

AFMASS

AFRICA FOOD
MANUFACTURING
& SAFETY SUMMIT
CONFERENCE & EXHIBITION

KENYA EDITION • APRIL 25-27, 2018



APRIL 25-27, 2018

**NAIROBI CONVENTION &
CONFERENCE CENTRE**

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Eastern Africa's Largest Food, Beverage and Milling Industry Conference & Exhibition



ALL

MEET ^ REGIONAL AND INTERNATIONAL SUPPLIERS OF:

- ✓ Food, Beverage & Milling Processing Equipment
- ✓ Ingredients & Chemicals
- ✓ Packaging Equipment & Solutions
- ✓ Laboratory & Food Safety Supplies & Services
- ✓ Industry & Engineering Services
- ✓ Supply Chain Solutions

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ABOUT AFRICA FOOD MANUFACTURING & SAFETY SUMMIT CONFERENCES & EXHIBITIONS

DISCOVER • INNOVATE • BE INSPIRED

The Africa Food Manufacturing & Safety Summit (AFMASS) Conferences & Expos are a series of trade shows and conferences focused on the manufacturing, retail and food service sectors in Africa.

They offer the ultimate platform for key decision makers from the **food & beverage; agro, milling & feed and hospitality & foodservice industry in sub-Saharan Africa to trade, network and learn** about the latest technologies and innovations that are geared at Africa's growing industry.

AFMASS Conferences & Expos are well-known for their high level conferences and exhibitions that attract key decision makers from Africa's growing industry, and the World. Over 3,000 industry leaders have attended the event over the last 3 years.

Now in its fourth edition, the 2018 editions of AFMASS Conferences & Expos are reflective of the growth of the event and the high regard the industry has given AFMASS since its debut in 2015.

Having been located in Kenya over the last three editions, the 2018 edition will have two locations: **AFMASS Kenya** edition will take place on **April 25-27, 2018 in Nairobi, Kenya**, while **AFMASS Zambia**, targeted at opening up the Central-Southern African region of Africa is planned for **October 3-5, 2018 in Lusaka, Zambia**.

Leading local, regional and international suppliers of industry solutions continue to use AFMASS events to reach out to the key decision makers in Africa's industry by sponsoring and exhibiting at the events over the years.

EXHIBITORS, SPONSORS & INDUSTRY PROFILE

+ MANUFACTURERS

+ DISTRIBUTORS, IMPORTERS, EXPORTERS

The infographic is divided into two main vertical sections. The left section, titled 'MANUFACTURERS', has a black background and lists six categories, each with a red icon in a white circle and a yellow text box: 1. Packaging Equipment & Solutions (bottle icon), 2. Processing Equipment & Solutions (gears icon), 3. Food Safety & Lab Solutions (microscope icon), 4. Ingredients & Chemicals (wheat stalk icon), 5. Engineering Solutions (wrench icon), 6. Industry Services & Supply Chain (person icon). The right section, titled 'DISTRIBUTORS, IMPORTERS, EXPORTERS', has a yellow background and is titled 'TARGETING THE FOLLOWING INDUSTRIES IN AFRICA'. It lists five target industries, each with a circular image and a red text box: 1. Food & Beverages (yogurt with raspberries), 2. Milling & Feed (brown feed pellets), 3. Agro & Agro-Processing (silos), 4. Hospitality & Foodservice (burger).

ABOUT AFMASS KENYA EDITION

AFMASS KENYA – GROW YOUR BUSINESS IN SUB-SAHARAN AFRICA'S INDUSTRY

AFMASS Kenya 2018 edition is a great opportunity to meet and trade with with business leaders from **Eastern African region** including **Kenya, Uganda, Somalia, Tanzania, Rwanda, Burundi, Somalia, Ethiopia;** plus others from Central Africa and other countries around Africa.

Sponsor/Exhibit at AFMASS Kenya and gain the following:



Meet and trade with business leaders from Eastern, Central, Western and Southern Africa in one event and location in Nairobi, with easy access to Africa.



Access Eastern Africa's growing food & beverage, milling & feed and hospitality & foodservice sectors with your products and services at one event - while showing your brand leadership



Build your company and brand credentials with industry leaders at the only event that shapes the future of the industry in Eastern Africa, in a region where many local, regional and multinational suppliers are jostling for space to be heard.



Stand out beyond Kenya and Eastern Africa region to the rest of the Continent by taking advantage of pre, during and post-event branding at the conferences and expo.



FACTS - KENYA & EASTERN AFRICA REGION

Kenya is the biggest and the regional business hub for the **East African Community (EAC)**, which brings together 5 East African countries plus Ethiopia, Somalia, DRC and key influencer in the broader African continent.

AFMASS Kenya edition brings together industry players from the following countries: **Kenya, Uganda, Democratic Republic of Congo (DRC), Tanzania, Somalia, Sudan, Uganda, Rwanda and Burundi.**

Eastern Africa's economy, continues to become more diversified with rising consumption of processed and packaged foods, driven by rising incomes, urbanisation and a more formal retail trade.

The region has over the last few years registered interest from private equity funds and multinationals that continue to acquire interest in some of the leading local companies or setting up new operations in the food, beverages, milling, animal feed, hospitality and foodservice industries, driving up industry standards and

expectations. The following industries are of critical importance in the region:

- **Agriculture and agribusiness** - storage, transport and agro produce handling
- **Meat, poultry & fish** handling, packaging, processing and retail
- **Grains, milling and animal feed** handling, processing and retail
- **Dairy products** including fresh and UHT milk, flavoured milk, yoghurt, dairy-juice blends, cheese, flavoured milk, butter etc
- **Alcoholic beverages** – including beer, spirits and wines
- **Non-alcoholic beverages** – bottled water, carbonated beverages
- **Fruits and vegetables** handling, packaging, processing and retail
- **Sugar and Confectionery** processing, packaging and retail

DELEGATES PROFILE AT PAST AFMASS CONFERENCES & EXPOS

BY JOB TITLE

- Managing Director / CEO / Director / Owner
- Regulatory & Scientific Affairs Director/Manager
- Division Manager Eastern & Southern Africa
- Quality Assurance Manager
- AgriBusiness Development Manager
- Animal Feed Consultant
- Food Safety Consultant
- Business Development Director
- Purchasing Manager
- Director - Testing & Calibration
- Bakery Manager
- Technical Manager
- Quality Improvement Leader
- General Manager
- Business Development Manager
- F&B Manager
- Administration Manager
- Technical Sales Executive/ Rep
- Customer Support Engineer
- Marketing Manager
- R&D Researcher
- Chemical Engineer
- Livestock Director
- Head, Food Safety/Food Safety Team Leader
- Technical Training Manager
- Training Coordinator
- Finance Director
- QA & Logistics Coordinator
- Business Manager - East & West Africa
- Systems Coordinator
- Director, Technical Services
- Energy Manager
- Applications Specialist
- Sales Administrator
- Key Accounts Manager
- Laboratory Technician
- Animal Feed Production Manager
- Head of Retail
- Business Advisor
- Procurement Manager
- Group Research & Development Manager
- Manufacturing Unit Manager
- New Product Development Manager
- Business Manager, Consumer Testing
- Sales Coordinator - Food Safety
- Chef / Hotel Manager
- Regional Manager
- Regional Operations Executive
- Regional Sales Director - East Africa
- Senior Consultant
- Trade Analyst
- QA Specialist
- QSHE Manager
- Brand Ambassador
- Quality Control Officer
- Factory Manager
- Public Relations Manager
- Agribusiness Manager
- Head of Quality Assurance
- Dairy Technologist
- Student
- Supply Chain Officer/ Manager
- Production Supervisor
- Account Manager, Middle East & Africa
- Regulatory Affairs Director
- Account Manager
- Supply Chain Manager
- Operations Manager
- Quality Systems Supervisor
- Director - Quality Management
- Regional Quality & Food Safety Manager
- Sales & Marketing Manager
- SHEQ Team Leader/ Manager
- Animal Nutrition Manager
- Continuous Improvement Coordinator
- Manufacturing Manager
- Lead, Dairy Sector
- Food Safety Systems Manager
- Technical Manager
- Associate Director, Marketing
- Production Manager
- Laboratory Manager
- Manufacturing Services Manager
- Nutritionist/Nutrition Manager
- Researcher
- Food Technologist
- Program Manager
- Milling Manager/Shift Miller
- Lecturer
- Student
- Aquaculture Project Coordinator
- Regional Director - Eastern, Central & Southern Africa
- Associate Operations Officer
- Professor
- Head of Production
- Regional Business Director - EMEA, Turkey & Middle East
- Commercial Director/ Manager
- Brewer
- Country Manufacturing Manager
- Shift Brewer

VIEWS FROM PAST AFMASS CONFERENCES & EXPOS PARTICIPANTS

“This year’s AFMASS Conference & Expo was a real eye-opener.”

Scientific & Regulatory Affairs Manager; Coca-Cola Central, Eastern & Western Africa

“We were quite hesitant at first to sign up to exhibit at AFMASS 2017. But, we were pleasantly surprised with the event, where we met at least 5 key potential customers that we are sure will translate to good business for us. The event also attracted a lot of medium scale millers that are our key target customers, which is a big plus for our company.”

Project Manager for a multinational milling equipment supplier

“We have had a good experience at AFMASS 2017. We have met and succeeded the goals we had set ourselves as we planned to come to this event from India. We were very impressed with the caliber of potential customers we have interacted with, many of whom have signed up with us for further cooperation and potential business.”

Manager, energy management systems supplier from India

“As organisers of AFMASS Conferences & Expos, you probably do not realise the level of networking and exchange that happens at this event. Since this event started, I and my team has used this event to meet key industry stakeholders and also to gather important market intelligence for our company.”

Quality Assurance Manager, cereals processing company.

“This AFMASS Conference & Expo has been a good platform for us to engage with our current customers, as well as for potential customers that we have shown our range of products and services. We are especially impressed with the presence of the entire food and feed industry players from the region, which has enabled us to meet everyone of our potential customers in one event.”

Business Development Manager, ingredients and machinery supplier

AFMASS 2017 REPORT

The 2017 edition of Africa Food Manufacturing & Safety Summit (AFMASS) Conference & Expo broke all the records and set the stage to make this event sub-Saharan Africa's leading networking, trading and learning forum for the food, beverage, agro, milling, feed, hospitality and foodservice industry.

KEY STATISTICS

- More than 100% increase in delegate and visitor numbers - **more than 800 industry leaders** attended the event
- Seven leading global brands (**Buhler, Coca-Cola, Tetra Pak, Nestle, DSM, BASF, DNV GL**) supported the event through premium and session sponsorships
- More than triple growth in exhibition space and number of exhibitors to 32 local, regional and international brands representing **14 countries from Africa, Asia, Europe and Americas.**
- Two conference streams: one covering food and beverage and the other, grains, milling and feed.

Held at the business-friendly Visa Oshwal Centre in Westlands, Nairobi Kenya on April 25-27, 2017, AFMASS Conference & Expo 2017 welcomed 810 delegates and visitors (395 in 2015).

The delegates and visitors were eager to learn about the latest processing, packaging and food safety technologies; buy latest innovations from leading regional and international suppliers; and network with industry peers, Government agency regulators and other stakeholders.

Francis Juma, the Founder of FoodWorld Media, the organisers of the event is glad that the industry is increasingly getting to understand and appreciate the event.

"The idea behind AFMASS is fairly simple and straight forward: To make AFMASS the most important event in Africa's food and agro sector. An event that is 'made-in-Africa-for-Africa-for-Africa's-industry' that takes

into consideration the Continent's unique challenges, and that seeks to provide a platform for all the stakeholders to network, trade and learn the latest innovations that can be adapted to Africa's growing industry."

"As publishers of the industry publication, Food Business Africa, we are in a unique position of being at the forefront of understanding the opportunities, challenges, regulations and trends in Africa's industry.

These topical issues get to be discussed and presented at AFMASS every year, adding to the coverage we already have over these issues in the magazine. This has made the industry to find AFMASS to be their best platform to network, learn and trade in Africa," he added.

With more than 30 countries represented at AFMASS 2017 and more than 100% growth in sponsors, exhibitors, delegates and visitors at this industry event, the organisers are confident that AFMASS is on the route to being the industry's leading trade show and conference for the industry in Africa.

FAST GROWTH, MORE SUPPORT FROM PARTNERS

"The 2017 edition of AFMASS broke all previous records for this young industry event. With a total of seven (7) industry-leading companies sponsoring AFMASS 2017, the event took on a new dimension in 2017," said Juma.

Coca-Cola, Buhler, Nestle, DSM, BASF, Tetra Pak and DNV GL were the premium sponsors of AFMASS 2017, while Kericho Gold tea sponsored the tea sessions and Texplast Industries sponsored the conference bags.

A total of 32 leading international regional and local companies from USA, Africa, Asia and Europe showcased their products and services with the goal of reaching out to the key decision makers in Africa's industry.

On the exhibition floor, a number of equipment manufacturers, packaging

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Binoy Zachariah, Founder of Bio Food Products leads a panel discussion on Investments in Africa's food and beverage industry attended by (from left) Gavin Bell (a consultant for the franchising & HORECA), Amir Parpia (Finance Director, Alpha Fine Foods) and Yosuke Kotsuji (Senior Investment Officer, IFC).

providers, ingredients and chemical suppliers, food safety, post-harvest and hospitality & foodservice and food companies showcased their products and services from over 14 countries around the World.

Sponsors and exhibitors were especially happy with the high calibre of delegates and visitors to the event, considering that more than 70% were key decision makers in their companies and organisations.

WHAT WAS NEW AT AFMASS 2017?

The 2017 edition of AFMASS Conference & Expo had a number of new additions, chief of which included:

New, better, secure venue

The event was hosted at the bigger, more secure and easily accessible Oshwal Centre, which is located at the premier Westlands District in Nairobi. With the event moving to a new venue, the numbers increased significantly.

The first AFGRAINS Conference

The first one-day African Grains, Milling & Feed Tech Conference was held at the 2017 edition of AFMASS, giving the grains industry the only regular technical conference in Africa - which will continue to be part of the conferences at AFMASS into the future.

Food Business Africa Industry Excellence Awards

The 2017 edition of the event also had a new additional high-impact side-event, the **Food Business Africa Industry Excellence Awards ceremony** that was held at the Southern Sun Mayfair Hotel in Westlands, Nairobi on April 26, 2017.

During this Awards ceremony, a number of long term industry investors, managers and researchers were given the Industry Champion Award, the industry's lifetime achievement award.

The Awards ceremony took place during the Official Dinner ceremony that was sponsored by Nestle.

The Food Business Africa Industry Excellence Awards ceremony are set to be part of AFMASS Conferences & Expos going forward.

Live conference sessions streaming

The event also debuted online conference session coverage during the last day of the event, providing those who could not make it to the conference with a great opportunity to watch proceedings from around the World.

AFMASS 2018 – TWO COUNTRIES, ONE CONTINENT

AFMASS 2018 is set to be even bigger and better than that of the 2017 edition.

With a new edition in Lusaka Zambia to add to the Nairobi, Kenya edition, AFMASS Conferences & Expos are expected to break new ground for the industry in Africa with an expanded Awards ceremony, factory visits and more.

See you in Lusaka and Nairobi in 2018.

Francis Juma - FoodWorld Media

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AFMASS Conferences & Expos offer great Sponsorship, Exhibiting & Partnership opportunities. Talk to the organisers on Tel: +254 725 343 932; Cell: +254 20 81 55 022 or email: info@foodworldmedia.net on how your company can stand out from the crowd at these regional events.

INTERESTED? ASK FOR THE RATE CARD FROM THE ORGANIZERS
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