- agro Nigeria as a whole: 88%
- quality of business contacts initiated: 82%
- exhibitors recommending the show: 81%

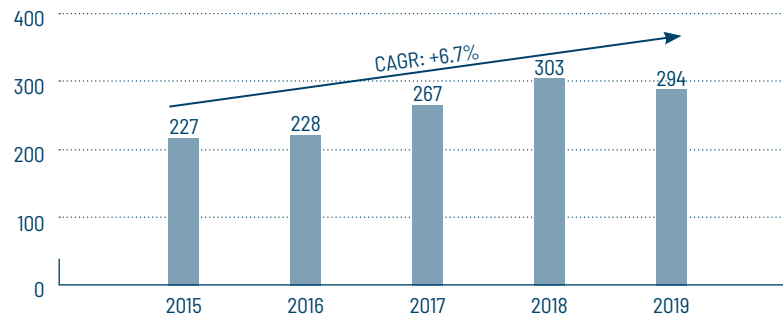
Put the Nigerian agricultural sector on a growth path

Why exhibit in food + bev tec Nigeria?

Nigeria
agrofood

food + bev tec

➔ Nigeria is the second largest importer of food technology in sub-Saharan Africa. Enormous population growth and high sustainable investments in its food industry



Source: VDMA / Graph: fairtrade 2020

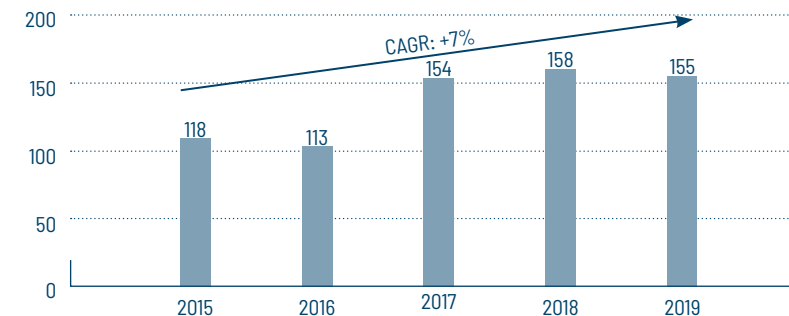
- With 294 million euros in 2019, Nigeria is the second largest importer of food and beverage technology in sub-Saharan Africa, just behind South Africa.
- Nigeria's imports increased by an average of 6.7% per year between 2015 and 2019.
- The main supplying countries are Italy, China, India, Germany, Austria, United Kingdom, Switzerland, Turkey and the Netherlands - in this order.
- Sharp increase: Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020, and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International / VDMA)

➔ High satisfaction rates 2019

- service of organiser: 94%
- exhibitors recommending the show: 93%
- whole show: 84%

➔ Expenditure in Nigerian food and beverage sector to grow significantly between 2021 and 2025

Nigeria is the second largest importer of packaging technology in sub-Saharan Africa.



Source: VDMA / Graph: fairtrade 2019

- With 155 million euros in 2019, Nigeria is the second largest importer of packaging technology in sub-Saharan Africa, just behind South Africa.
- Nigeria's imports increased by an average of 7% per year between 2015 and 2019.
- Nigeria's immense population of currently 206 million, which according to the United Nations will rise to 411 million by 2050, requires strong sustainable growth. This is why Nigeria invests heavily in its packaging industry.



Why exhibit in food + bev tec Nigeria?

Nigeria
agrofood

gear food + bev tec

Voices of the exhibitors 2019

Alberto Quintavalla
Sales Area Manager - CFT

The Nigerian market is interesting for us because of the huge population. We are talking about more than 190 million people who need a well-developed agrofood industry.

We meet many of our traditional customers here at the show to discuss current projects. But we also have the opportunity to win potential new customers.

The major advantage of agrofood is to connect us machinery producers with the Nigerian industrial sector.

Lalit Ganwani
General Manager - General Industry - First Blends

First Blends is the leading manufacturer of functional solutions and the premier service provider to the cereal food industries in Nigeria and West Africa.

For us, it's important to partner with international companies and help the industry to grow and take it to the next level. We will provide our customers the highest quality products and get a good feed on our standards.

agrofood is getting bigger and bigger every year, with more exhibitors, customers and visitors. That's great! So we are able to showcase our products to more and more customers.

Markus Palm
Head of Sales for African region - Krones

Krones plans, develops and manufactures machines and complete lines for process, filling and packaging technologies.

Nigeria is an important market for us because of the high population as well as the growing middle class and the stable political situation.

At agrofood we meet existing clients but also new ones. We're impressed by the program and the speakers especially the "Consulate meet and greet". Our highlight at agrofood is the chance to connect with major global players in our business.



➔ Top exhibitors 2019

- » adepta
- » Advantage Austria
- » African Bakery Dynamics
- » Ascent Chemical
- » Atlas es Makina
- » Beck Automation
- » Blaze Food Machinery
- » Bongard
- » Bosch
- » Bühler
- » CFT
- » Dagard
- » Damak Makine
- » Diosna
- » Eskort
- » First Blends
- » GEA
- » German Ministry for Economic Affairs and Energy (BMWi)
- » Illig
- » KHS
- » Krones
- » Lanxess
- » M Industries
- » MLT Pack Service
- » Mühlenchemie
- » Multivac
- » Qinhuangdao Beidou
- » Redachem
- » Rovema
- » Sacmi
- » SSP Packaging
- » Steriflow
- » Synerlink
- » Turan Plastik
- » Vibrofloors
- » Werner & Pfleiderer

Why exhibit in food ingredients Nigeria?

Nigeria
agrofood

food ingredients



Demand for F&B ingredients rising continuously

With 206 million inhabitants (2020), which according to the United Nations will rise to 411 million by 2050, Nigeria has long been the largest food market on the African continent. Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Nigerian processing industry.

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

With food ingredients Nigeria, fairtrade is responding to the request of exhibitors for their own partial tradeshow under the umbrella of agrofood Nigeria.

Just like iran food ingredients which fairtrade established a few years ago in Tehran under the umbrella of iran agrofood.

Expenditure in Nigerian food and beverage sector to grow significantly



Top food ingredients exhibitors 2019

akras
let there be taste

AUSTRIA
JUICE

Destilla
The Essence of Nature

DÖHLER
NATURAL FOOD & BEVERAGE INGREDIENTS

DU PONT

FOODING



Ingredion

LANXESS
Energizing Chemistry

Mühlchemie
Understanding Flour

PRIMEMILK

REDA
Food Processing Plants

symrise

Patrick Ajala
Sub-Regional Account Manager - Symrise

Nigeria is an important market for Symrise and we feel the need to claim business opportunities in this ever growing market.

Also, it's in the responsibility of Symrise to continue to progress in how we engage traditional customers and attract to support start-ups.

The strong point about agrofood Nigeria is it supporting us as an excellent business platform for local and international suppliers to showcase their ideas, concepts and capabilities.



The venue

Landmark Centre in Lagos - Victoria Island

- Opened in 2014
- Offers all of the latest in modern exhibition and conferencing facilities
- Strategically positioned on the grounds of Landmark Village, a spectacular beach front location extending over 9.4 acres in Victoria Island, the heart of the vibrant and lively Lagos business district and metropolis

The Landmark Village

Develops over 300 meters of beachfront overlooking the Atlantic Ocean
It accommodates:

- The Hard Rock Café
- The Shiro Japanese Restaurant
- The Leisure Centre
- Beachbar
- The Landmark Convention Centre - Hall 1 & Hall 2

Official caterer Casper & Gambini's

- Daily exhibition catering including a variety of hot and cold dishes in the restaurant area Casper & Gambini's supports the atmosphere
- Customised catering for exhibitors at their stand, for seminars and other corporate events taking place in the frame of the show
- Seasonal and premium ingredients



Check out the agrofood Business Portal

Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profile



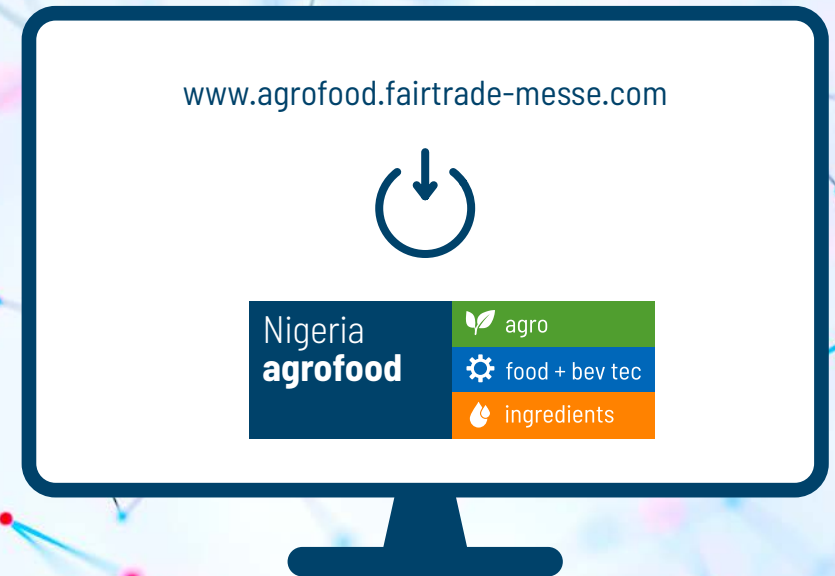
- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



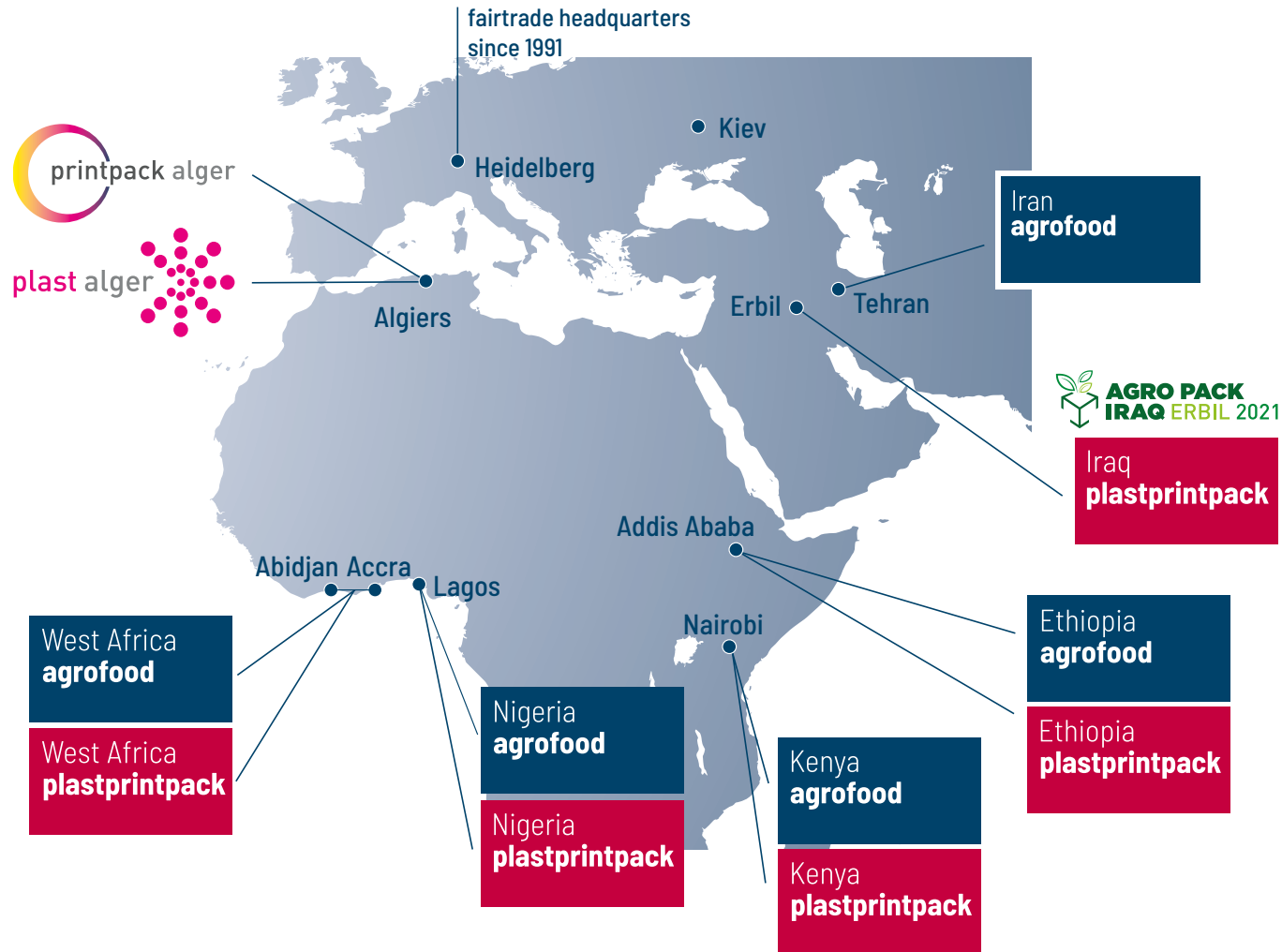
- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



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



Grow your business - upcoming events!



Trade show dates 2021

Iran	22 - 25 September	Tehran www.iran-agrofood.com
Ethiopia	14 - 16 October	Addis Ababa www.agrofood-ethiopia.com
Nigeria	26 - 28 October	Lagos www.agrofood-nigeria.com
Iraq	24 - 27 November	Erbil www.iraq-agrofood.com

Trade show dates 2022

Algeria	14 - 16 March	Algiers www.plastalger.com www.printpackalger.com
West Africa	05 - 07 October	Abidjan, Ivory Coast www.agrofood-westafrica.net
Kenya	22 - 24 November	Nairobi www.agrofood-kenya.com

We'll be your back-up team!



fairtrade 1991-2021

30 years of Valuable business contacts

30 years of experience in organising international trade fairs in the Middle East and 25 years in Africa. As an ambitious team of experienced and young professionals, we are always ready for new challenges.

Whether we are going down innovative digital paths with our Virtual Events to support our exhibitors and industry participants even in difficult times. Or opening up new markets with professional international trade fairs. We always find the best possible way to create valuable business contacts for our customers and partners.

Founded in 1991 by Martin März and managed together with his son Paul, who joined the company in 2016, we at fairtrade feel committed to the values of a family business and team spirit.

In active exchange with a global network of competent partners, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

ISO 9001:2015 certified, we strive for high customer satisfaction with excellent service and innovative products. fairtrade is a member of UFI The Global Association of the Exhibition Industry.



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