TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA www.tobb.org.tr - tobb@hs01.kep.tr

**Sayı** : E-34221550-720-2334 **Tarih**: 05.03.2024
**Konu** : Uluslararası Afrika Gıda Fuarı-Tunus

**TÜM ODA VE BORSALARA**
**(Genel Sekreterlik)**

İlgi : Dışişleri Bakanlığı'nın 01.03.2024 tarihli ve E-86394645-160.05-37636036 sayılı yazısı.

İlgi yazıda, Uluslararası Afrika Gıda Fuarı'nın (International Food Show Africa / IFSA Africa 2024) Tunus Ticaret ve Kalkınma Bakanlığı himayesinde 3-5 Temmuz 2024 tarihlerinde Karm Uluslararası Sergi Merkezi'nde düzenleneceği bildirilmektedir.

Yazıda devamla, Türk firmalarının ürün ve hizmetlerini tanıtmaları ve uluslararası muhataplarıyla biraraya gelerek sektördeki eğilimler ve sınamalar hakkında fikir alışverişinde bulunabilmeleri bakımından sözkonusu fuarın bir fırsat teşkil edeceği kaydedilmekte; ilgili kurum, kuruluş ve firmalar fuara davet edilmektedir.

Fuar hakkındaki katalog, başvuru formu ve tanıtım kitapçığı ekte sunulmuş olup, ayrıntılı bilgiye www.ifsaafrica.com internet sitesi aracılığıyla da ulaşılabileceği iletilmiştir.

Bilgilerinizi ve Fuarın ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

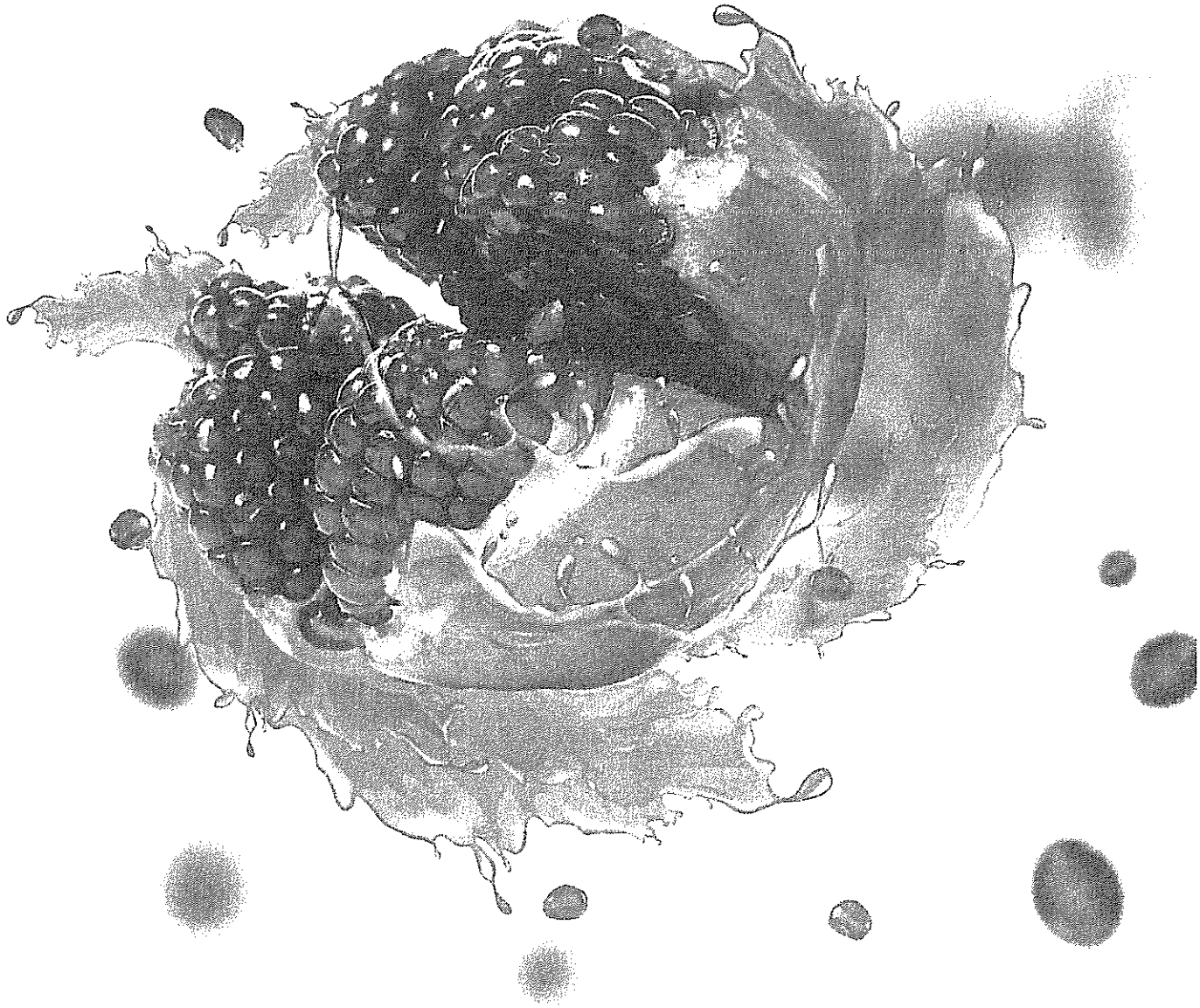
*e-imza*
Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK: IFSA AFRICA 2024 (14 sayfa)



Bu belge, 5070 Sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile İmzalanmıştır.
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IFSA
INTERNATIONAL
FOOD SHOW AFRICA



Serving Food Industries Across Africa

Food & Beverage | Food Processing | Packaging | HORECA

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# IFSA
INTERNATIONAL
FOOD SHOW AFRICA

*IFSA serves the development of p*
EXHIBITION | COOKING COMPETI

This first time, REGIONAL event is poised to become the ideal meeting place in North Africa between the players in the agro-industry and food packaging sector players across all African and Mediterranean countries.

IFSA covers the entire spectrum of food & beverage processing & packaging technology, cold-chain, warehousing and logistics solutions, IFSA is the go-to place for manufacturers, retailers, food service professionals, importers and distributors to source for solutions and new products.

## FOOD & BEVERAGE

- Additives
- Canned / Processed Food
- Chilled / Frozen Food
- Chocolate / Cocoa / Pralines
- Concentrates / Cocktails / Mixes
- Condiments
- Confectionery / Snacks / Candy
- Convenience Food
- Dairy Products
- Drinks
- Eggs / Egg Products
- Health / Organic Food
- Ingredients
- Instant Coffee / Tea
- Juices
- Meat and Poultry
- Oil
- Plant-based
- Premixes
- Sauces and Seasonings
- Seafood
- Spreads
- Staple Food
- Starch / Starch Products
- Super Foods
- Vegetarian Foods
- Water
- Fillings / Toppings
- Fine / Specialty Food
- Flavoured Tea
- Fresh Fruits / Vegetables
- Gelato / Ice Cream

## HOSPITALITY / HORECA

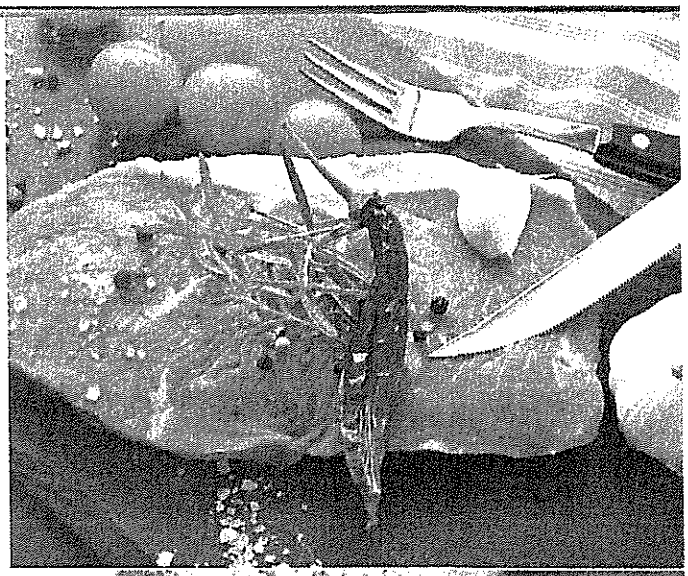
- Bar Furniture and Fittings
- Bathroom Fittings / Supplies
- Bed and Beddings
- Crystalware / Glassware
- Flatware / Hollowware
- Cleaning Products
- Cutlery
- Flooring
- Housekeeping Products
- Indoor Furniture and Fittings
- Interiors
- Kitchen Accessories
- Guest Amenities
- Light Fixture and Fittings
- Linen / Curtains / Carpets
- Outdoor Furniture and Fittings
- Silverware
- Spa and Fitness Equipment
- Uniforms
- Accounting / Billing Systems
- Audio Systems
- Bar Coding / Scanners
- Broadband Access Network Technologies
- Point-of-Sales Systems
- Property Management Systems
- Robotics
- Security Systems
- Yield / Revenue Management

## FOODTECH

- AgriTech
- AquaTech
- Food Science
- Alternative Foods
- Process Technology
- Packaging Technology
- Packaging Materials
- Automation Technology
- Controlling and Regulation
- Data Processing
- Safety and Quality Management
- Refrigeration and Air-Conditioning
- Sustainable Packaging
- Transport, Storage
- Logistics
- Food Waste
- Digital Solutions



Bu belge, [illegible] sayılı Elektronik Imza Kanunu'na göre elektronik imza ile imzalanmıştır.
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*erships and intra African exchanges*

**NS | NETWORKING | CONFERENCES**



# GATEWAY TO AFRICA

**IFSA provides convenient access to the growing markets in Africa and beyond.**

IFSA will provide global suppliers with valuable access to quality buyers including distributors, importers, manufacturers and retailers, and attendees will also gain valuable insights into developments and future trends of the food & beverage industry.
To further complement the exhibition, expect dedicated zones, competitions, mastercalsses and more.



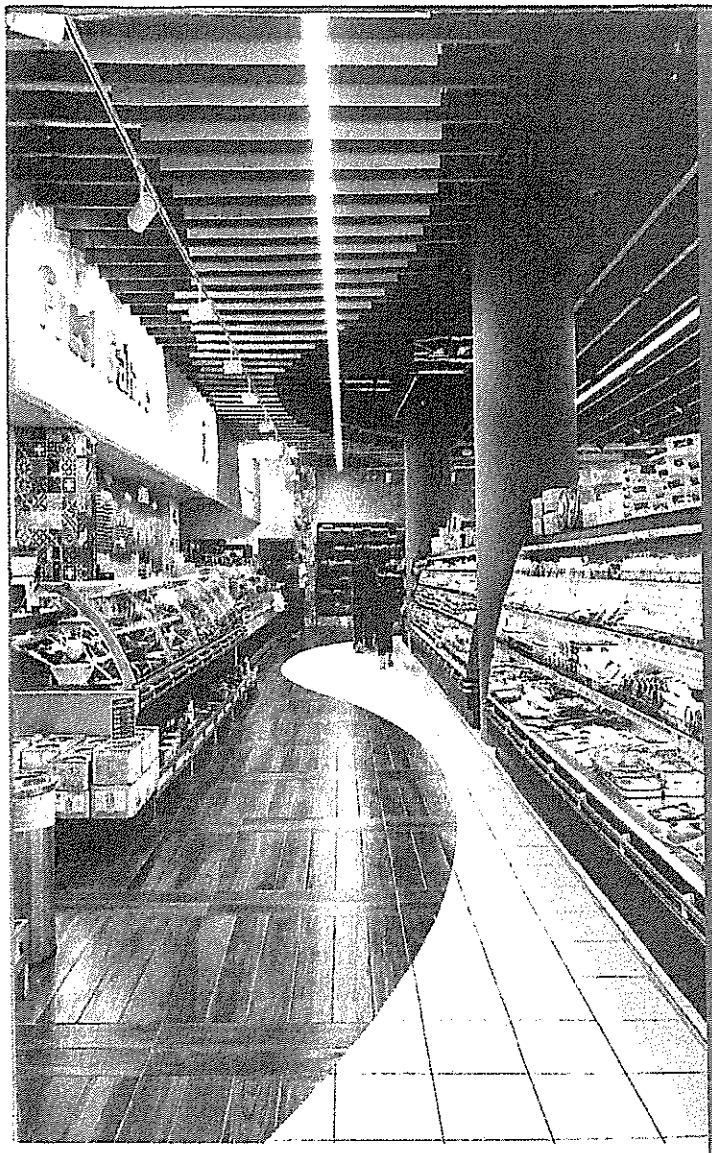
## Meet and connect with top buyers and leverage the power of face to face meetings

With a targeted invitation program bringing together central purchasing agencies, import-export comapnies, industrials and professional groups from THE 54 AFRICAN COUTRIES, IFSA is therefore, a real shop showcase of the new technologies of the food-processing industry and the important platform of meetings and debates in the service of the professionals of the sector.

Documentations

For more information please contact +216 55 023 000 / hello@ifsaafric

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## RETAILERS / FOODSERVICE

IFSA is committed to attract more of the right profile of regional visitors that really matters to your business.

Grab the opportunity to meet key decision makers, buyers and influencers who will be at IFSA to hunt for interesting and new food products that will appeal to and excite the taste buds of retail and foodservice consumers in Africa.

Connect with the right buyers

### Target Visitor Profile

- Importer / Wholesaler / Distributor:
  - Food & Drinks
- Institutional Catering
- Logistics – F&B
- Manufacturer:
  - Bakery / Confectionery
  - Food & Drinks
- Airline / Cruise Liner / Rail
- Bar / Pub / Nightspot Operator
- Café
- Convenience Store / Grocery Store
- Country Club
- E-Retailer
- F&B Management Service / Consultancy
- Fast Food / Quick Service Restaurant
- Hotel / Resort
- Property Management
- Restaurant / Bistro
- Serviced Apartment
- Specialty Food Retailer
- Supermarket / Hypermarket
- Venue Operator

With IFSA Networking you can contact potential business partners and make valuable connections within the international-African food industry.



## HOSTED BUYER PROGRAM

**Be our guest and enjoy a VIP experience with free flights and accommodations.**

IFSA aims to offer exceptional service to those who are looking to grow their business within the African market.

Bu belge 5070 sayılı Elektronik İmza Kanunu gereğince Elektronik İmza ile imzalanmıştır.
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# ARE YOU INTERESTED IN EXPLORING NEW OPPORTUNITIES?

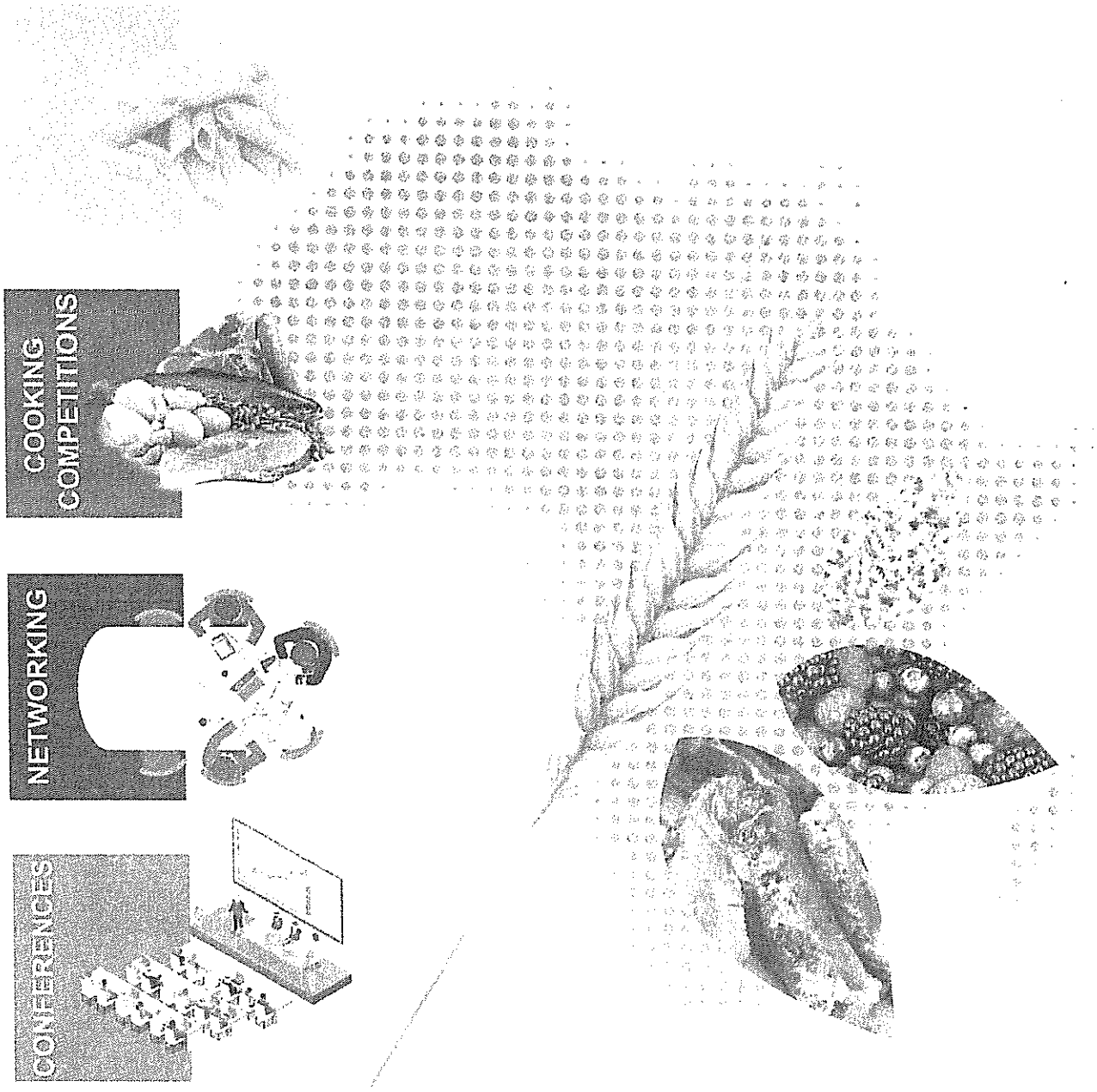



## IFSA WILL SHOWCASE THE LATEST IN FOOD PROCESSING TECHNOLOGY & PACKAGING

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# TAKE PART IN THE AFRICAN FOOD NETWORK

IFSA Africa unites the entire food community and showcases all food and beverage categories, innovative packaging solutions and industrial machinery to key importers, food service companies, distributors, retailers, and wholesalers.




## SPECIALISED PAVILION

Bring together local and international producers and brands

DATES SHOW IFSA PAVILION

seafood SHOW IFSA PAVILION

HALAL FOOD

Bio PRODUCTS

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IFSA
INTERNATIONAL
FOOD SHOW AFRICA

+90 Hosted Buyer from 20 countries visited International Food Show **IFSA Africa 2023**

## HOSTED BUYER BY COUNTRY

| | | | |
|---|---|---|---|
| LIBYA | SOUTH AFRICA | TOGO | CONGO-BRAZAVILLE |
| ALGERIA | CAMEROON | IVORY COAST | BENIN |
| SYRIA | SENEGAL | BURKINA FASO | NIGERIA |
| LEBANON | MALI | CONGO KINSHASA | CHAD |
| INDIA | KENYA | ANGOLA | NIGER |

## BREAKDOWN OF VISITORS BY REGION




## TRADE VISITORS BY BUSINESS NATURE

| | |
|---|---|
| IMPORTER/EXPORTER/DISTRIBUTOR/WHOLESALER | 1782 |
| RESTAURANT/BISTRO/CAFÉ | 633 |
| MANUFACTURER - FOOD & BEVERAGE | 318 |
| F&B MANAGEMENT SERVICE/CONSULTANCY | 174 |
| CATERING/HOSPITALITY | 92 |
| ACADEMIC / TRAINING INSTITUTE | 163 |
| HOTEL / RESORT | 84 |
| HYPERMARKET / SUPERMARKET | 112 |
| ADVERTISING /PRINTING | 29 |
| LOGISTICS/TRANSPORTATION | 61 |
| OTHERS | 2182 |

**WORKSHOPS**
**29**
**SPEACKERS**
**6**
**TOPICS**
**+284**
**ATTENDEES IN 3 DAYS**



**100**
**EXHIBITORS**

**+90**
**HOSTED BUYERS**





**+5630**
**TRADE VISITORS**

# GATEWAY TO AFRICA

**IFSA provides convenient access to the growing markets in Africa and beyond.**

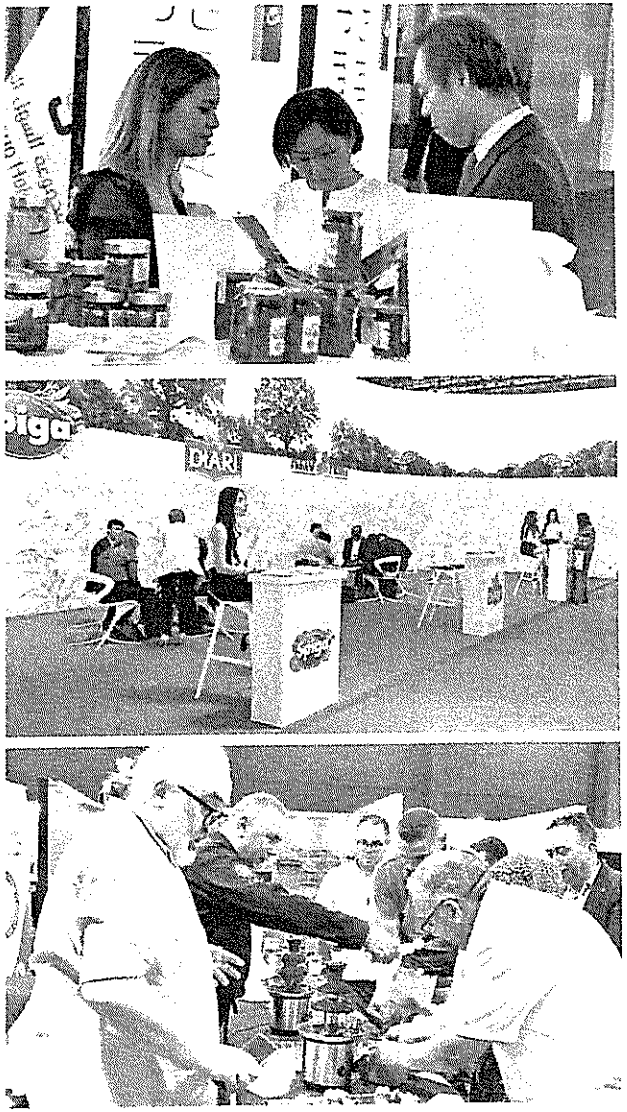
IFSA will provide global suppliers with valuable access to quality buyers including distributors, importers, manufacturers and retailers, and attendees will also gain valuable insights into developments and future trends of the food & beverage industry in Africa and Middle East. To further complement the exhibition, expect dedicated zones, competitions, masterclasses and more.



Through a special program to attract central purchasing agencies for major commercial groups and import and export companies from 54 African countries, the exhibition is an inclusive and comprehensive platform for various stakeholders in the food industry, processing and distribution.

## TAKE PART IN THE AFRICAN FOOD NETWORK

The event will be held from 03 to 05 July 2024 at the International Kram Exhibition Center and, with the strong support of the Tunisian authorities, promises to be an exciting edition for the food business community in Africa.



Gelen Tarih Sayı: 06.03.2024 - 1809

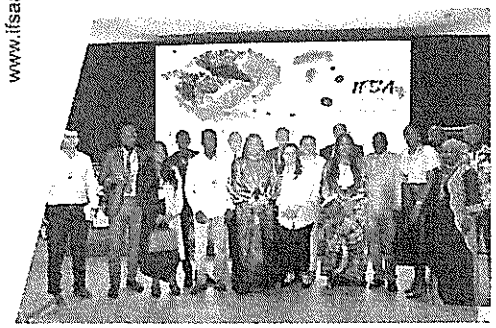
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Gelen Tarih Sayı: 06.03.2024 - 1809

**DOCUMENTATIONS**

## MEET AND CONNECT WITH TOP BUYERS FROM AFRICA

Now you can showcase your products, host tastings, build business relationships, and connect in person. A global meeting of industry professionals is expected at the upcoming IFSA AFRICA and we have some great ideas on how best to maximize your brand and product exposure to Africa's most important buyers.






Organised by ITNCexpo
Address: 16 Rue Elatrache 2080 Ariana SUP TUNISIA
Phone: +216 55 023 000 | +216 54 564 999
E-mail: hello@ifsaafrica.com | ilouati@ifsaafrica.com
www.ifsaafrica.com | www.itncexpo.com

## ARE YOU INTERESTED IN EXPLORING NEW OPPORTUNITIES?




**Specialised pavilions**

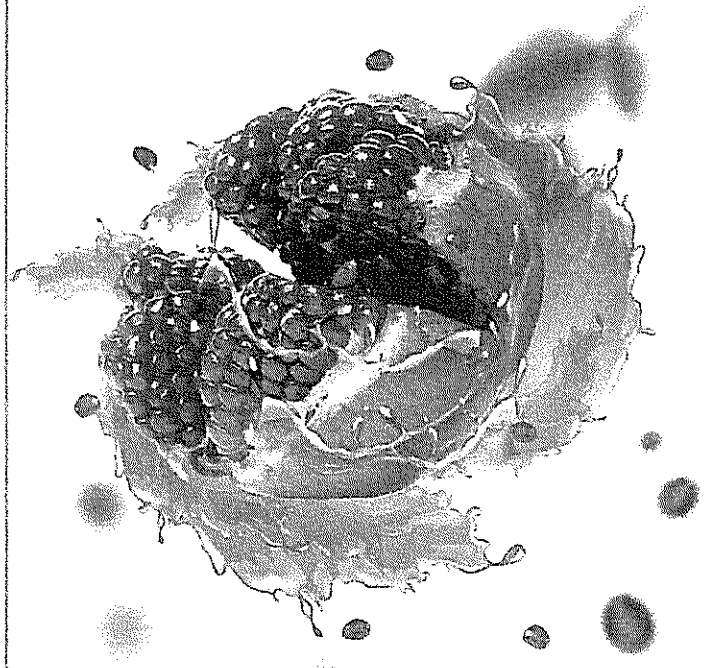
Bring together local and international producers and brands

SHOW | DATES SHOW | seafood SHOW | HALAL FOOD | Bio PRODUCTS

hello@ifsaafrica.com

IFSA
INTERNATIONAL
FOOD SHOW AFRICA

KRAM EXPO TUNISIA



Meet and connect with top buyers from a

# HIGH-GROWTH FOOD & BEVERAGE MARKET

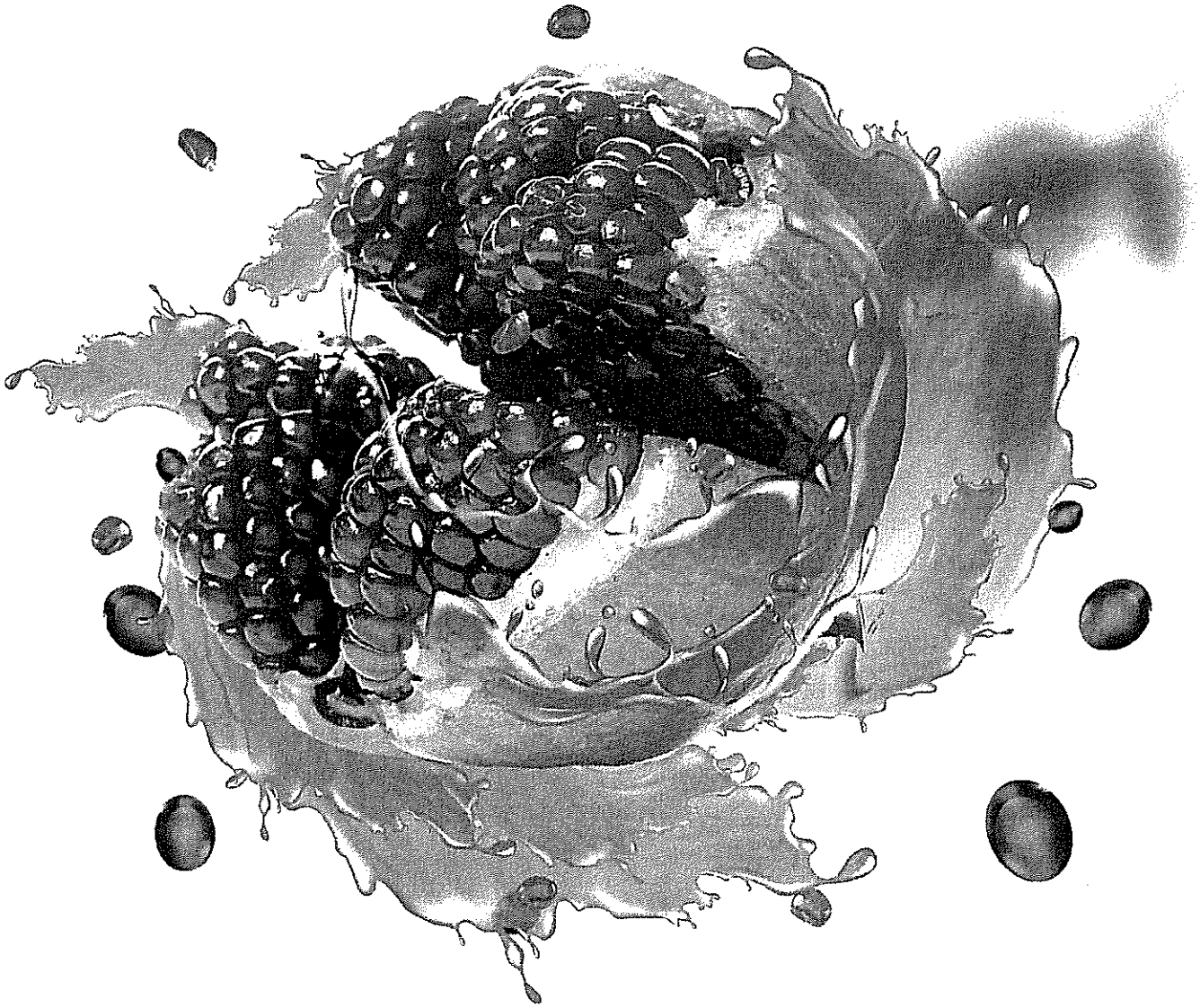
Food & Beverage | Food Processing | Packaging | HORECA

DRIVING COMMITTEE

www.ifsaafrica.com

IFSA
INTERNATIONAL
FOOD SHOW AFRICA

KRAM EXPO TUNISIA



# Serving Food Industries Across Africa

## Food & Beverage | Food Processing | Packaging | HORECA

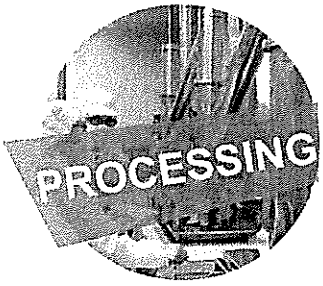
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The International Food Show for Africa (IFSA Africa) is an annual event that brings together industry professionals, exhibitors, and food enthusiasts from around the world. This prestigious event serves as a platform for showcasing the diversity and innovation within the African food industry.

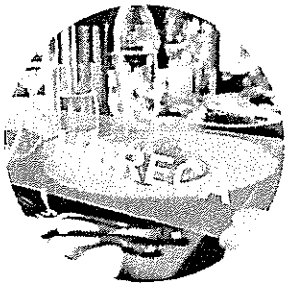
IFSA Africa serves as a dynamic platform for fostering trade relationships within the food industry. The event attracts a wide range of exhibitors, including food producers, manufacturers, distributors, and suppliers. These exhibitors have the opportunity to showcase their products and services to a diverse audience, including potential buyers, investors, and distributors. By facilitating face-to-face interactions, IFSA Africa enables businesses to establish valuable connections, negotiate deals, and explore new market opportunities. This, in turn, contributes to the growth and expansion of the African food industry.



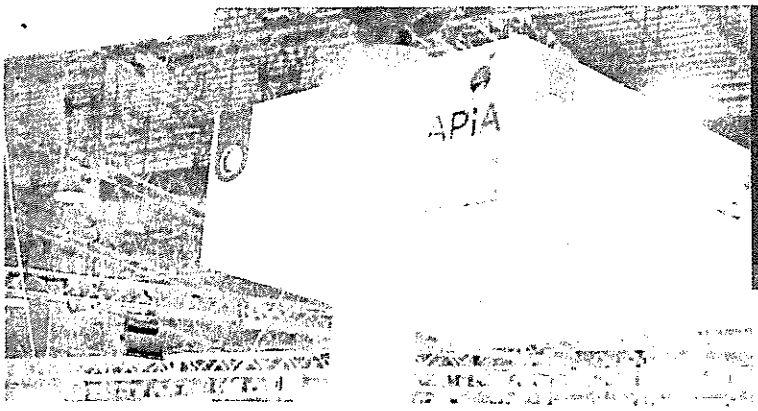








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# HOSTED BUYER PROGRAM



**The Hosted Buyer Program at IFSA Africa is a unique opportunity for qualified buyers to attend the event as special guests.**

The Hosted Buyer Program provides ample networking opportunities with industry professionals, exhibitors, and fellow hosted buyers. Engaging in conversations, sharing experiences, and building connections can lead to valuable partnerships and collaborations. The program encourages networking through organized events and activities, making it easier to connect with like-minded individuals and potential business partners.

## Pre-Arranged Meetings:

As a hosted buyer, you will have access to a pre-arranged meeting schedule with exhibitors of your choice. This allows you to maximize your time at the event and efficiently meet with suppliers, manufacturers, and distributors that align with your business needs. The program ensures that you have the opportunity to connect with relevant industry players and explore potential partnerships.

## Tailored Experience:

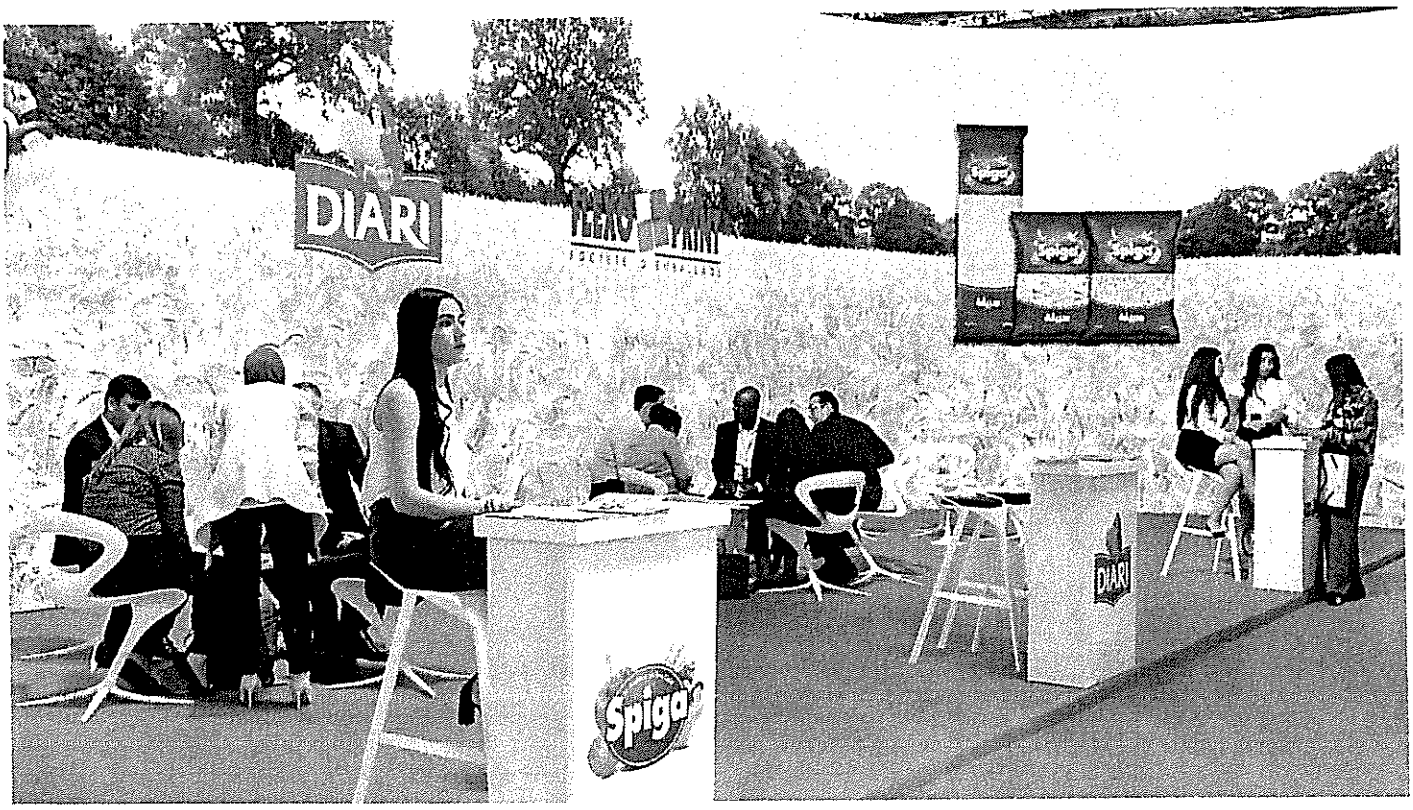
The Hosted Buyer Program is designed to cater to your specific requirements and interests. Prior to the event, you will provide information about your business needs, preferences, and objectives. Based on this information, IFSA Africa organizers will curate a personalized itinerary that includes relevant exhibitors, seminars, and networking opportunities. This tailored experience ensures that your time at the event is focused and productive.

## Exclusive Access and Benefits:

As a hosted buyer, you will receive exclusive access to certain areas of the event, such as VIP lounges and networking receptions. This allows you to network with other industry professionals, exchange insights, and build valuable relationships. Additionally, you may receive complimentary accommodation, transportation, and other perks as part of the program, enhancing your overall experience at IFSA Africa.

The Hosted Buyer Program offers cost and time-saving benefits. By having your travel expenses and accommodation covered, you can attend IFSA Africa without incurring additional costs. The pre-arranged meeting schedule ensures that you make the most of your time, as you will meet with exhibitors who are specifically relevant to your business. This efficient approach saves you time and effort in sourcing potential suppliers and products.

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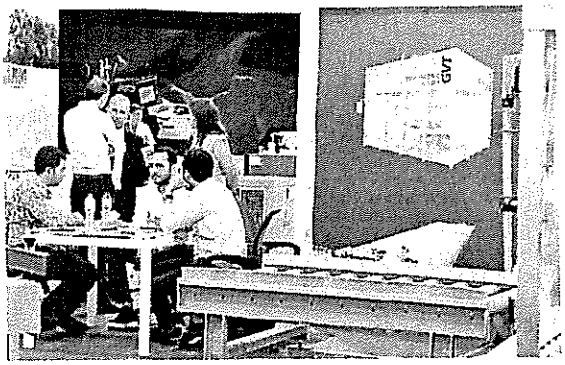






## Promoting Food Sustainability and Innovation

IFSA Africa showcases a wide range of sustainable and eco-friendly food products, highlighting the importance of responsible production and consumption. Moreover, IFSA Africa encourages innovation within the food industry by featuring cutting-edge technologies, trends, and concepts. This focus on sustainability and innovation not only addresses current global challenges but also positions Africa as a leader in the future of food.

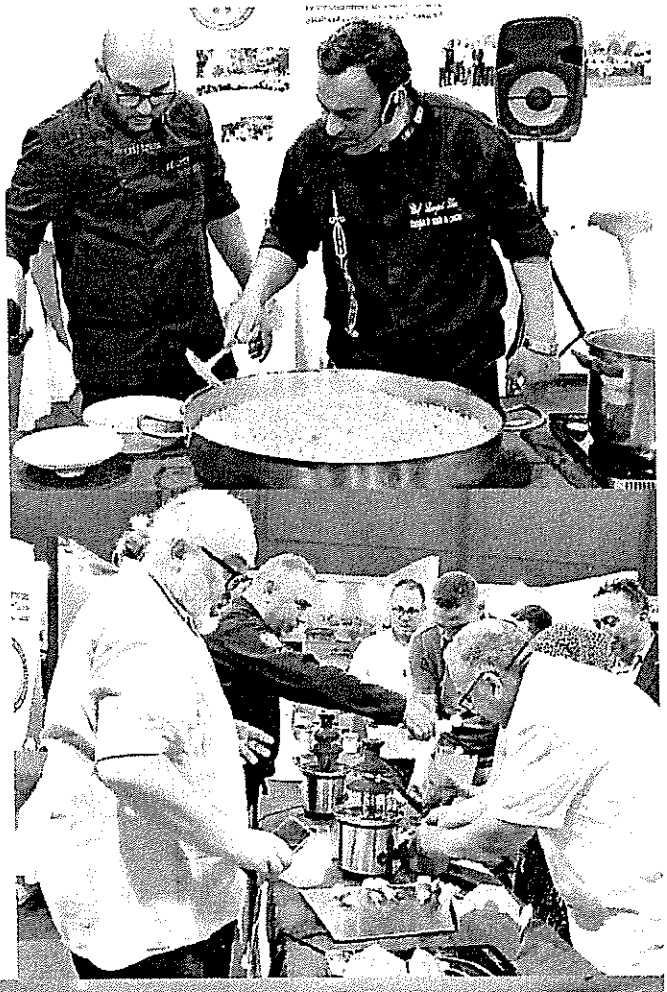


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# Food Show & competitions

Food competitions at IFSA Africa are exciting events where culinary professionals and amateur chefs showcase their skills and creativity in a competitive setting. These competitions can take various formats, such as cook-offs, baking challenges, or themed culinary battles.

Food competitions provide a platform for chefs and cooks to showcase their culinary skills and creativity. Participants have the opportunity to demonstrate their expertise in various cooking techniques, flavor combinations, and presentation styles. Competitions often have specific challenges or requirements that test participants' abilities to think on their feet and adapt to different scenarios.



# Workshops

IFSA Africa typically offers a range of workshops and educational sessions aimed at providing attendees with valuable insights, knowledge, and skills related to the food industry. These workshops cover various topics and may be led by industry experts, chefs, nutritionists, or other professionals.

- Culinary Techniques and Skills
- Food Safety and Hygiene
- Trends and Innovations in the Food Industry
- Nutrition and Wellness
- Business and Marketing Strategies
- Sustainable and Ethical Practices

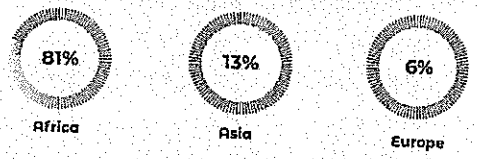





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# +90 Hosted Buyer from 20 countries visited International Food Show **IFSA Africa 2023**

## BREAKDOWN OF VISITORS BY REGION




## TRADE VISITORS BY BUSINESS NATURE

| | |
|---|---|
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| RESTAURANT/BISTRO/CAFÉ | 633 |
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| LOGISTICS/TRANSPORTATION | 61 |
| OTHERS | 2182 |

**WORKSHOPS**

**29**
**SPEACKERS**

**6**
**TOPICS**

**+284**
**ATTENDEES IN 3 DAYS**

**HOSTED BUYER BY COUNTRY**

LIBYA
ALGERIA
SYRIA
LEBANON
INDIA
SOUTH AFRICA
CAMEROON
SENEGAL
MALI
KENYA
TOGO
IVORY COAST
BURKINA FASO
CONGO KINSHASA
ANGOLA
CONGO-BRAZAVILLE
BENIN
NIGERIA
CHAD
NIGER

«I want to thank you for this opportunity to discover the Tunisian agro-food industry through the first edition of the IFSA exhibition organized in Tunis from 20 to 23/06. We met many Tunisian companies, sometimes visited their offices and factories, with which we are now in regular contact and are studying the possibilities of cooperation.»
**David Sellier Congo RDC**

«Thank you so much for your hospitality. You made our stay so memorable» **DAVID TEMITOPE KEMI - Nigeria**

«I highly appreciate and thank you for your hospitality. Am looking forward to start trading with our brothers in Tunis.»
**Salem abubaker hasan - Kenya**



**100**
**EXHIBITORS**

**+90**
**HOSTED BUYERS**





**+5630**
**TRADE VISITORS**

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