

# Lagos in Nigeria: Host city of the biggest ever agrofood Nigeria on 27 to 29 March 2018

*F&B sector is the largest segment of the Nigerian manufacturing industry*



Lagos in Nigeria is the host city of the biggest ever agrofood Nigeria featuring 110+ international market leaders from 17 countries. For the first time ten official national pavilions will present their offers for the Nigerian food trade, the hospitality sector and the food industry. The pavilions come from Austria, China, Flanders/Belgium, France, Germany, Italy, Netherlands, South Africa, Switzerland and Turkey. The 4th edition of agrofood Nigeria takes place on 27 to 29 March 2018 at the Landmark Centre in Lagos. The event takes place concurrently with its partner event plastprintpack Nigeria.

“food + hospitality Nigeria builds a major part under the umbrella of agrofood Nigeria”, so Leonie Ganser, project manager. “The previous edition saw visitors interested not only in food & drinks but also in hospitality, hotel & catering equipment.”

## **Nigeria remains one of Africa's biggest food importers**

According to the WTO (World Trade Organisation) Nigerian imports of food products made up for 4.3 billion US Dollar and Nigerian exports of food products 1.8 billion US Dollar in 2016.

F&B sector is the largest segment of the Nigerian manufacturing industry estimated at €16.5bn in aggregate output and generating 1.5m jobs

Nigeria has a young and growing population of about 190m people. The Nigerian consumer market is estimated at €130bn and has been thriving on the market demand stemming from a robust demography. According to the Economist Intelligence Unit, household goods constitute 3.6% (approximately €4.75bn) of total consumer expenditure in Nigeria. As a result of a growing population and an emerging middle class, there is a growing demand for fast moving consumer goods

(FMCG) in the country.

Growth in the FMCG sector is driven by key factors that have been instrumental in the growth of the Nigerian consumer market in general, these include:

- Rising disposable income
- Robust economic growth
- High population growth and urbanization
- Emerging middle class
- Increased levels in trade
- Technological innovation

The food and beverage (F&B) sector is the largest segment of the Nigerian manufacturing industry comprising 22.5%. It is estimated at €16.5bn in aggregate output and constitutes 4.6% of GDP, and 66% of total consumer expenditure. In 2013, total consumer expenditure in the food and beverage sector amounted to €80.69bn, compared to €72.18bn in 2012 and posted a growth rate of 16.4% after rebasing of GDB. The sector generates over 1.5m jobs in the country and thus employs 5% of the Nigerian workforce.

## **Strong institutional support**

agrofood Nigeria 2018 is supported by the Delegation of the European Union to Nigeria and ECOWAS, adeptA, Advantage Austria, AHK-Delegation of German Industry and Commerce in Nigeria, the dti-Department Trade and Industry of Republic of South Africa, Flanders Trade, the German Federal Ministry for Economic Affairs and Energy, IOPN-Institute of Packaging Nigeria, NABC-The Netherlands-African Business Council, NABG-Nigeria Agribusiness Group, NIFST-Nigerian Institute of Food Science & Technology, Switzerland Global Enterprise, the Turkish Exporters Assembly and VDMA German Food Processing and Packaging Machinery Association.

[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)

## **fairtrade - Valuable business contacts**

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers 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 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, Building, CIT Solutions, Energy, Environment, Industry and PlastPrint-Pack 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. A member of UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001: 2008 certified.