

From 10 – 12 June 2025, The **Africa Food Show**, is taking place at the **Cape Town International Convention Centre (CTICC)** and is Africa's premier food and beverage (F&B) sourcing event. It builds on the legacy of "Africa's Big 7" and integrates into the prestigious **Gulfood series**, known for successful events like the world's largest F&B exhibition in Dubai.

This inaugural event aims to connect the F&B industry across Africa with global opportunities, showcasing the continent's emerging markets and innovation potential. Orange Exhibition Management B.V. (OEM) organizes the NL Pavilion and acts as the exclusive agent for the Netherlands.

### The Africa Food Show

#### Main Purposes:

- **Market Connection:** Facilitate trade between suppliers, distributors, and retailers within Africa and beyond
- **Industry Showcase:** Highlight innovations in retail-ready products, ingredients, and technology in the F&B sector
- **Economic Development:** Support Africa's growth as an F&B market, projected to reach \$1 trillion by 2030
- **Knowledge Exchange:** Present trends, superfoods, and indigenous products for global audiences



#### Target Groups:

- **Exhibitors:** Food and beverage producers, ingredient suppliers, technology providers, and service companies
- **Buyers:** Retailers, distributors, hospitality providers, and wholesalers
- **Industry Professionals:** Chefs, F&B managers, sustainability experts, and policy influencers

#### Possibilities for Exhibitors:

- **Networking:** Access to over 6,000 visitors, including key trade buyers and influencers
- **Business Opportunities:** Forge partnerships, expand into African markets, and enhance brand

#### visibility

- **Market Insights:** Learn about trends such as plant-based products, food security innovations, and sustainable practices
- **Complementary Platforms:** Co-located with the Hotel & Hospitality Expo Africa, creating synergies for exhibitors in adjacent sectors.

This event is expected to attract around 300 exhibitors from 20 countries, providing a dynamic platform for growth in Africa's vibrant F&B sector. For more details, visit the [Africa Food Show website](#).

Given the limited space, applications will be honored in order of entry and availability of space. The stand space allocated to you by OEM may differ from the m2 you requested.

### Participation in the NL Pavilions at The Africa Food Show

The costs for participation in the NL Pavilion are € 930.00 (excl. VAT) per m2 of exhibition space. A compulsory registration fee of € 480.00 is also calculated per participating company. These costs are imposed by the exhibition organization. In order to participate in this exhibition, you must complete the application form and sign it by an authorized representative within his/her organization who is registered as such with the Chamber of Commerce as authorized to sign. **If this is not met, the registration is not valid.**

Deadline for registration is **Friday 31st January 2025**. **So be on time, first come first serve!**



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*Africafood  
Show*

If you would like to receive more information about the NL Pavilion, please contact OEM, Caroline Cramer, telephone: +31 6 15371456, e-mail: [cc@orange-management.com](mailto:cc@orange-management.com). We look forward to receiving your application.

Best regards,

Caroline Cramer  
Managing Director