



fairtrade goes Nairobi
Meet Kenya's Top Buyers!



International Trade Show



24 – 26 November 2020

The Sarit Expo Centre, Nairobi – Kenya

www.agrofood-kenya.com

Partner event



Organizer



Local organizer



fairtrade goes Kenya!



Kenya agrofood to become an annual platform for valuable business contacts

Founded in 1991 and active in Africa since 1997, fairtrade now looks back on an impressive range of professional trade shows in **Northern and sub-Saharan Africa**.

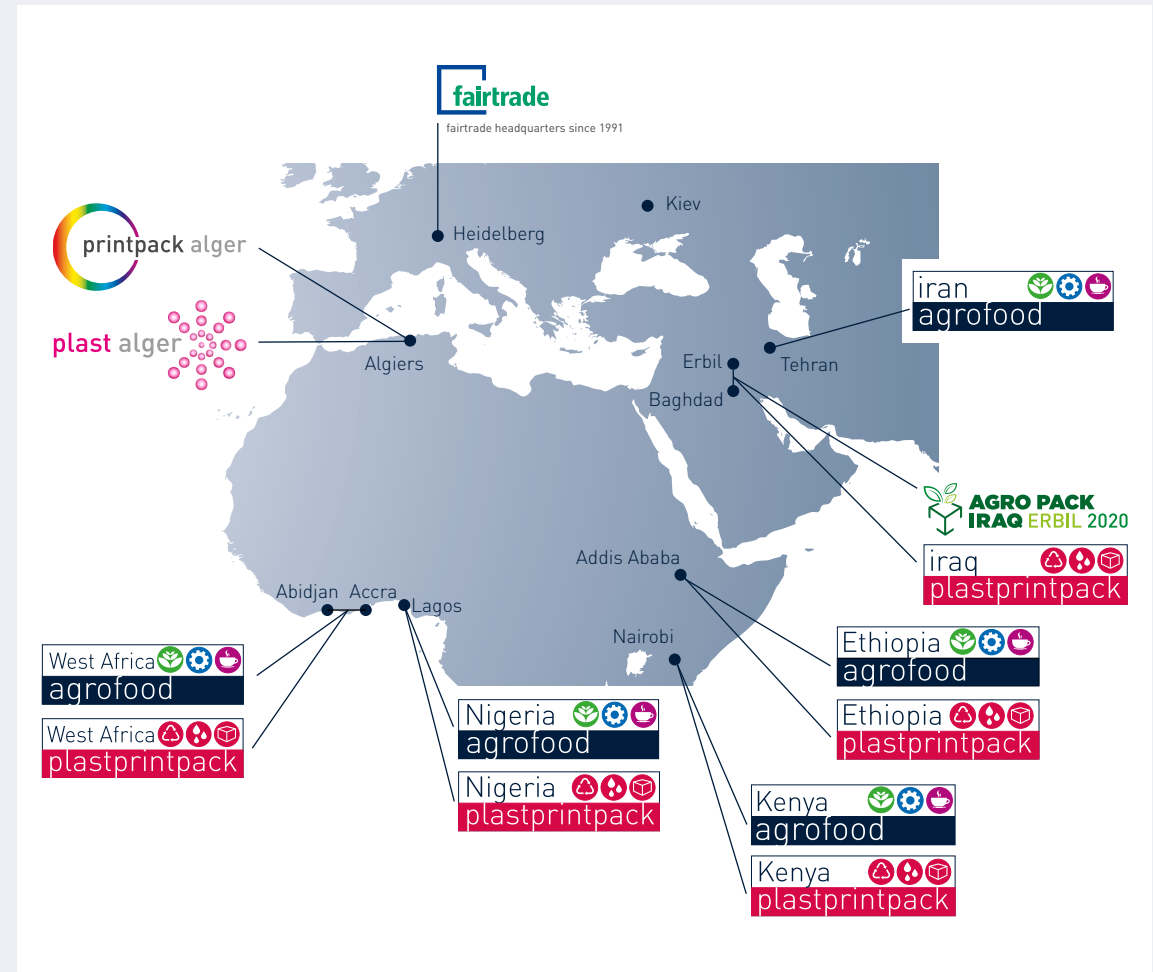
plast & printpack alger for instance is the most important event for **Algeria and the Maghreb countries**.

For West Africa, fairtrade organises its agrofood & plastprintpack trade fairs in **Ghana, Ivory Coast and Nigeria**.

And last but not least, fairtrade is active with agrofood & plastprintpack in **Ethiopia** and thus in **East Africa**. Its last edition of May 2019 featured not less than 153 exhibitors from 18 countries and 3,205 visitors from 20 countries.

Since 85% of the exhibitors were satisfied with the event, it came as no surprise that some of the exhibitors asked us to organize such an international trade show as well in **Kenya**. So here we are, fairtrade goes Kenya!

The objective of Kenya agrofood & plastprintpack is to establish an annual platform for valuable business contacts between leading manufacturers from the world over and professionals from the Kenyan Agrofood & Plastprintpack industry.



Kenya

➔ Meet the Agri and F&B Top Buyers of Swahili speaking East & Central Africa

- Swahili is the lingua Franca of the East African Community and connects its six member states in the African Great Lakes region of Burundi, Kenya, Rwanda, South Sudan, Tanzania and Uganda. Plus the DR Congo.
- A total of **250 million** people live in this region.
- And according to VDMA, they invested **135 million euros** in agricultural technology and **298 million euros** in f&b process technology in 2018 alone.

➔ Expected endorsement in Kenya:

- Ministry of Agriculture
- ASK-Agricultural Society of Kenya
- Ministry of Industrialization
- KAM-Kenya Association of Manufacturers
- KEPSA-Kenya Private Sector Alliance
- Relevant ministries, embassies, associations and chambers of commerce of most important exhibitor nations

➔ Institutional Partners



A unique concept

Kenya agrofood covers the entire value chain - from field to fork

➔ Kenya agrofood consists of the 4 sub-brands Kenya agro, Kenya food + bev tec, Kenya food ingredients and Kenya food + hospitality



➔ 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
- ...

Complete range of exhibits >>>

➔ Visitor profile

- Farmers
- Breeders
- Keepers



➔ Exhibitor profile

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

Complete range of exhibits >>>

➔ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging



➔ 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

Complete range of exhibits >>>

➔ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging



➔ Exhibitor profile

- Food and beverages
 - » Dairy and milk products
 - » Meat and meat products
 - » Fish and seafood products
 - ...
- Hospitality, hotel, shop and catering equipment
 - » Foodservice equipment
 - » Catering technology
 - » Professional kitchen equipment
 - ...

Complete range of exhibits >>>

➔ Visitor profile

- Food traders
- Hotel, bar & café professionals
- Caterers
- F&B professionals

Kenya agro for crop production, agricultural technology and animal husbandry

The importance of agriculture has been highlighted in Kenya through Vision 2030 and the Medium-Term Plan III, and most recently the President's Big Four priority agenda for 2017-2022, which emphasizes the importance of 100% food and nutrition security for all Kenyans.

To transform Kenya's agricultural sector and make it a regional powerhouse, the Government has formulated the ASTGS - Agricultural Sector Transformation and Growth Strategy.

Key Agricultural Sector Facts

- Backbone of the economy with a great potential for growth and transformation
- 33% of total GDP and an additional 27% through linkages to other sectors such as manufacturing, distribution and services
- Employs more than 40% of the total population and about
- 70% of the rural population
- CAGR 4.8% between 2012 and 2016
- 8.6 million farmers
- 2nd largest livestock herd in Africa
- 13th largest number of dairy cows in the world
- Agricultural output and value add:
- 80% crops, 15% livestock, 2% fish & aquaculture, 3% other

Source: ASTGS, published in 2019 by the Office of the Cabinet Secretary for Agriculture, Livestock, Fisheries and Irrigation

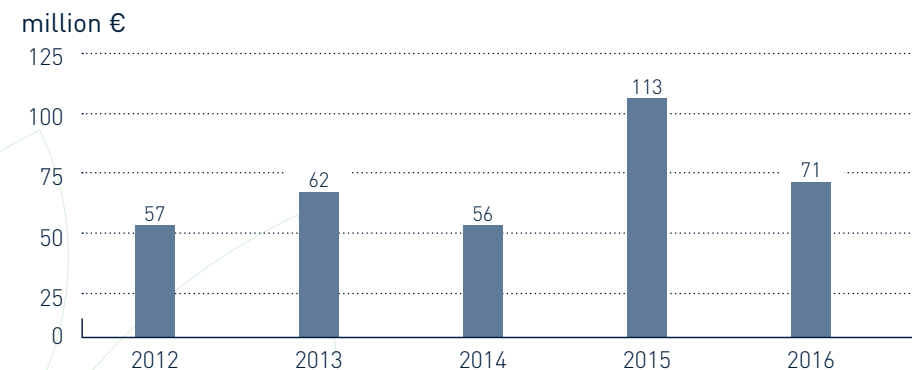
➔ Opportunities in the agricultural industry

- Massive investments in crop production, agricultural technology and animal husbandry
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Medium-term development extremely promising

➔ Kenya is the second largest importer of agricultural technology in sub-Saharan Africa

Interestingly, Kenya's imports of agricultural technology exceed those of Ethiopia and even Nigeria. Between 2012 and 2016, Kenya imported agricultural technology worth 359 million euros, while Ethiopia imported 335 million euros and Nigeria 318 million euros. (VDMA)

So Kenya is the second largest importer of agricultural machinery in sub-Saharan Africa, right after South Africa.



Source: VDMA

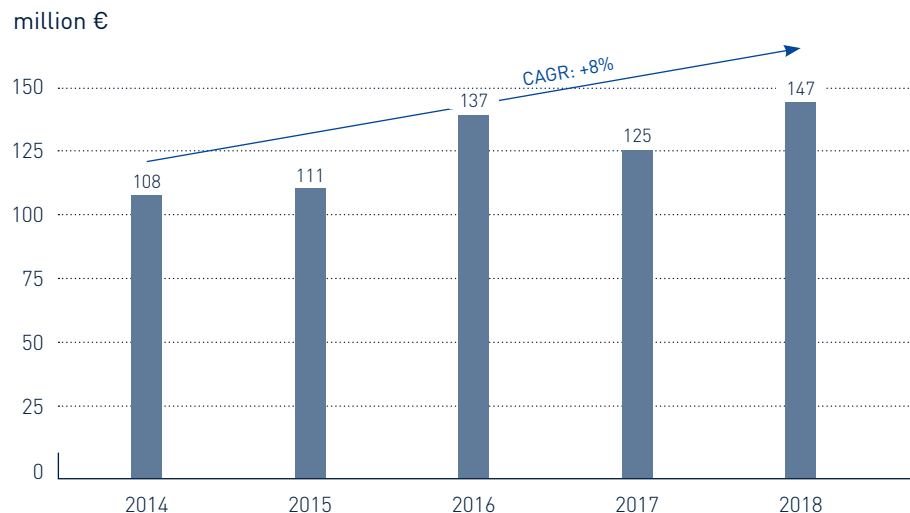


Why exhibit in Kenya food + bev tec?

➔ Kenya is the second largest importer of food & beverage process and packaging technology in East & Central Africa

- From 2014 to 2018, Kenya imported 627 million euros in process and packaging technology for food and beverages. (VDMA)
- This makes Kenya the second largest importing country of such technologies in East & Central Africa, right after Ethiopia with 693 million euros.
- A clear signal of the political will to expand local food production and the „Made-in-Kenya“ - trend.
- Continuous growth is expected in the coming years.

Kenya's imports of food & beverage process and packaging technology



Source: German Engineering Federation VDMA 2019
Graph: fairtrade

➔ Opportunities in the agrofood industry

- Kenya's food industry is among the most diversified in sub-Saharan Africa. At present, massive investments are currently being made in the baking, meat processing and beverage industry.
- The demand for finished food products is expanding. In recent years, fast food chains have discovered the Kenyan market. They need a functioning supply chain.
- Revival of local food production and „Made-in Kenya“-trend; political will to expand local food production
- One of the largest markets for food products in East & Central Africa - still undersupplied



Why exhibit in Kenya food ingredients?


Demand for F&B ingredients rising continuously

With 48 million inhabitants, Kenya has long been one of largest food markets in East & Central Africa.

Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Kenyan processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it is only natural that Kenya food ingredients forms an important part of Kenya agrofood.



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

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



Why exhibit in Kenya food + hospitality?

➔ **Food trade with Kenya is a 5.916 billion US\$ business!**

➔ **Kenya food + hospitality for food, beverages and foodservice**

Great chances for business for food and beverage suppliers from around the world:

Kenya imported US\$ 3.154 billion worth of food and agricultural products in 2017.
And Kenyan exports amounted to US\$ 2.762 billion in the same year.

Thus food trade with Kenya is a 5.916 billion US\$ business!

Source: WTO World Trade Organization

➔ **Retail services contribute 6.38 billion US\$ to GDP**

Retail services contributed 6.38 billion US\$ to Kenya's GDP in 2018, with supermarkets comprising a key segment of the sector, largely in urban areas. Local chains have been joined by a rising number of foreign entrants in recent years as international brands seek a share of the growing consumer market.

Source: Asoko Insight



Market update: Facts about Kenya at a glance

➔ Economic data

- Regional hub Nairobi with high quality of life
- Money and knowledge transfer from an expansive Kenyan diaspora

➔ Population

- 48 million inhabitants
- Young and dynamic: 59% under 24 years of age
- Population expected to grow to 92 million in 2050

➔ Strengths

- Academically well-trained university graduates
- Diversified private sector

➔ Raw materials

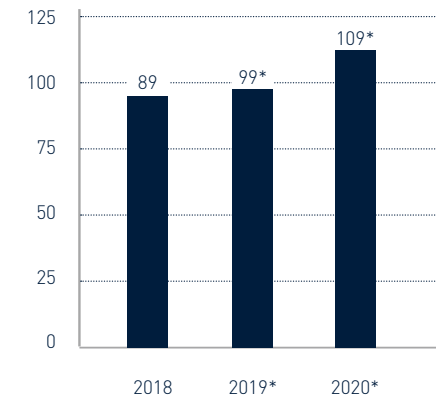
- Agricultural: Eggs, poultry, pork, fish, beef, dairy products, vegetables, fruit, sugar cane, wheat, corn, coffee, tea
- Mineral: Gypsum, diatomaceous earth, zinc, fluorspar, precious stones, salt, soda, limestone

➔ Opportunities

- Consumption: Rising demand for high-end consumer goods
- Private consumption up 5.5% in 2019, then 5 to 5.8%.
- Numerous sophisticated shopping centers as in South Africa
- Expandable industrial structures, industrial parks
- Usable mineral resources such as oil, titanium, rare earths and coal

GDP

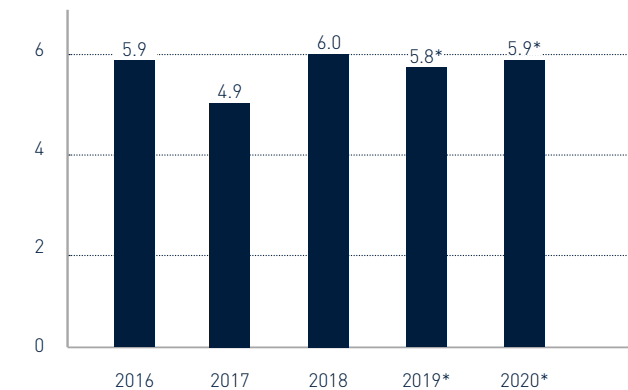
Billion US \$



Source: GTAI * prognosis

GDP

Change in %, real



Source: GTAI * prognosis

Nairobi - Kenya's capital and business hub

Famous for having the world's only game reserve in a large city

With 4.3 million residents, the most populous city in the African Great Lakes area

Regional hub with high quality of life

Home to thousands of Kenyan businesses and over 100 major international companies and organizations, including the United Nations Environment Programme and the United Nations Office

The Nairobi Securities Exchange NSE is one of the largest in Africa and the second-oldest exchange on the continent; Africa's fourth-largest exchange in terms of trading volume, capable of making 10 million trades a day



The venue



Sarit Expo Centre in Nairobi

- Completely new Expo Centre, opened in September 2019
- Offers all of the latest in modern exhibition and conferencing facilities
- Main hall: Column-free 3,311 sqm of gross flexible event space

- Large Foyer of 1,199 sqm for visitor registration and break-out area
- Several meeting rooms
- Nine-story parking silo adjacent to the centre providing 900 parking slots
- State of the art security service

- Located on the 2nd floor with a floor loading capacity of 500 kg/sqm. Goods access via three goods hoists from Karuna Road delivery bay
- Perfect for exhibitions, gala banquets, cocktail functions, conventions, and formal dinners to conferences, seminars, launches, concerts, sports events, weddings and private functions

→ [Sarit Expo Center](#)

Check out the agrofood industry portal

Your benefits

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



- enter the portal
- detailed company and product profiles



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



- contact the exhibitors before and after the show
- present your ideas to potential business partners
- make an appointment for the event
- find good business contacts with the help of detailed profiles



- be contacted by other visitors & exhibitors
- benefit from B2B matchmaking
- your profile is active 24/7 all year round

www.agrofood.fairtrade-messe.com



Kenya   
agrofood

Grow your business – Upcoming Events

24 – 26 March 2020, Lagos



6th agrofood Nigeria
www.agrofood-nigeria.com

Registration until 04 February 2020

03 – 05 June 2020, Addis Ababa



4th agrofood Ethiopia
www.agrofood-ethiopia.com

Registration until 31 March 2020

15 – 18 June 2020, Tehran



27th iran agrofood
www.iran-agrofood.com

Registration until 31 March 2020

18 – 21 November 2020, Erbil



4th Agro Pack Iraq Erbil
www.iraq-agrofood.com

Registration until 15 October 2020

24 – 26 November 2020, Nairobi



1st Kenya agrofood
www.agrofood-kenya.com

Registration until 15 October 2020

02 – 04 December 2020, Abidjan



7th agrofood West Africa
www.agrofood-westafrica.net

Registration until 15 October 2020



We'll be your back-up team!



fairtrade - valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organizers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe.

Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

fairtrade is a member of UFI, the Global Association of the Exhibition Industry. Our management system is ISO 9001: 2015 certified.



B2B Africa

B2B Africa is an agency offering a variety of trade and consulting services within Africa. We provide full-service event and destination management expertise.

B2B Africa draws the attention of visitors and buyers to the exhibition and conference and arranges personalized one-on-one meetings. We pre-screen and shortlist suitable matching potentials and then create high-value, immediate business opportunities and meetings. The matching is backed by an extensive databank of African companies.

Our network: In addition to our own offices in Kenya, Tanzania and Ethiopia we have strategic alliances with a network of representatives, associates and partners across Africa.

We are a young, dynamic, multi-cultural team offering unique, out-of-the-box international business and marketing solutions based on in-depth knowledge of your target market.

Members of:



Organizer and international contact:

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