



FRESH EXPO | AFRICA & LOGISTICS 2020

"The International Trade Exhibition for Perishables and Logistics"
'Fresh Fruits & Vegetables Markets'

"المعرض الدولي للمواد سريعة التلف واللوجيستيات"
'الفاكهة والخضروات الطازجة'



www.freshexpologistics.com

26-28
Nov
2020

Cairo International Convention Center - CICC
CAIRO - EGYPT

The Destination for
Tomorrow's
Business



EGYPT... Agro-Food Global & Regional Gateway

Economic Boom

- Fast growing economy.
- Developments of the energy, infrastructure and investment environments and framework.

Agro Development

The new mega plan for the Egyptian development starts by 2015 reclaiming a space of 1.5 million feddans with investments of 33 billion EGP.

High population and consumers

- More than 100 million population.
- Large and growing market with limitless opportunities.

Ideal Destination

- Egypt welcomes foreign participation.
- Many free trade agreements with African and world markets.

FRESH FOOD MARKET KEY PLAYER IN MIDDLE EAST & AFRICA

The Middle East & Africa Fruits & Vegetables Market worth USD 0.84 billion in 2018. Estimated to be growing at a CAGR of 4.91% to reach USD 1.07 billion by 2023.

The Middle East Economy
Population 411 million
GDP 3.23 U\$D trillion

Middle East & Africa Fruits & Vegetables Import Market
Value 10,000 U\$D million
The Major imported countries UAE, Saudi Arabia, Egypt, South Africa & North African Countries.

The African Economy
Population 1,216 million
GDP 3.7 U\$D trillion

• Egypt's ranked as the number one exporter for citrus products in the world.

• Most of Egypt's exports are bound for the Saudi Arabia, Russia, Holland, Turkey, UK, China, UAE and more in Europe, Middle East and Africa.

• Middle East and Africa considerable market for European apple exports taking 23% of its market share.

• EGYPT's plan focus on opening new markets and solve all previous obstacles and agreed with 17 new markets and many more in 2020.

↑ EGYPT's Imports of Fruits & Vegetables Value More
1,000 U\$D million

↑ EGYPT's Exports of Fruits & Vegetables Volume
430 million tons

↑ EGYPT's Exports of Fruits & Vegetables Value
2,300 U\$D million

↑ EGYPT's Fruits & Vegetables in 2023 Market
Volume
11,000 U\$D million



The World Perishables Show in Africa...



The international professional platform for the fresh fruits and vegetables markets industry in the region.

FRESH EXPO & LOGISTICS AFRICA "The International Trade Exhibition for Perishables & Logistics 'Fresh Fruits & Vegetables Markets'" will bring together fresh producers, wholesalers, agents & suppliers, industry professionals, both domestic & international exhibitors and market key players with thousands of trade visitors from across the world.

The exhibition will provide one-stop-shop for visitors interested in fresh food and logistics industries and present the leaders and decision makers from these industries.

FRESH EXPO & LOGISTICS AFRICA Highlights:

10,000

SQM
Exhibiting
Areaz

INTERNATIONAL
PARTICIPATION
AND PAVILIONS

20

TARGETED
COUNTRIES
ATTEND

100

TARGETED
EXHIBITORS

10,000

TARGET
TRADE
VISITOR

100

INTERNATIONAL
HOSTED BUYERS

FRESH EXPO & LOGISTICS AFRICA is a lucrative basis for business as it offers the exhibitors variety of advantages. It's a comprehensive, hands-on, networking and learning event.

Get true **ROI** at FRESH EXPO & LOGISTICS AFRICA The best trade and retail sales platform

Launch your new products and collections.

Broaden your distribution network.

Communicate with 10,000 expected visitors.

Penetrate into new markets.

Meet new partners and potential buyers.

Take advantage for new technologies and innovations.

Stay ahead of competitors.

Finalize new sales and distribution agreements.

Enhance relations with existing customers.

Locate Cairo as your destination.

Introduce your profile to African Market.

Form new business alliances.

Showcase your latest products to thousands of qualified buyers.

Renew business ties.



EXHIBIT PROFILE



Fresh Products



- Fresh Fruits
- Fresh Vegetables
- Potatoes
- Citrus
- Dates
- Fresh Juices
- Nuts, Dried Fruits
- Fresh Convenience Products
- Fresh Herbs, Sprouts, Spices
- Flowers/Plants
- Organic Products
- Fair-Trade Products
- Frozen Fruits and Vegetables

Logistics



- Transport companies, transport systems
- Transport services, customs clearance services
- Fruit terminals, port handling, ports, cold storage and warehouse facilities
- Wholesale markets, producer markets/auctions
- Tracking systems (RFID/barcode/GPS)

Technical System



- Seeds, variety development, nursery trees
- Cultivation equipment/systems
- Post-harvest technical systems, modified atmosphere technology, product monitoring technology
- Cooling systems
- Ripening equipment
- Packing/sorting machinery
- Packaging technology and machinery
- Processing technology and machinery
- Packaging materials/containers
- Weighing systems, labelling, barcoding
- Bulk containers, containers for transport/storage, pallets
- POS installations and vending technology
- Recycling, waste disposal, cleaning systems
- Greenhouses, greenhouse technology
- Digital technologies and applications

Services



- Quality control and certification
- Food safety control and certification
- Digital inventory management systems and services
- Market research, statistical services
- Trade associations, educational institutions and government representations
- Press and media
- Financial/insurance services



HOSTED BUYERS PROGRAM



FRESH EXPO & LOGISTICS AFRICA hosted buyers program is dedicated B2B platform that presents industry professionals the opportunity to meet with hundreds of selected buyers from Egypt, the region and the world. The platform facilitates business undertakings and maximizes return on investment for participants through expansion of their business network and signing agreements on the spot.

VISITORS PROFILE

- Hypermarkets
- Retailers
- Juice producers
- Wholesales
- Canteens
- Caterers & food services
- Hotels
- Resorts
- Government authorities
- Restaurants
- Consultants
- Promotional organization
- Importers & exporters
- Retail distributors
- Trading groups
- Brokers
- Growers
- Media





PROMOTION CAMPAIGN

Online & Media Campaign

- Print and online media campaigns.
- Listing in both print and online directories.
- Professional magazines advertising.
- Online advertising & digital channels.
- Email shots.
- Print and online press releases.

SOCIAL MEDIA

- Reach million audience from the region.
- Daily show updates.
- Sponsored posts.
- News via social media outlets.
- Posts of all new and features at FRESH EXPO & LOGISTICS AFRICA.

INTERNATIONAL CAMPAIGN

- Hosting buyers program.
- Inviting 1000 international trade buyers.
- Reach 1000 international companies.
- Media partners from worldwide magazines.
- International online magazines advertisements.

OUTDOOR PROMOTION

We will also ensure that the FRESH EXPO & LOGISTICS AFRICA brand receives maximum exposure through outdoor campaigns including billboard displays in selected locations to ensure that visitors get every incentive to attend the exhibition.



MOBILE MARKETING

Mobile marketing promotions aimed at agricultural and hoteliers visitors will spread the word on FRESH EXPO & LOGISTICS AFRICA keeping audiences up-to-date and fully aware on why FRESH EXPO & LOGISTICS AFRICA is the preferred meeting point for the agricultural and hoteliers sector.

TARGETED TRADE INVITATIONS

50,000 Targeted invitations will be sent out to trade delegates & related members of the agricultural and hoteliers community prior to the event, ensuring they "save the dates" for FRESH EXPO & LOGISTICS AFRICA and have adequate time to plan their visit in advance and arrange appointments for important discussions.

PRESS RELEASES

Ensuring that key journalists are kept fully informed with the show content, features and attractions at FRESH EXPO & LOGISTICS AFRICA and increase the show's visibility and awareness through announcements and updates.

RADIO ADVERTISING

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with FRESH EXPO & LOGISTICS AFRICA as the unpatrolled event.



THE VENUE

FRESH EXPO & LOGISTICS AFRICA will take place at the luxurious venue Cairo International Convention Center. Nasr City, Cairo Exhibition Center.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Egypt; which is fully-equipped with all facilities. Address: Salah Salem Street, Nasr City – Cairo, Egypt.

The prestigious Cairo International Convention Center is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

The venue enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Egypt, Nasr City near to several 5 star hotels, entertainment destinations and only minutes away from Cairo International Airport.



FACILITIES

- Conference Rooms
- Seminar Facilities
- Catering
- Parking slots
- Hi speed Wi -Fi network

FEATURES

- Easy to reach location
- Close to the Airport
- Top notch accommodations
- Close to main industrial cities
- Close to touristic sites
- Many prestigious malls and districts

LOCATION

- 12 Km Cairo International Airport
- 10 Km Down Town
- 11 Km Suez Road
- 9 Km Ismailia Desert Road
- 25 Km Obour City
- 40 Km 10th of Ramadan



THE ORGANIZER

With head office in Cairo – Egypt and wide network of international partners and agents all over the world organizing and managing international industrial trade fairs.



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