

# NIGERIA NO. 1 IN AFRICA

Nigeria  
**agrofood**



agro



food + bev tec



food ingredients



food + hospitality



Co-located with



**26 - 28**  
March 2024

9th International Trade Show & Conference  
Landmark Centre • Lagos - Nigeria  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)

**Spotlight 2024 on Milling & Bakery**

# Reaching for the stars

Following the remarkable success of the 8th edition of agrofood Nigeria in March 2023, the organisers are committed to raising the standards even further.

Their relentless efforts are focused on enhancing every facet of the upcoming 9th edition in March 2024, ensuring an experience that surpasses the already exceptional benchmark set before.



## And here is what exhibitors may expect.

- An incredible sustained interest in the exhibitors' products & solutions on the part of decision-makers from business and politics
- A very large number of targeted business meetings - these resulted in an 89% exhibitor satisfaction rating in 2023
- Active participation of key ministers from the new government, both at the Federal and Lagos State levels
- Spotlight on Milling & Bakery @ agrofood Nigeria 2024 featuring prominent exhibitors from the milling and bakery sector, engaging workshops and live bakery sessions
- The 2024 MFI Awards on 26 March 2024 co-sponsored by the MFI Micronutrient Fortification Index and powered by TechnoServe via a Bill & Melinda Gates Foundation sponsored initiative, the Technical Assistance Accelerator Program.
- Key learnings from 20+ sessions with 70+ speakers in the top level 3-day conference
- Great networking



# 2024

**The 9th edition is back in March 2024!**

**Nigeria's leading trade show & conference  
on agriculture, food & beverage technology,  
food ingredients and food**

review

- **After show video 2023**
- **Post show report 2023**
- **Show gallery 2023**

**It is the fast-growing Nigerian agrofood market that makes the upcoming 9th edition a memorable event.**



agro

- To put the Nigerian agricultural sector on a growth path, measures are needed to produce enough fresh, high-quality food. To meet this challenge successfully, Nigeria depends on the support of know-how and agricultural & animal husbandry technology from abroad. (FMARD)
- Nigeria with its 224m inhabitants (2023) is the largest foodstuff market in Africa. The population is growing by an additional 4m people annually, to reach 411m by 2050.



food + hospitality

- With food imports worth US\$ 7.375bn in 2021 (WTO), Nigeria remains one of Africa's biggest food importers – despite high investments in local food production.
- The retail sector is developing rapidly and so is e-commerce (Jumia, Konga).



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food ingredients

- With imports of food & packaging technology of €363 million in 2022, Nigeria is Africa's second largest importer, after South Africa with €381 million and ahead of Egypt with €319 million. (VDMA 2023)
- The enormous population growth from 224 million in 2023 to 411 million in 2050 demands high sustainable investments in Nigeria's food industry.
- Sharp increase: Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020 and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International)



**For information on Nigeria (economic data, foreign trade, gdp, ...), please consult our [website](#).**



**Global technology leaders**

showcase adapted solutions for the Nigerian  
and West African market

→ **See exhibitors 2024**

**A top level 3-day conference will  
run alongside the exhibition**

→ **Conference program 2024**



# Spotlight 2024 on Milling & Bakery

## Shining the Spotlight on Milling & Bakery: Unleashing Nigeria's Flourishing Market!

In the bustling landscape of Nigeria, the milling and bakery industry is experiencing an extraordinary surge. Fueled by rapid population growth, urbanization, and evolving consumer preferences, this sector is ripe with opportunities. The demand for bakery products, including the rise of healthy and organic options, has propelled local and international bakeries to expand their operations across Nigeria.

Embracing the wave of innovation, many bakeries have harnessed the power of automation and technology in their production processes. This transformative shift has not only enhanced efficiency and cost-effectiveness but also enabled the creation of an extensive range of delectable products.

**Against this backdrop, the 9th edition of agrofood Nigeria is set to cast a luminous Spotlight on Milling & Bakery.**

This highly anticipated event will showcase:

- Prominent exhibitors from the milling and bakery sector,
- Engaging workshops and live bakery sessions,
- Themed panel discussions featuring industry experts,
- A plethora of influential buyers representing major milling and bakery companies.

Seize the moment and leverage these exceptional opportunities by joining us at MILLING & BAKERY @ agrofood Nigeria 2024!



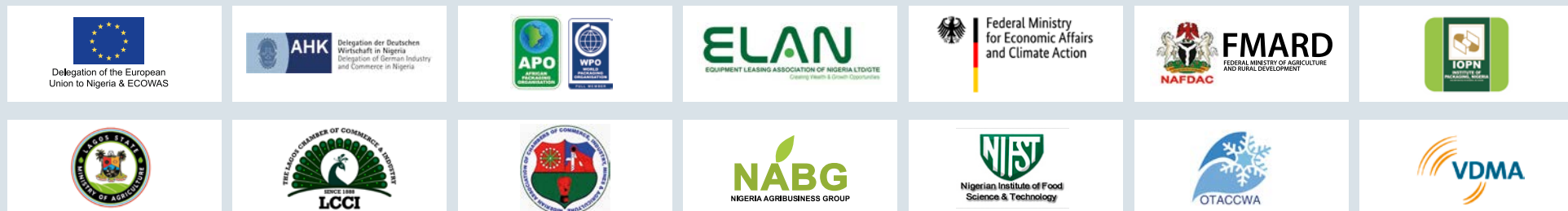
# Valuable institutional support



## agrofood Nigeria enjoys the strong support of the following institutions

- Delegation of the European Union to Nigeria & ECOWAS
- AHK Nigeria Delegation of German Industry and Commerce in Nigeria
- APO Africa Packaging Organisation
- ELAN Equipment Leasing Association of Nigeria
- German Ministry for Economic Affairs and Climate Action
- German Consulate General Lagos
- FMARD
- IOPN Institute of Packaging Nigeria
- Lagos State Ministry of Agriculture
- LCCI Lagos Chamber of Commerce
- NACCIMA Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture
- NABG Nigeria Agribusiness Group
- NIFST – Nigerian Institute of Food Science and Technology
- OTACCWA - Organization for Technology Advancement of Cold Chain in West Africa
- VDMA German Engineering Federation

## Institutional partners







**To put the Nigerian agricultural sector on a growth path, measures are needed to produce enough fresh, high-quality food.**

**To meet this challenge successfully, Nigeria depends on the support of know-how and agricultural & animal husbandry technology from abroad.**

Accordingly, FMARD conceived the National Agricultural Technology and Innovation Policy (NATIP) to modernize the agricultural sector in line with the changing global food systems and supply chains. NATIP, 2022-2027 as approved by the Federal Executive Council on Wednesday, 18th May, 2022 will operate within other policies and strategies of relevant MDAs to ensure synergy and better coordination.

The renewed sectoral policy direction would consolidate the successes recorded in the implementation of the previous agricultural development policies and the repositioning of the National Agricultural Research System, holistic mechanization drive, provision of rural infrastructure, standardization of inputs and processing systems and techniques; development of commodity value chain through clusters and special agro-processing zones.

→ Source: [Federal Ministry of Agriculture & Rural Development \(FMARD\)](#)

→ **Exhibitor profile**

## Voices of the exhibitors



Lars Klöhn – General Sales Manager – C. Woermann

# Why exhibit?

## Nigeria agrofood

food + bev tec

### Voices of the exhibitors

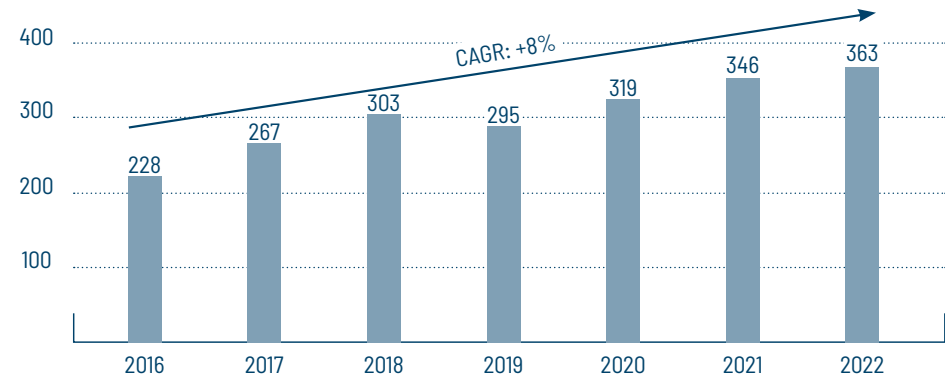


Precious Mogaji - Head Human Resources and Corporate Communication  
Macadams Baking Systems Nigeria Ltd



Markus Lehner - Head of Private Labeling - Starzinger GmbH & Co. KG

## Nigeria is the fastest growing importer of food & packaging technology in sub-Saharan Africa.



Source: VDMA / Graph: fairtrade 2023

- With imports of food & packaging technology of €363 million in 2022, Nigeria is Africa's second largest importer, after South Africa with €381 million and ahead of Egypt with €319 million. (VDMA 2023)
- The enormous population growth from 224 million in 2023 to 411 million in 2050 demands high sustainable investments in Nigeria's food industry.
- Sharp increase: Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020 and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International)

### → Exhibitor profile







## Demand for F&B ingredients rising continuously

With 211 million inhabitants (2021), which according to the United Nations will rise to 411 million by 2050, Nigeria has long been the largest food market on the African continent. Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Nigerian processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it was only natural that more and more leading international ingredients companies took part in agrofood Nigeria.

### → Exhibitor profile

## Voices of the exhibitors



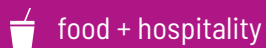
Ofir Segal - Director - JSM Foods Nigeria





# Why exhibit?

## Nigeria agrofood



### Facts on the Nigerian food industry

- Nigeria remains one of Africa's biggest food importers – despite high investments in local food production
- Nigerian food imports made up for US\$ 7.375 billion in 2021 (WTO)
- There is a market for foreign products if only the price is right
- Retail sector developing rapidly: more and more supermarkets, in particular Shoprite and Spar
- Developing e-commerce (Jumia, Konga)
- Nigeria with its 224 million inhabitants (2023) is the largest foodstuff market in Africa. Expected population by 2050: 411 million
- The market is also considered underserved, and the population is growing by an additional 4 million people annually.

### → Exhibitor profile



### Voices of the exhibitors



**Ms Simphiwe Xinwa**  
**Head International Trade – Shumayela Holdings (Trevines Wines)**

The Nigerian market is the biggest African market and they love wine, especially red wine (Cabernet, Sauvignon, Shiraz, Merlot and sparkling wine just to name a few!). I believe there is room for my brand to grow and I have a market share in the economy.



**Mr Preecha Chaicharncheep**  
**Export Manager – Tipco**

Nigeria is a huge country with a huge population. A great opportunity for us to sell our products. We have already seen many customers interested in our products here at agrofood Nigeria.

### Visitor profile

- Bar & café professionals
- Caterers
- Distributors
- Executive Chefs
- F&B professionals
- Hotel & hospitality professionals
- Ice cream professionals
- Pastry chefs
- Restaurant professionals

# fairtrade and OTACCWA deepen cooperation



## Discover the 6th West African Cold Chain Summit & Exhibition WACCSE 2024

Over the course of three days, WACCSE 2024 will deliver the most valuable in-depth and comprehensive business-to-business networking cold chain event serving the pharmaceutical, perishable farm produce, storage, and distribution industries.

Companies that have participated in past WACCSE events have gained high level of brand recognition and targeted business development opportunities from investors and clients involved in the distribution of perishable products looking to optimize their supply chain and improve facility operations.

WACCSE 2024 will provide unparalleled opportunities for business. It is the premier destination for innovation, education and B2B networking for the entire cold chain industry in West Africa.

## WACCSE again co-located with agrofood & plastprintpack Nigeria

After the great cooperation between fairtrade & OTACCWA, the Organization for Technology Advancement of Cold Chain in West Africa, regarding agrofood & plastprintpack Nigeria in 2021 through 2023, the two entities announce to deepen their cooperation for the events in 2024 and following.

The cooperation agreement between the two partners includes the organisation of the 6th West African Cold Chain Summit & Exhibition WACCSE by OTACCWA alongside agrofood & plastprintpack Nigeria 2024.

WACCSE is the only cold chain event in West Africa where businesses gather to find solutions and share best practices for managing the complexities of the perishable food system and pharmaceutical supply chain. By joining forces, fairtrade and OTACCWA expect valuable synergy effects for the benefit of all exhibitors and visitors.





# Visibility Content Network

exportal



## Get connected!

### Check out all exhibitors and products

→ <https://nigeria.fairtrade-messe.de>

## Your benefits

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



- enter the portal
- detailed company and product profile



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



- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

# The venue



## Landmark Centre in Lagos - Victoria Island

- Opened in 2014
- Offers all of the latest in modern exhibition and conferencing facilities
- Strategically positioned on the grounds of Landmark Village, a spectacular beach front location extending over 9.4 acres in Victoria Island, the heart of the vibrant and lively Lagos business district and metropolis

## The Landmark Village

Develops over 300 meters of beachfront overlooking the Atlantic Ocean

It accommodates:

- The Hard Rock Café
- The Shiro Japanese Restaurant
- The Leisure Centre
- Beachbar
- The Landmark Convention Centre - Hall 1, Hall 2 & Hall 3

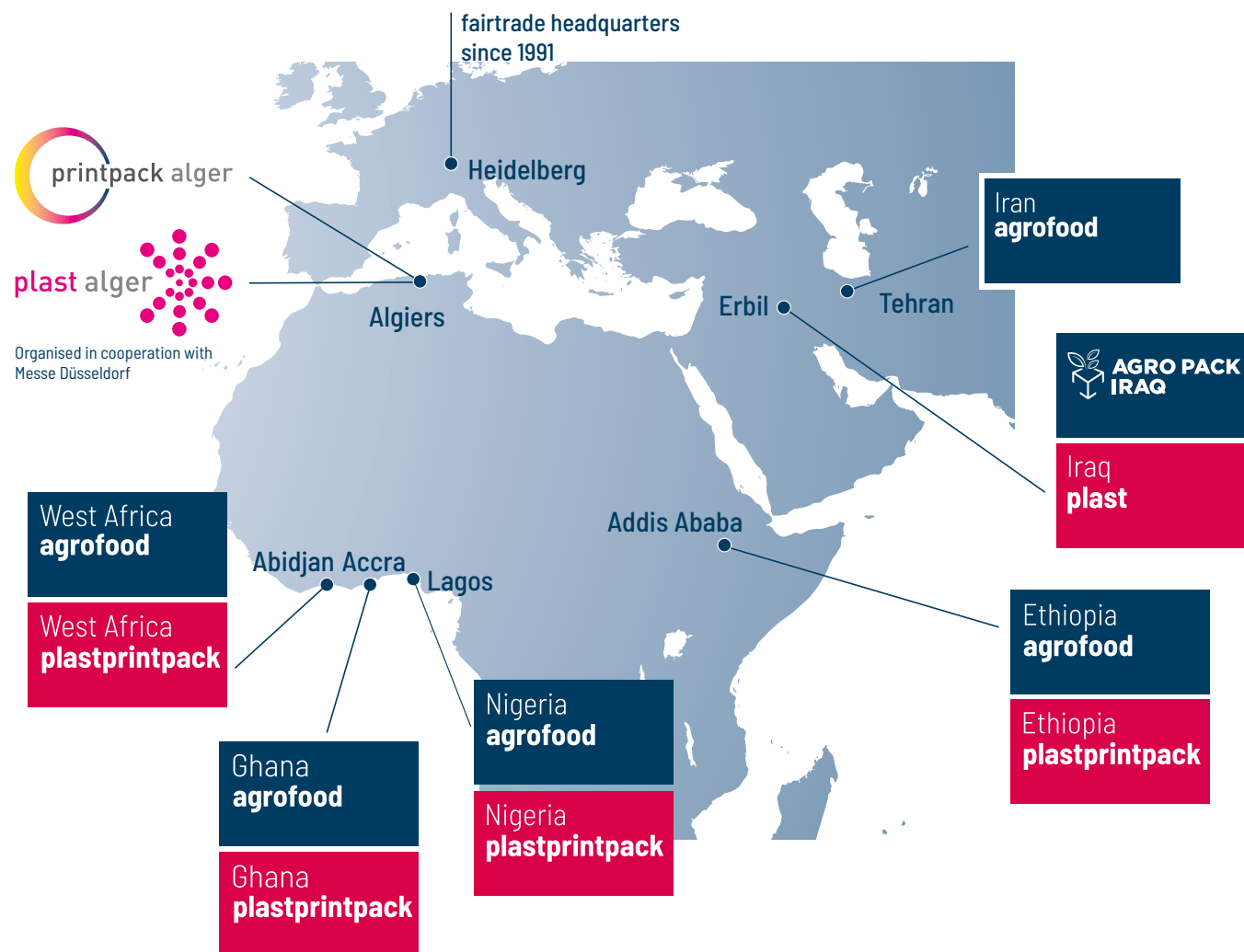
## Official caterer

- Daily exhibition catering including a variety of hot and cold dishes
- Customised catering for exhibitors at their stand, for seminars and other corporate events taking place in the frame of the show
- Premium ingredients





# Grow your business - upcoming events!



**Ghana** **21 - 23** **Accra**  
Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

**Algeria** **04 - 06** **Algiers**  
March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28** **Lagos**  
March 2024  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **16 - 18** **Addis Ababa**  
May 2024  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** **Tehran**  
June 2024  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **17 - 19** **Erbil**  
Sept. 2024  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **08 - 10** **Abidjan, Ivory Coast**  
Oct. 2024  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

# We'll be your back-up team!



## **fairtrade - Valuable business contacts**

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



### **Organiser & international contact:**

fairtrade GmbH & Co. KG • Ms Nele Winter  
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany  
Tel.: +49-62 21-45 65 31 • Mob: +49-151-70 64 08 88  
n.winter@fairtrade-messe.de • www.fairtrade-messe.de

### **Contact in Nigeria:**

Modion Communications  
Ms Bolanle Ayinla  
Tel.: +234-90-22 22 22 26  
nigeria@fairtrade-messe.de