

OUR VISION YOUR FUTURE

West Africa
agrofood



7th International Trade Show

29 Nov - 01 Dec
2022

Grand Arena, Accra International Conference Centre Premises
Accra - Ghana
www.agrofood-westafrica.com

2022



The 7th edition is back in November 2022!

**West Africa's leading trade show & conference
on agriculture, food & beverage technology, food
ingredients and food beyond Nigeria**

After the great success of plastprintpack & agrofood West Africa 2019, the 7th edition is now coming up, organised by fairtrade.

The event will again take place at the state-of-the-art Trade Center Arena in Accra, right next to the AICC Accra International Conference Center.

→ **Find out more**

Global technology leaders

showcase adapted solutions for the West African market

→ **See exhibitors 2019**

→ **Show gallery 2019**



Review 2019

87 exhibitors from 21 countries

8 country Pavilions: Germany, Belgium, China, giz Ghana, Holland, Morocco, Sri Lanka, Turkey

Visitor feedback

- 1 Are you satisfied with the quality of business contacts? 88% yes
- 2 Will you recommend visiting the fair to your colleagues? 95% yes

3 Which of the following sectors are of interest to you?

Agriculture	70 %
Food & beverage technology	53 %
Food & hospitality	43 %
Plastics	23 %
Printing	10 %
Packaging	50 %



Valuable institutional support



agrofood West Africa enjoys the strong support of the following institutions

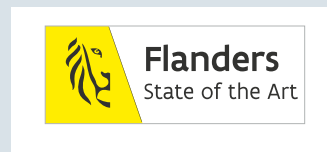
Support from within Ghana

- Ghanaian Ministry of Business Development
- The Ministry of Food and Agriculture
- The Ministry of Environment, Science, Technology and Innovation
- The Ministry of Trade and Industry
- AGI Association of Ghana Industries
- FABAG Food & Beverage Association of Ghana
- GIPC Ghana Investment Trade Promotion Centre
- NEIP National Entrepreneurship And Innovations Plan

International support

- AHK Delegation of German Industry and Commerce in Ghana
- DLG German Agricultural Society
- Embassies of Belgium, France, Germany, Italy, the Netherlands and Turkey to Ghana
- Flanders Investment & Trade
- German Federal Ministry of Food and Agriculture
- GNBCC Ghana Netherlands Business & Culture Council
- Morocco Foodex
- NABC Netherlands African Business Council
- Sri Lanka Tea Board
- Turkish Ministry of Trade

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



Ramazan Koyuncu
Sales Manager - Mysilo Tahlil Depolama Sistemleri San. Ve tic. A.Ş.

At Mysilo we produce grain storage silos and handling system equipment. Ghana is a high potential market in West Africa. Through the agrofood & plastprintpack show, we want to take the opportunity to become a known brand in this fast growing country.



Linda Calciolari
Project Manager - Delphy/The Netherlands

The Ghanaian market for fresh tomatoes is growing, and the demand and awareness for quality products is increasing. We see customers looking for opportunities in business and finance.



Why exhibit?

West Africa
agrofood

food + bev tec



Voices of the exhibitors



Antoine Ulrich
Business Engineer, BWT (Best Water Technology), France

With 4,500 employees we at BWT regard it as our responsibility to develop the best quality products and services for water treatment. We make water our mission, ensuring hygiene safety and health in our daily contact with water. The market in Ghana is important to us as a part of our global approach of the West African market by having distributors in each country and develop our business.



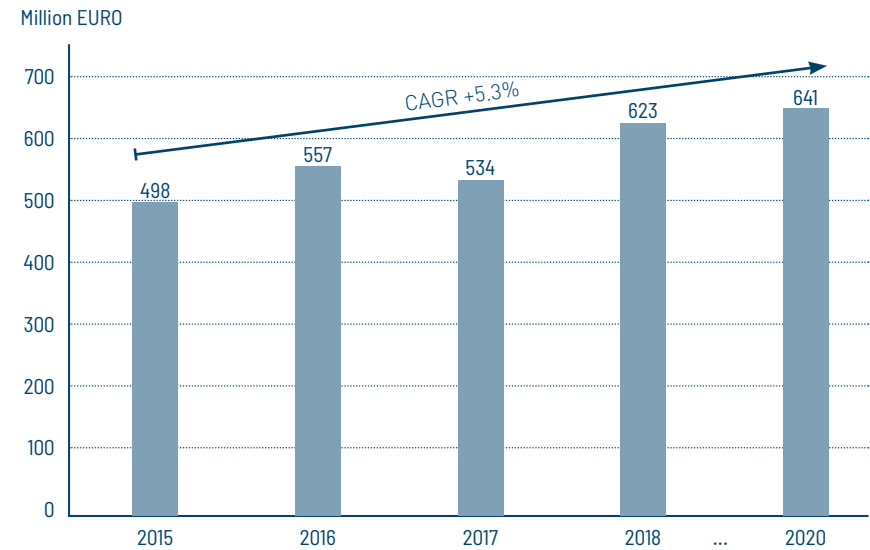
Christian Helwig
Area Sales Manager, ROVEMA GmbH

This 3-day trade show confirms, that Ghana is in demand of process and packaging machinery. And we as Rovema have got perfect agents and partners for all West Africa to serve our clients in the entire region.

Range of exhibits
find out more

West Africa's food & beverage technology imports increase to €641 million in 2020

From €496 million in 2015 to €641 million in 2020: West Africa's imports of food & beverage technology show an annual increase of 5.3% between 2015 and 2020. (VDMA)



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



Maamri El Mahdi
Technical Service - Fifel

Ghana 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 Ghanaian and West African markets with Moroccan fruit and vegetables, and they asked questions about import modalities. The questions were relevant and triggered a lively discussion.

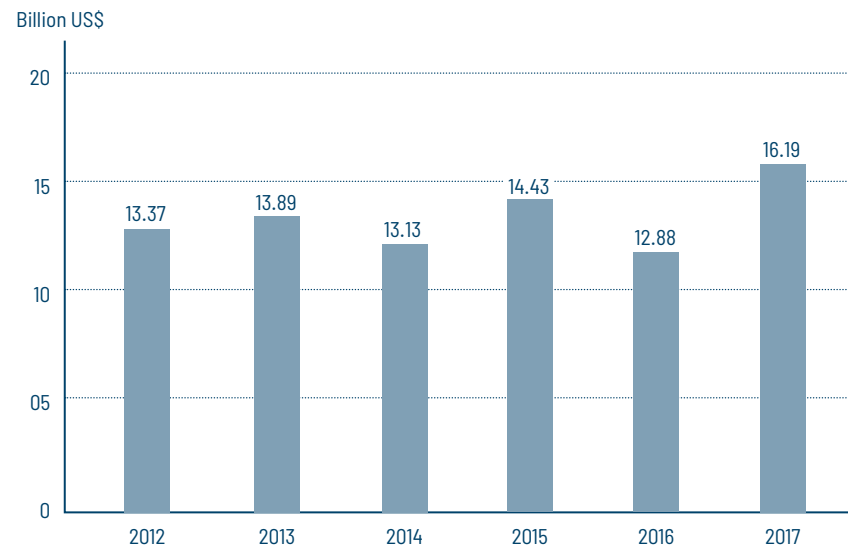
Here at the fair, we found it particularly interesting to analyse the variety of products exhibited and their packaging, as well as the participation of the various countries.

Range of exhibits

[find out more](#)

Food trade with West Africa: a US\$30 billion business!

According to the World Trade Organization WTO, West African food imports have reached around US\$ 16 billion and exports US\$ 14 billion. Thus, food trade with West Africa is a US\$ 30 billion business.



Source: WTO

Visitor profile

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

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

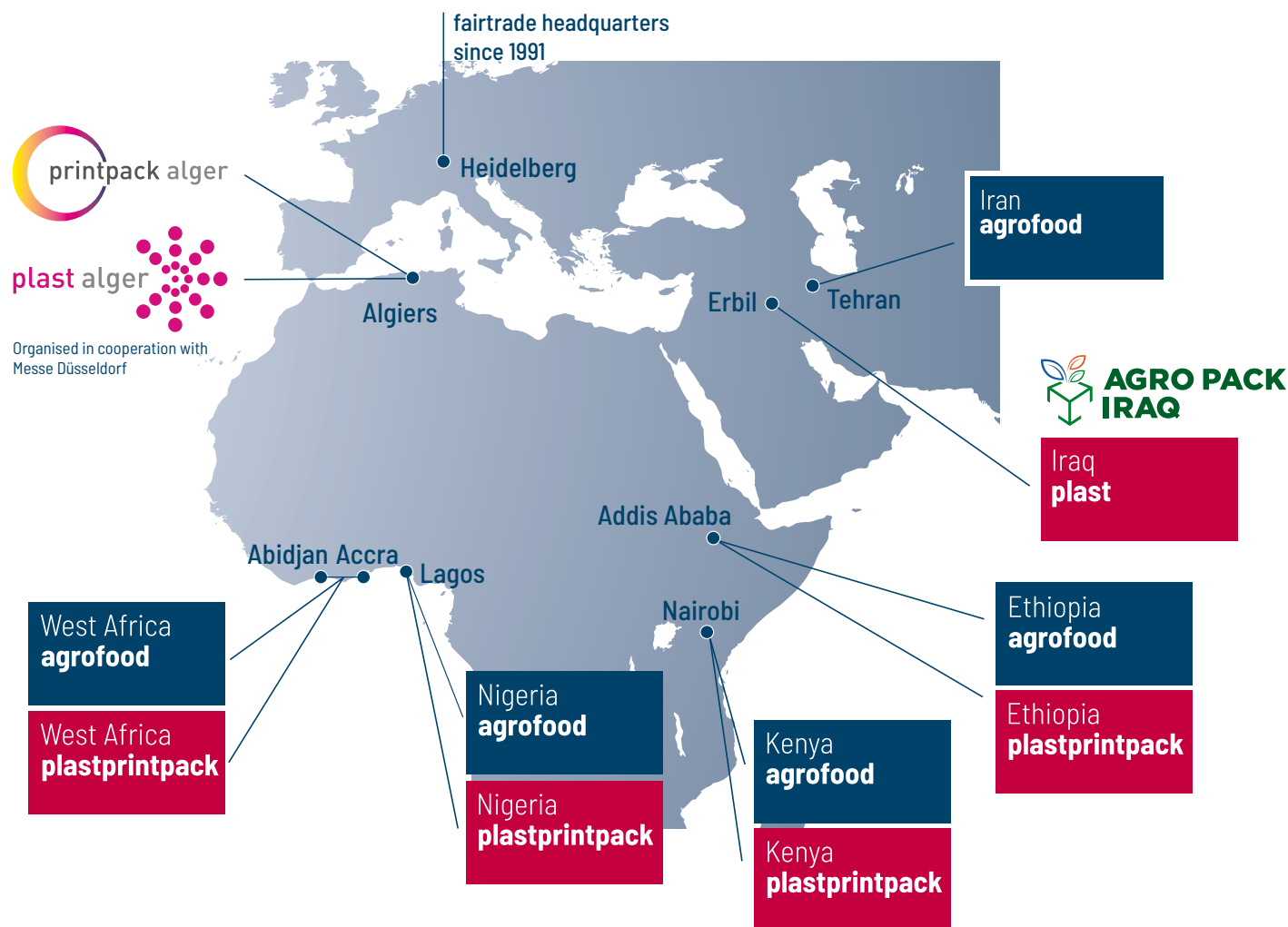
agrofood West Africa at the Grand Arena, Accra International Conference Centre

Situated in Ghana's capital, with ready access to Kotoka Airport and first-class hotels, the all new ultra-modern, multi-purpose hall, at the Accra International Conference Centre hosts professional events from exhibitions, conferences, concerts and political events.

For large-scale conferences and events, there is no finer venue – the Grand Arena at the Accra International Conference Centre is a centre of attention for everyone doing business in West Africa.



Grow your business - upcoming events!



Nigeria **22 - 24** **Lagos**
March 2022
www.agrofood-nigeria.com
www.ppp-nigeria.com

Algeria **16 - 18** **Algiers**
May 2022
www.plastalger.com
www.printpackalger.com

Ethiopia **09 - 11** **Addis Ababa**
June 2022
www.agrofood-ethiopia.com
www.ppp-ethiopia.com

Iran **17 - 20** **Tehran**
June 2022
www.iran-agrofood.com

Kenya **12 - 14** **Nairobi**
Oct. 2022
www.agrofood-kenya.com
www.ppp-kenya.com

Iraq **22 - 24** **Erbil**
Nov. 2022
www.iraq-agrofood.com
www.ppp-iraq.com

West Africa **29 Nov. - 01 Dec.** **Accra, Ghana**
2022
www.agrofood-westafrica.com
www.ppp-westafrica.com



www.fairtrade-messe.de

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 Dariah Pfaff
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany
Tel.: +49-62 21-45 65-21 • Fax: +49-62 21-45 65-25
d.pfaff@fairtrade-messe.de • www.fairtrade-messe.de