

A Premier B2B Event:

TRANSFORMING AFRICA'S FOOD ECOSYSTEM FOR A SUSTAINABLE TOMORROW

6-8 AUGUST 2025

Kenyatta International Convention Centre
Nairobi, Kenya



AFRICA FOOD SHOW KENYA

From Previous Editions



8000+
TOTAL VISITORS
ONLINE & ONSITE



250+
EXHIBITING
COMPANIES



7.6M+
TOTAL REACH



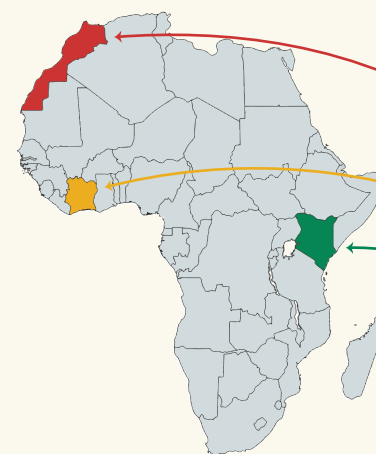
15+
COUNTRIES
PARTICIPATED



ABOUT THE EVENT

The Africa Food Show (AFS) is expanding its reach in 2025, bringing its impact to East Africa - Kenya, Northern Africa - Morocco, and Western Africa - Côte d'Ivoire. As the premier pan-African event for the agricultural and food industries, AFS connects the entire food value chain to drive innovation, boost trade, and promote sustainable practices across the continent.

In its third edition, AFS Kenya 2025 aligns with Kenya's Vision 2030 and the African Union's Agenda 2063, focusing on building sustainable food systems and empowering local industries. Featuring a rich blend of exhibitions, workshops, and networking sessions, AFS creates opportunities for collaboration, innovation, and growth in Africa's food and beverage sector.



AFS 2025 PRESENCE

-  **Morocco**
Northern Africa
-  **Côte d'Ivoire**
Western Africa
-  **Kenya**
East Africa



KEY INDUSTRY INSIGHTS

In Kenya's Food Sector

Opportunities and Challenges:



Rising Demand:

Kenya's population, projected to exceed 60 million by 2030, is driving demand for food security solutions.



Export Potential:

Kenyan tea, coffee, and fresh produce remain leading export products, presenting significant trade opportunities.



Sustainability Focus:

Increasing adoption of organic farming, renewable energy in agriculture, and water conservation practices.

Mega Trends:



Technological Transformation:

IoT and AI are reshaping food production, processing, and distribution.



Health-Conscious Consumers:

Growing demand for organic, fortified, and health-focused products.



Market Diversification:

Rise of specialty food segments like vegan, gluten-free, and keto-friendly products.

Did You Know?

Agriculture is key to Kenya's economy, contributing 33 per cent of the Gross Domestic Product (GDP) and another 27 per cent of GDP indirectly through linkages with other sectors.



SPOTLIGHT ON SUSTAINABILITY

AFS 2025 supports sustainability, showcasing solutions that address:



Climate
resilience



Food waste
reduction



Renewable energy
in agriculture



Inclusive and
equitable
food systems

Featured Initiatives:



Galana-Kulalu Food Security Project in Kenya:

Large-scale irrigation for sustainable food production.



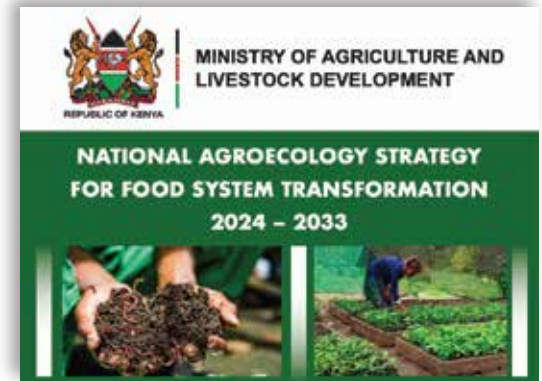
African Continental Free Trade Area (AfCFTA):

Reducing barriers to intra-African trade.



Agri-Industrial Parks:

Supporting value addition and processing across Africa.



LATEST PROJECT in Kenya:

National Agroecology Strategy (2024-2033)

The government has launched a 10-year strategy to transform the food system through agroecology: The strategy aims to enhance climate change adaptation, create green jobs, and promote sustainable consumption. It focuses on empowering farmers by promoting traditional knowledge and enhancing biodiversity. The government is exploring the inclusion of agro-fertilizers and bio-pesticides in subsidy programs to increase accessibility.

WHY EXHIBIT AT AFS KENYA?

Kenya's food and beverage market, valued at over \$3 billion and growing at 6% annually, offers remarkable opportunities for businesses looking to expand in East Africa. By exhibiting at AFS, your brand can access high-growth markets, connect with decision-makers, and showcase solutions that address the continent's evolving food demands.

Top Reasons to Exhibit:



1

Market Penetration:

Connect with 5000+ targeted buyers, distributors, and decision-makers actively seeking solutions.



2

Business Growth:

Promote partnerships with prospective partners, investors, and clients from across Africa and beyond.



3

Direct Sales:

Generate quality leads and close deals with key buyers and suppliers.



4

Brand Visibility:

Enhance your reputation by connecting with media, VIPs, and industry professionals.

Exhibitor Testimonial



"I am pleased to share our exceptional experience at the Africa Food Show 2023. The event provided Brava Food Industries with a unique opportunity to showcase our products and engage with a diverse audience in the food industry. We want to express our sincere appreciation for the incredible support and positive outcomes that resulted from our participation."

Millicent Katiechi, Marketing Manager
Brava Food Industries

Key Industry Sectors

AFS covers the entire food ecosystem, with specialized sectors to ensure targeted engagement:



Food Ingredients & Specialty Products



Food Processing & Manufacturing



Beverages & Functional Drinks



Sustainable Food Packaging & Labeling



Plant-Based & Alternative Proteins



Hotels, Restaurants, and Catering (HoReCa)



Food Safety & Quality Assurance



Smart Agriculture & Farming



Food Supply Chain & Logistics

EVENT HIGHLIGHTS

AFS 2025 offers a dynamic line-up of features designed to maximize value for attendees and exhibitors alike:

01

EXHIBITION HALL

150+ exhibitors showcasing ground-breaking technologies, products, and solutions across the food and agriculture value chain.

02

KNOWLEDGE HUB

Expert-led panels and workshops on food security, innovation, sustainability, market trends, policy shifts, and agri-tech innovations.

03

NETWORKING LOUNGE & B2B MATCHMAKING:

Tailored opportunities to connect with buyers, investors, and industry leaders.

04

LIVE DEMONSTRATIONS

Interactive cooking sessions, product launches, and technology demos.



WHY ATTEND AFS?

Top Reasons to Attend:

Explore Innovations: Discover game-changing products and solutions for Africa's food sector.

Expand Your Network: Build relationships with **5,000+** stakeholders, from CEOs to small-scale producers.

Learn from Experts: Attend sessions led by policymakers, industry veterans, and thought leaders.

Grow Your Business: Identify new partners, suppliers, and distributors to scale your business.



- **85%** of attendees are decision-makers or hold procurement authority.
- Key representation from government agencies, NGOs, and private sector leaders.
- Significant focus on East African and pan-African markets.

Networking Outcomes:

- **Over 45** Number of deals initiated as partnerships and collaborations established at AFS 2023.

MARKETING & MEDIA REACH

01

PROJECTED REACH

Over 5M impressions through social media, digital ads, and targeted campaigns.



02

PRESS COVERAGE

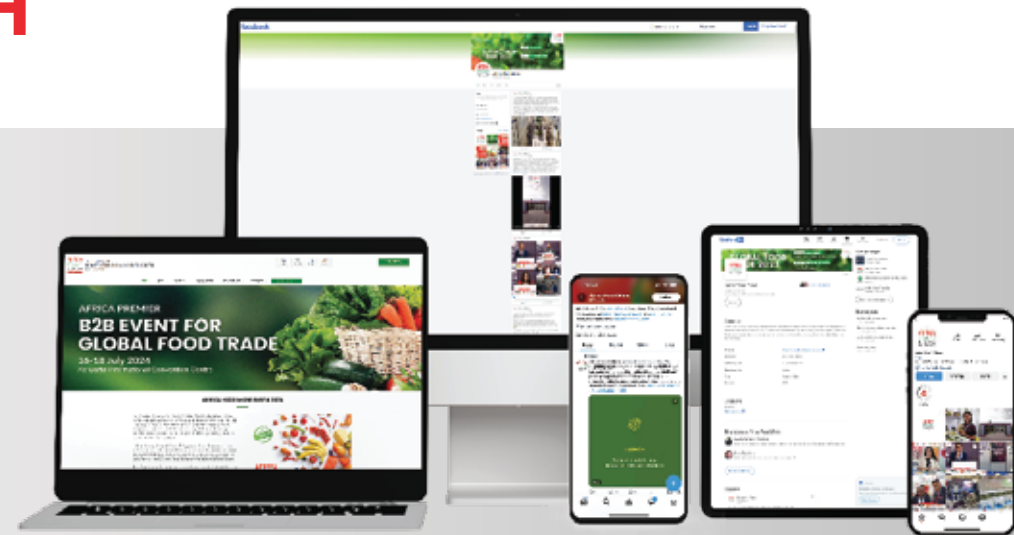
Partnerships with top-tier publications and extensive media coverage pre- and post-event.



03

TARGETED OUTREACH

Industry-specific campaigns to reach key markets in East Africa and beyond.



AFS partners with leading media organisations to ensure maximum visibility

SPONSORSHIP OPPORTUNITIES

Position your brand at the forefront of Africa's food revolution with tailored sponsorship packages:

PLATINUM, GOLD AND SILVER TIERS

Comprehensive packages for maximum visibility.

SPECIAL BRANDING ZONES

Networking lounges, panel backdrops, and registration areas.

BESPOKE SOLUTIONS

Work with our team to create sponsorships that align with your goals.



ABOUT MIE GROUPS

Celebrating 25 years of excellence, MIE Groups, founded in 2000, is a global leader in exhibitions, trading, and consulting. With 15 offices worldwide—including the UAE (global headquarters in Dubai), China, Africa, Saudi Arabia, and the USA—MIE has facilitated over 120,000 international trading companies to expand in the Middle East and Africa.

Operating through four key divisions—

- **Travel & Tourism**
- **Business Intelligence & Event Division**
- **DMC**
- **Business-to-Government Consultancy**

MIE Group empowers global entrepreneurs in driving economic growth through dynamic events and fostering international trade.

PARTNERS & SUPPORTERS



MEDIA PARTNERS



MIE GLOBAL PLATFORMS



GET INVOLVED

Contact the team today to discuss a range of options and solutions to help you achieve your business objectives.

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