

AFRICA FOOD MANUFACTURING & SAFETY SUMMIT (AFMASS) CONFERENCES & EXHIBITIONS BROCHURE



AFMASS
WESTERN AFRICA
AFRICA FOOD
MANUFACTURING
& SAFETY SUMMIT
CONFERENCE & EXHIBITION
LAGOS, NIGERIA • JUNE 24-26, 2020

AFMASS
EASTERN AFRICA
AFRICA FOOD
MANUFACTURING
& SAFETY SUMMIT
CONFERENCE & EXHIBITION
NAIROBI, KENYA • MAY 8-10, 2019

AFMASS
SOUTHERN AFRICA
AFRICA FOOD
MANUFACTURING
& SAFETY SUMMIT
CONFERENCE & EXHIBITION
LUSAKA, ZAMBIA • OCTOBER 3-5, 2018

AFRICA'S LARGEST FOOD, BEVERAGE & MILLING INDUSTRY
CONFERENCES & EXHIBITIONS

WHY AFMASS?

DISCOVER • INNOVATE • BE INSPIRED

Thank you for considering to participate at one of the AFMASS events in Africa.

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.

The events 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 industry.

They are also the perfect platform for Africa's industry managers and investors to **meet, network and source** from regional suppliers of equipment, packaging, ingredients, food safety and laboratory, compliance, engineering, warehousing and supply chain and other industry services.

With the events set to be held in Eastern, Western and Southern Africa, AFMASS offers a one-stop destination for companies focusing on the sub-Saharan Africa market.

High impact Conference sessions and Expo Halls

AFMASS Conferences & Expos are well-known for their high level conferences and exhibitions that attract key decision makers from Africa's growing industry.

Conference sessions at AFMASS events to attract some of the most sought after high level industry leaders, Government regulators and ministries and other opinion leaders, providing attendees with unique insights on the future of the food industry in Africa.

The conference sessions, interspersed with networking breaks and panel discussions, make AFMASS events unique for their networking and business friendly atmosphere that facilitates business at the events

Unique delegate and visitor profile

The structure of AFMASS events enable various stakeholders to feel at home at the functions

Technical managers from Quality Assurance/R&D, Production, Technical, Engineering and Supply Chain, and other roles attend AFMASS to learn new technologies, network and seek new innovation platforms.

General management and investors attend the events to learn and acquaint themselves with the latest trends in the industry and to meet suppliers of various solutions for their businesses.

I would like to welcome you to take a look at our upcoming events in Africa.

We look forward to hearing your unique requirements.

Regards

Francis Juma
FoodWorld Media.



AFMASS Eastern Africa edition, hosted in **Nairobi, Kenya** is the region's largest food, beverage and milling industry conference and expo.

The event is focused on bringing together stakeholders from the following countries:

Kenya, Uganda, Tanzania, Ethiopia, Rwanda, Burundi, Sudan, DRC, Somalia, South Sudan, Somalia and surrounding countries.

Over the years however, delegates and visitors from over 40 countries, from Nigeria, Zambia, South Africa, Zimbabwe, Cote d'Ivoire, UK, USA, Slovenia, Russia, Denmark among others have attended the event, giving the event an international profile.

More information about the event can be found at www.afmass.com



AFMASS Southern Africa edition, hosted in **Lusaka, Zambia** is the SADC region's (out of South Africa) largest food, beverage and milling industry conference and expo.

The event is focused on bringing together stakeholders from the following countries: **Zambia, Zimbabwe, Malawi, southern Tanzania, southern DRC, Botswana, Mozambique, Namibia, Angola** and surrounding countries.

AFMASS Southern Africa is the only food industry focused event in Zambia and surrounding countries, out of South Africa.

More information about the event can be found at www.afmass.com



AFMASS Western Africa edition, hosted in **Lagos, Nigeria** is Western Africa region largest food, beverage and milling industry conference and expo.

The event is focused on bringing together stakeholders from the following countries: **Nigeria, Ghana, Cameroon, Cote d'Ivoire, Niger, Gabon, Equatorial Guinea, Togo, Benin, Mali, Chad, Burkina Faso, Senegal** and surrounding countries.

AFMASS Western Africa edition, debuting in 2020, enables the event to offer a one-stop-shop for companies targeting sub-Saharan Africa industry market from one organiser.

More information about the event can be found at www.afmass.com

INDUSTRY SOLUTIONS ON SHOW AT AFMASS EVENTS



**PROCESSING
& MILLING
EQUIPMENT**



**FOOD SAFETY &
LAB SOLUTIONS**



**INGREDIENTS &
CHEMICALS**



**PACKAGING
EQUIPMENT &
SUPPLIES**



**ENGINEERING &
INDUSTRY
SOLUTIONS**



**COMPLIANCE
SERVICES**



**HOSPITALITY & FOOD
SERVICE
SOLUTIONS**



**WAREHOUSING,
SUPPLY CHAIN, IT &
FINANCIAL SERVICES**

INDUSTRY SECTORS

AFMASS Conferences & Expos bring together investors, managers and professionals from the following industry sectors from Africa and beyond:

- **Dairy Products** – including fresh, UHT and flavoured milk; yoghurt and other fermented products; butter, milk powder, cream and cheese; alternative dairy products
- **Grains & Milling Products** – including cereals, legumes post-harvest, packaging and processing; grains (wheat, rice, maize, sorghum, barley) milling; breakfast cereals, pulses
- **Animal Feed & Petfood processing** including for dairy, beef, aquaculture and other animals.
- **Bakery & Snacks** – including bread, cakes, cookies, biscuits, extruded products and snacks
- **Meat, Poultry & Fish Products** – including meat, poultry, fish and seafood
- **Beverage Products** – including bottled water, carbonated beverages; beer, wine, spirits and traditional alcoholic beverages
- **Sugar & Confectionery** – including sugar, candies, gums and chocolates
- **Chilled, Frozen & Fresh products** including ready meals and prepared foods
- **Processed Foods** – including fats and oils, oilseeds, savoury, ready meals and dry blended products
- **Fruits & Vegetables** packaging and processing companies
- **Hospitality, FoodService & Retail** (HORECA) establishments.
- **Tea, Coffee & Cocoa** packaging and processing companies

WHY SPONSOR OR EXHIBIT AT AFMASS CONFERENCES & EXPOS?

MARKETPLACE OF INDUSTRY SOLUTIONS

AFMASS CONFERENCES & EXPOS ARE THE BEST EVENTS TO INTRODUCE AND TRADE NEW INGREDIENTS, PACKAGING, EQUIPMENTS, FOOD SAFETY, INDUSTRY SERVICES AND SUPPLY CHAIN SOLUTIONS TO AFRICA'S GROWING INDUSTRY

MARKETPLACE OF IDEAS™

AFMASS CONFERENCES & EXPOS ARE THE PERFECT PLATFORM TO LEARN ABOUT THE LATEST INNOVATIONS, TECHNOLOGIES, MARKET TRENDS AND THE LATEST STATISTICS ABOUT AFRICA'S FOOD, BEVERAGE & MILLING AND RELATED INDUSTRIES

MEETING PLACE FOR TOP INDUSTRY LEADERS

AFMASS CONFERENCES & EXPOS ARE THE BEST PLACE TO MEET AND NETWORK WITH INVESTORS, MANAGERS, GOVERNMENT REGULATORS AND OTHER STAKE HOLDERS FROM AFRICA'S INDUSTRY AND BEYOND

SPONSORS EXHIBITORS PROFILE AT AFMASS EXHIBITIONS

- **Packaging Equipment & Solutions** - including packaging and filling equipment; labelling and coding equipment; handling & conveying solutions
 - **Processing Equipment & Solutions** - including processing equipment for the entire food, beverage, milling industry
 - **Milling equipment and related supplies** for human food and animal feed
 - **Ingredients & Chemicals** - including flavours, enzymes, acidifiers, improvers, colourants, fat & sugar replacers, lubricants, fat replacers, sugar replacers, thickeners, water treatment chemicals and many more industry solutions etc.
 - **Food Safety & Laboratory Solutions** - including laboratory equipment & supplies; microbial testing solutions & kits; personnel protection solutions; laboratory testing (micro, physical and chemical); infrastructure and software; hygiene solutions, pest control solutions, calibration services etc.
 - **Financial & Technology solutions** - including systems integration, accounting, efficiency improvement, enterprise resource solutions, financial systems; digital technology solutions etc
 - **Compliance Consultancy Services** - including certification, training & consultancy services.
 - **Supply Chain Solutions** - including warehousing, distribution, storage solutions and services; bulking & packaging solutions; material handling & weighing/ measurement services, vehicles, racking, palletising, cooling, refrigeration and heating system solutions
 - **Grains, Commodities & Food Products** - including grains, spices, sweeteners and pre-packaged foods and beverages.
 - **Storage, post-harvest and solutions** for the agro and agro-processing industry including storage, transporting, sorting, grain handling, cooling, bagging and conveying solutions
 - **Hospitality industry equipment and solutions** including serving, cooking, refrigeration & freezing equipment.
 - **Packaging materials** – Primary & secondary packaging materials including aseptic, glass, corrugated, cups, paper, labels, crates and sleeves
 - **Ingredients, chemicals** and other fine chemicals supplies including colours, flavours, **Chemicals, Cleaning and sanitation systems**
 - **Energy, water and environmental management** solutions and services including water, environment and waste management services and solutions.
 - **Industry services** - human resource, project and facilities management, outsourced packaging, project management; human resource, financial, marketing and distribution services etc.
 - **Engineering & Automation Solutions & Services** - including fabrication, construction and facility maintenance services; automation and process controls software and hardware systems; process efficiency solutions; refrigeration, compression, heating, alternative energy, pumps, motors, compressors and conveyors
- and many more



SPONSORSHIP PACKAGES

1. PREMIUM SPONSORSHIP OPTIONS

Premium Sponsors have the best opportunity to stand out from the crowd at AFMASS Conferences & Exhibitions. The events are associated with premium quality and attract the who-is-who in Africa's industry, providing your company with the perfect platform to show your industry leadership through specially-tailored sponsorship options.

Unique top notch branding and placement opportunity that places brands at the attention of key decision makers from sub-Saharan Africa manufacturing, retail and food service industry continues to attract world-leading brands to sign up year-after-year to sponsor AFMASS events across Africa.

Through our African continent wide and online distribution of our magazines, sponsors' brands are also widely exposed throughout Africa to industry leaders beyond those who attend the events, better than any other industry event.

Premium sponsorship options include: **Platinum, Gold, Silver** and **Session** sponsorship options.

All the Premium sponsors receive the following basic benefits:

- Event, pre and post-event exposure in all key print, billboards, online and e-newsletters for the event, including logo placement in the event website for one year.
- Prominent company logo placement on the main dias at the conferences, expo entrance area and at the Cocktail and Dinner
- Free delegates to the conference, exhibition and all functions including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Free advertising in the Food Business Africa magazine
- Free advert in the Event Brochure given to all delegates
- Complementary free booth at the Expo Hall

- Access to the list of attendees data base
- A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

1A. PLATINUM SPONSOR

The Platinum Sponsor receives the basic benefits above plus more and specifically:

- Opportunity to become the Title Sponsor and to co-brand the Event, by declaring "Brought to you by (Your brand)"
- Ten free (8) delegates to the conference, exhibition and all functions
- Participation in one Panel discussion as a Panelist
- FREE sponsorship of a Session of your choosing, subject to availability at time of sign up.
- Opportunity to present two relevant papers at the conferences
- Free two full-page regular adverts, one in the Event preview and another in the Event review, in the Food Business Africa magazine
- One two page premium position advert in the Event Brochure given to all delegates
- Complementary free booth of size 9mx6m
- Access to the list of attendees data base
- A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

1B. GOLD SPONSORS

The Gold Sponsor receives the basic benefits above plus more and specifically:

- Eight free delegates to the conference, exhibition and all functions, including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Participation in one Panel discussion and prominent branding during the Panel discussion.

- FREE sponsorship of a Session of your choosing, subject to availability at time of sign up.
- Opportunity to present one relevant paper at the conference
- Free one full-page regular advert in the Event preview in the Food Business Africa magazine
- One full page premium position advert in the Event Brochure given to all delegates
- Complementary free booth of size 6mx6m
- Access to the list of attendees data base
- A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

1C. SILVER SPONSORS

The Silver Sponsor receives the basic benefits above plus more and specifically:

- Six free delegates to the conference, exhibition and all functions, including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Participation in one Panel discussion
- Opportunity to present one relevant paper at the conference
- Free one full-page regular advert before the event in the Food Business Africa magazine
- One full page premium position advert in the Event Brochure given to all delegates
- Complementary free booth of size 9mx3m
- Access to the list of attendees data base
- A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

1D. SESSION SPONSORS

- Four free delegates to the conference, exhibition and all functions, including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- One full page premium position advert in the Event Brochure
- Complementary free booth of size 6mx3m
- Opportunity to present one relevant paper at the conference during the company's sponsored session
- Distribution of a relevant brochure during the sponsored session (to be provided by the sponsor)
- Full page advert in the Event preview in the Food Business Africa magazine
- Access to the list of attendees data base
- A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

2. HOSPITALITY SPONSORSHIP OPTIONS

Hospitality Sponsors have the opportunity to feature prominently during the sponsored timings and at the conference sessions. The options available include: **Cocktail, Lunches, Breakfasts and Official Dinner**

- Event, pre and post-event premium exposure in all key print, billboards, online and e-newsletters for the event, including logo placement in the event website for one year.
- Three (3) free delegates to the conference, exhibition and all functions including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Prominent company logo placement on the main dias at the conferences, expo entrance area and at the Cocktail and Dinner
- Complementary free booth of size 3mx3m (worth US\$ 2750)
- Half page advert in the Event Brochure given to all delegates

3. PRODUCT SPONSORSHIP OPTIONS

Product sponsorships provide food companies the unique opportunity to show their industry leadership by availing products at the event for the delegates and visitors and carrying out consumer testing.

Product sponsorship opportunities are available for manufacturers of Dairy (Yoghurt, Fresh Milk, UHT milk, Cheese, Flavoured Milk); Coffee/Tea; Soft Beverages; Alcoholic and Cereals.

Only one sponsor for a product segment in each category is allowed. Product sponsors gain the following benefits:

- Event, pre and post-event premium exposure in all key print, billboards, online and e-newsletters for the event, including logo placement in the event website for one year.
- Prominent company logo placement on the main dias at the conferences, expo entrance area and at the Cocktail and Dinner
- Complementary free booth of size 3mx3m.
- Half page advert in the Event Brochure given to all delegates

4. MOBILE APP/CONFERENCE BAG SPONSORSHIP

Mobile app sponsor and conference bag sponsors enable prominent display of logo in two of the most widely used branding options at the event. Sponsors of these two receive:

- Event, pre and post-event premium exposure in all key print, billboards, online and e-newsletters for the event, including logo placement in the event website for one year.
- Logo placement on the Conference bag given to each delegate
- Your own page on the Mobile App for Mobile App Sponsor
- Three (3) free delegates to the conference, exhibition and all functions (worth US\$1350), including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Prominent company logo placement on the main dias at the conferences, expo entrance area and at the Cocktail and Dinner
- Complementary free booth of size 3mx3m (worth US\$ 2750)
- Half page advert in the Event Brochure given to all delegates

5. WOMEN BUSINESS FORUM BREAKFAST & PANEL DISCUSSION SPONSORSHIP

The contribution of women in the rise of the food and agriculture industry can not be underestimated. This session seeks to provide a platform for women in the industry, Government, academia and other areas in the sector to be heard, thereby enabling the next set of women to take positions of leadership.

- Event, pre and post-event premium exposure in all key print, billboards, online and e-newsletters for the event, including logo placement in the event website for one year.
- Three free delegates to the conference, exhibition and all functions, including the Food Business Africa Industry Excellence Awards ceremony and Official Dinner
- Complementary free booth of size 3mx3m
- Half page advert in the Event Brochure given to all delegates
- Prominent company logo placement on the main dias at the conferences, expo entrance area and at the Cocktail and Dinner

Contact the organisers with any other sponsorship option you think we should consider.

SPONSORS & EXHIBITORS AT PAST AFMASS CONFERENCES & EXPOS

PAST SPONSORS



EXHIBITORS



POWERED BY

FOOD BUSINESS AFRICA **AFRICA Inc.** **AFRICAN GRAINS MILLING & FEED** **DAIRY BUSINESS AFRICA**

AFMASS Conferences & Expos offer great Sponsorship & Exhibiting 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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