

West Africa agrofood

West Africa   
agro

West Africa   
food + bev tec

West Africa   
food + hospitality



agrofood West Africa 2018: Quality of business contacts initiated leaves exhibitors highly satisfied

Post Show Report 2018

Remarkable number of high quality visitors*: 1,461

80 exhibitors from 17 countries* - 50+ speakers from around the globe at high-profile conferences

53% of the visitors plan to invest over the next 12 months - 99% recommend the event

*together with its partner event plastprintpack West Africa 2018

Watch all highlights of
agrofood West Africa 2018:



agrofood West Africa 2018 leaves exhibitors highly satisfied

exhibitors

80 exhibitors from 17 countries*

90% are satisfied with the services of the organizers

82% with the prospects for business after the fair

80% recommend the event

86% intend to participate again

visitors

1,461 visitors from 17 countries*

88% recommend the fair

53% plan to invest over the next 12 months!

66% decision makers

*together with its partner event plastprintpack West Africa 2018



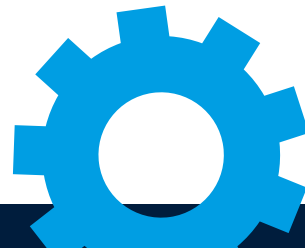
The Ivorian Minister of Agriculture opened the show in the presence of:

- Mr. Mamadou Sangafowa Coulibaly, Minister of Agriculture and Rural Development
- H.E. Mr. Michael Grau, Ambassador of Germany
- H.E. Mr. Robert van den Dool, Ambassador of the Netherlands
- H.E. Mrs Esra Demir, Ambassador of Turkey
- Mr. Frédéric K N'Da Mougo Komenan, Director General of Industrial Activity - Ministry of Commerce, Industry and SME Promotion
- Mr. Nalaka Sanjeeva, Market Analyst Tea Promotion Division - Sri Lanka Tea Board
- Mrs. Isabelle Kouamo - adepta
- Mr. Mario Maggiani, General Manager - Amoplast
- Mr. Paul März and Mr. Martin März, Managing Directors - fairtrade Messe & Mr. Augustin Akou, Managing Director - 2A



Four national pavilions

France
Netherlands
Sri Lanka
Turkey



Facts on the conference programme

50+ speakers from around the globe

- HortiFresh Fruit and Vegetable Programme for Côte d'Ivoire launched officially
- Panel discussions and expert sessions in the HOLLAND LOUNGE
- Bosch seminar on processing & packaging of local high added value products (coffee, cocoa, cereals, etc.) for the food and confectionery industries
- VDMA symposium on how European plastic and rubber machines can make a valuable contribution to the West African plastic, packaging and recycling industries

See the full programme [here](#) and more fotos [here](#).



Cocktail at the German Embassy

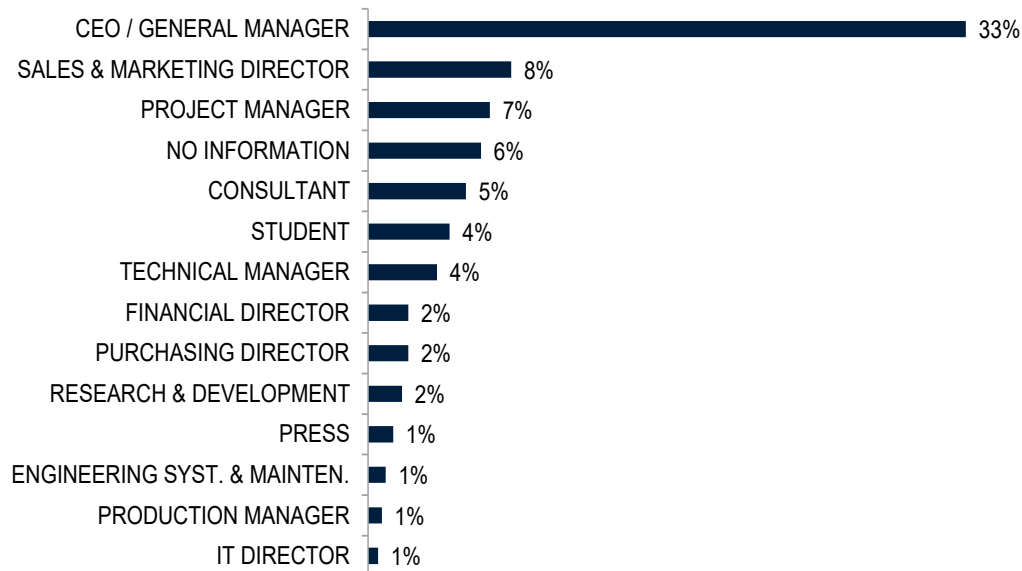


See more impressions [here](#).

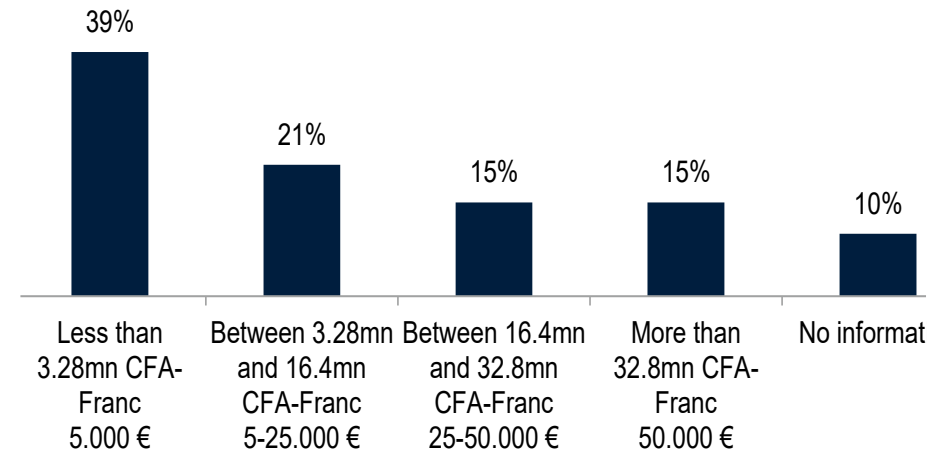
EVALUATION OF THE VISITOR STATISTICS

The following data is based on this survey.

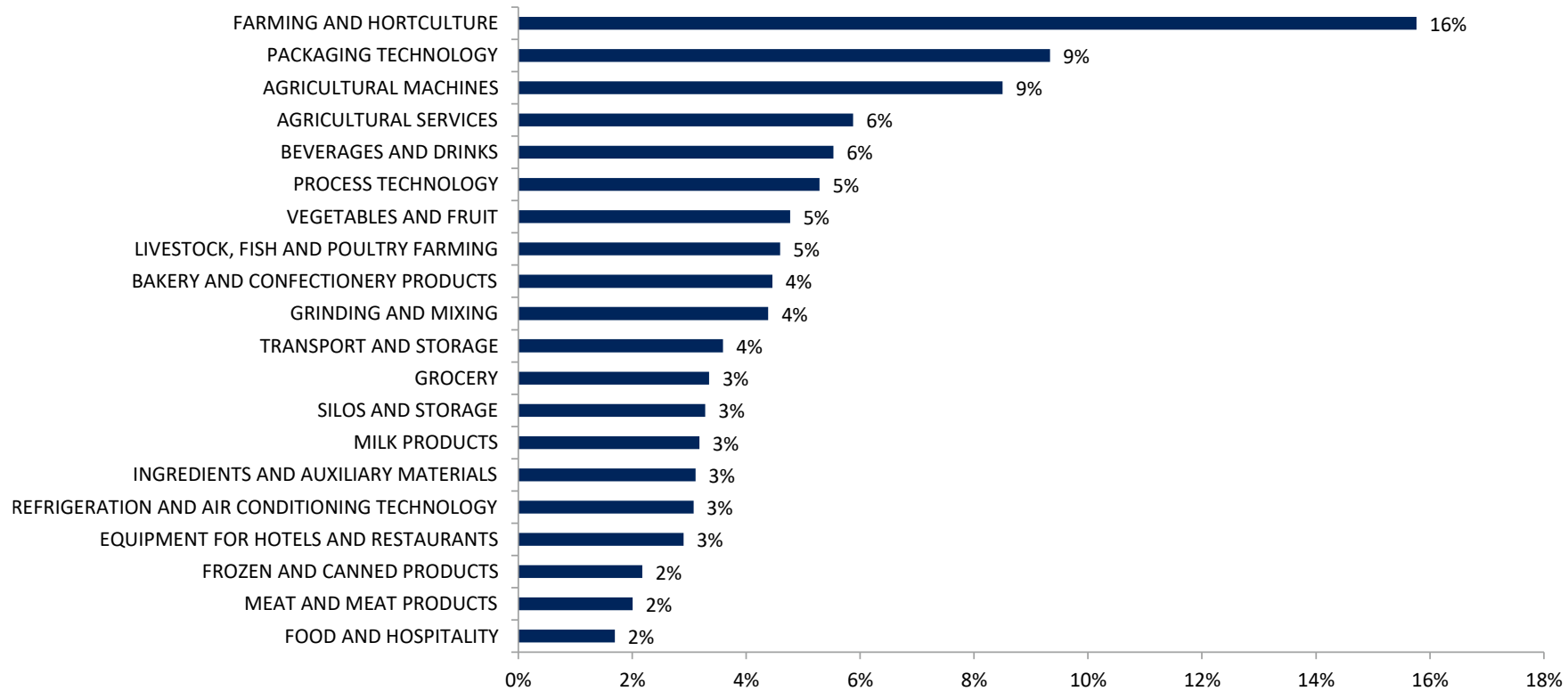
66 % of the visitors were decision makers!



53% plan to invest over the next 12 months!



SECTORS OF THE VISITORS' INTEREST



94 % OF THE VISITORS IVORIAN 6 % FROM OTHER WEST AFRICAN COUNTRIES

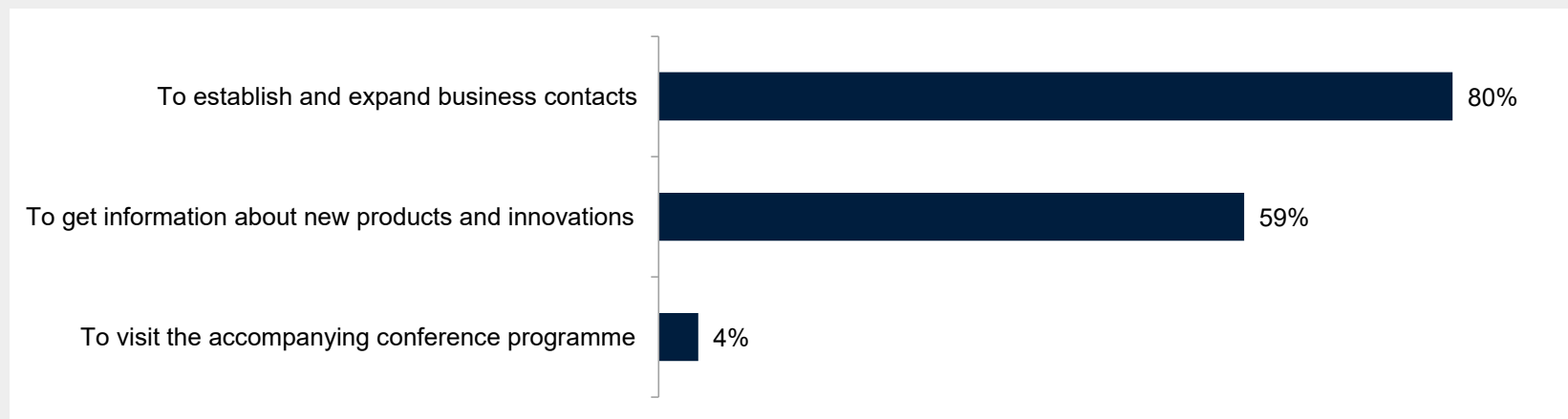


See more impressions [here](#).

Evaluation of the visitor statistics

The following data is based on an on-site visitor survey and an online post-show survey.

What was the main reason to visit the fair? (multiple responses possible)



88% of the visitors recommend the fair!

Assessment of the exhibitor satisfaction

Exhibitors were required to fill in a questionnaire on the last day of the event.
The following evaluation is based on this survey.



And this is what they said ...



Ayobami A. Ogunleye, Bosch - Country Manager
Meryem El Mzouri, Bosch - Marketing Coordinator

Bosch has built a solid customer base on Côte d'Ivoire over the past decades. Bosch industrial boilers are now used by industries of all sizes, where energetic efficiency and production safety are required.

One of Bosch's objectives is to bring the best German quality to Ivorian manufacturers. Agrofood West Africa allowed us to attract new prospects, strengthen our relationships with our customers and offer information to visitors. We appreciate the pre-event organization, the availability of the team and the adjustment of the stand equipment.



Iraj Asadi Talooki, Krones AG - Sales Manager (left):

The Krones Group, headquartered in Neutraubling, Germany, plans, develops and manufactures machines and complete lines for the fields of process, filling and packaging technology.

Ivory Coast is an emerging market for us in the food + bev tec Industry. The agrofood and plastprintpack is very good to start on the Ivory Coast. We met lots of exciting customers in the last days and we hope to make many new contacts.



Nalaka Sanjeewa, Ministry of Plantation Industries, Sri Lanka Tea Board - Market Analyst:

Sri Lanka Tea Board is the apex Government body supervising, promoting and developing the Sri Lankan Tea Industry locally and globally. Sri Lanka is acclaimed to produce Ceylon Tea perceived as best in the World.

We introduced our major exporters (Ceylon Tea, Imperial Teas, Millennium Teas and Avenrich Prading) at the agrofood West Africa to the Ivory Coast market, a growing market especially for Black Tea. We met potential customers and some of them are interested in working as business partners for our exporting companies. The agrofood West Africa is a good forum to discuss business issues in Africa like taxes, tariffs, etc.



Inna Shevtsova
Romax - Assistance of the CEO

ROMAX is one of the leading manufacturing plants in Russia, specializing in the production of storage silos, grain cleaning, transport, associated equipment, metal structures and components for grain cleaning complexes.

The West African market is very interesting for us because many cultures are grown here and many companies that are engaged in the storage of crops, may benefit from our expertise.

Read more statements [here](#).

Check out the agrofood industry portal

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

www.agrofood.fairtrade-messe.com



West Africa   
agrofood

Grow your business – Upcoming Events

- » **6th agrofood West Africa**
10-12 December 2019, Accra



Registration until 22 October 2019

- » **2nd iraq agrofood**
29 February–02 March 2020, Baghdad



Registration until 17 January 2020

- » **6th agrofood Nigeria**
24-26 March 2020, Lagos



Registration until 04 February 2020

- » **4th agrofood Ethiopia**
03-05 June 2020, Addis Ababa



Registration until 31 March 2020

- » **27th iran agrofood**
June 2020, Tehran



Registration until 31 March 2020

- » **7th agrofood West Africa**
09-11 December 2020, Abidjan



Registration until 15 October 2020

