

TWO LEADING ORGANIZERS UNITE TO HOST  
AFRICA'S MOST EXCITING F&B EVENT OF 2025

# Africafood Show

Powered by *Gulfood*

## Africa's most influential F&B sourcing event

Meet African buyers, close deals and build your brand

10-12 JUNE 2025

CAPE TOWN INTERNATIONAL  
CONVENTION CENTRE, SOUTH AFRICA  
[www.theafricafoodshow.com](http://www.theafricafoodshow.com)



**3**  
DAYS

**300+**  
GLOBAL  
EXHIBITORS

**6000+**  
BUYERS FROM  
ACROSS AFRICA

Co-located with:



Brought to you by:



# The coming together of a prestigious series of international events

dmg events and KAOUN International, operating as dmg & KAOUN, are excited to announce the rebranding of Africa's Big 7 to the Africa Food Show. As part of the renowned Gulfood series, this event builds on the unparalleled success of the world's largest F&B exhibition in Dubai, the dynamic growth of the Saudi Food Show, and the legacy of Africa's Big 7. Together, these three industry-leading brands, powered by the world's top event organizers, come together to deliver Africa's most impactful F&B sourcing exhibition.

## THE WORLD'S LARGEST F&B SOURCING EVENT

*Gulfood*

For over three decades, Gulfood has been a global powerhouse, showcasing top international food brands in the Middle East. As the largest annual food and beverage sourcing event in the world, Gulfood has facilitated key connections, groundbreaking trade deals, and united the global food and beverage community.

## 21 YEARS OF EXPERTISE AND CONNECTIONS IN AFRICA'S F&B MARKET



After a remarkable 21-year journey, Africa's Big 7 transitions into the Africa Food Show, continuing its legacy as the premier retail-ready food and beverage trade event in Africa. While Africa's Big 7 will no longer exist as a standalone event, its global platform for exhibitors, industry leaders, and communities will evolve with the new brand, offering even greater opportunities for connecting with top trade buyers and influencers.

## ABOUT THE ORGANIZERS

**dmg & KAOUN**

Two global leaders, KAOUN International, the event organizing company of Dubai World Trade Centre (DWTC), and dmg events, a wholly owned subsidiary of Daily Mail and General Trust plc (DMGT), have forged a powerful partnership to expand an international portfolio in the food and hospitality sectors. By uniting world-leading brands and unparalleled expertise, we're committed to delivering leading events that open doors to emerging markets and unlock new growth opportunities for the global F&B community.

## Co-located with the Hotel & Hospitality Expo Africa



We are thrilled to announce that the Africa Food Show 2025 will be co-located with the Hotel & Hospitality Expo Africa. This powerful combination brings together two leading events under one roof, creating a comprehensive platform for industry professionals across the food, beverage, and hospitality sectors.

By co-locating these events, we offer exhibitors an expanded reach, increased networking opportunities, and the chance to explore new business avenues. This strategic move reflects the growing interdependence of the food and beverage and hospitality industries, providing a unique platform to showcase products and services to a wider audience.

[www.thehotelshowafrica.com](http://www.thehotelshowafrica.com)

"The food industry is constantly evolving, and staying relevant requires strategic connections. The Africa Food Show 2025 at the CTICC in Cape Town brings together key players across the supply chain, from ingredient suppliers to B2C offerings, all in one place. We're excited to see Africa's food industry thrive through shared knowledge and new relationships at this inaugural event!"

Nicole Lau, Product Management Director of Crown Food Group

# Africa - a continent of opportunity

The food and beverage market in Africa is on the brink of an extraordinary transformation, expected to exceed \$1 trillion by 2030 according to the African Development Bank\*. This remarkable growth is driven by a burgeoning population, thriving economies, and the emergence of a wealthier middle class. Consumers are increasingly seeking diverse and premium-quality products, moving beyond traditional staples towards more upscale opportunities.

## WHAT'S FUELING AFRICA'S RISING F&B DEMAND



### \$179.83 BILLION MARKET

The African food and beverage market is experiencing significant growth and is expected to reach a value of approximately \$179.83 billion by 2024.



### URBANIZATION

Africa is projected to have the fastest urban growth rate in the world, with its cities expected to house an additional 950 million people by 2050.



### DIVERSE FOOD DEMAND

Diets in Africa are shifting towards higher-value foods, including animal products, fruits and vegetables, and sugars, with an increased demand for processed and packaged foods.



### LEADING COUNTRIES IN THE SECTOR

South Africa, Nigeria, and Kenya are at the forefront of Africa's food and beverage sector. South Africa boasts advanced agricultural and agro-processing capabilities, Nigeria's industry is rapidly growing due to a burgeoning middle class, and Kenya continues to play a significant role in regional food and beverage markets.

\*Source: *Unlocking Africa's \$1trn food economy*. (2024, April 24). World Economic Forum. <https://www.weforum.org/agenda/2024/04/unlocking-africas-1-trillion-food-economy/>

# Your buyers – unparalleled calibre and scale all in one room

Africa Food Show will connect decision-makers, innovators, procurement managers and start ups together, providing the ultimate platform for F&B brands to showcase and launch their latest products and win business.

## WHO YOU CAN MEET



CEOs, Managing Directors, Owners and Directors



Chief Operations Managers



Buyers & Heads of Procurement



Entrepreneurs



Wholesalers, Distributors, Importers & Exporters



Chefs



Food Safety & Quality Assurance Specialists

## GET IN FRONT OF DECISION-MAKERS FROM THESE SECTORS



- Food & Beverage Retailers & Wholesalers
- Food & Beverage Importers & Distributors
- Restaurants
- Hotel Groups & Hospitality
- Health & Nutrition
- Culinary Schools & Educational Institutions
- Food Science & Research Institutions
- International Trade Representatives
- Government Stakeholders

Approximately **70%** of our attendees are **key decision-makers**, ensuring that your participation directly impacts your business growth.



# Why you should exhibit

## ESTABLISH A ROUTE TO MARKET

Build lasting relationships with influential buyers, distributors, and retailers and access a targeted audience through Africa Food Show and Gulfood's extensive network.

## DRIVE INNOVATION AND SALES

Showcase groundbreaking innovative products and services to a targeted audience, generating qualified leads and increasing sales.

## BUILD YOUR BRAND EQUITY

Increase your brand's visibility and recognition among key industry leaders in Africa, establishing your company as a pioneering force in the continent's rapidly growing markets.

## CONNECT WITH DISTRIBUTORS AND AGENTS

Take the opportunity to meet with key distributors and agents, forging partnerships that can expand your market reach and drive business growth.



# Who exhibits



## Retail-Ready Food

Fats & Oils | Dairy Products | Meat & Poultry | Pulses | Grains & Cereals | Food Processing | Power Brands | Ready Meals | Food to Go | Frozen & Chilled Products | Fish & Seafood | Fruit & Vegetables | Grocery Products | Sweets & Confectionary



## Beverages

Dairy | Juice | Energy Drinks | Cordials & Concentrates | Water | Soft Drinks | Coffee | Tea | Health Drinks



## Technology Solutions

PoS | CRM | IT / Software Solutions | Logistics | Kitchen Equipment | Cold Chain | Packaging Materials | Stock Tracking | Packing & Shelving Solutions | Retail Technology | Storage & Warehousing | Packaging Machinery | Refrigeration



## Catering and Bulk

Fats and Oils | Bulk Ingredients | Spices | Commodity Ingredients



## Baking

Dairy | Flour | Bulk | Desserts | Grains



## New Trends

Non-GMO | Plant-based Protein | Vegan / Health | Wellness | Free-form | Keto Friendly



"I am hugely expectant of what the Africa Food Show (in partnership with Gulfoods) will do to shine a spotlight on the innovation happening across African food and beverage, and by extension the communities which work tirelessly to keep us healthy and fed."

Lara Mare, Managing Director & Founder of Rush Nutrition

# A targeted marketing campaign leveraging our vast network to connect you with key buyers

Benefit from a meticulously executed marketing strategy designed to drive maximum visibility and ROI for your business.



Targeted email campaigns reaching over 290,000 industry professionals



Year round social media presence generating over 100,000 impressions.



Our event website is mobile friendly and viewed by over 500,000 people across the event cycle.



Free tailored marketing packages through our various channels for exhibitors, reaching African buyers.



Powerful network of over 20 food and beverage associations and 40 media partners



Digital advertising and PR with a potential reach of over 1.5 million people and an advertising value equivalent to ZAR 17.7 million.



## Where the most iconic brands exhibit the latest innovations, products and ideas



"I found the expo beneficial in so many ways, the traders and exhibitors were of a very high standard and gave another level of professionalism to the expo."

Paul Marais, Food & Connect, Africa's Big 7 Exhibitor

# Features to attract key buyers

Our exciting event features are designed to drive business, inspire innovation, and create a vibrant community.

Participate in our captivating live competitions and attract procurement managers and media attention, positioning you as an industry leader.



## GAME OF CHEFS

Take the spotlight by sponsoring the Game of Chefs, a three-day celebration of African culinary arts. Enjoy live demonstrations from top chefs and emerging talents as they showcase their acclaimed techniques and share their culinary philosophies. This sponsorship offers a unique platform to connect with food industry leaders at the Africa Food Show.

## GLOBAL PIZZA CHALLENGE

Partner with Africa's biggest pizza competition by sponsoring the 16th Annual Global Pizza Challenge. At the 2025 Africa Food Show, independent pizza chefs will compete in a national cook-off, highlighting the creativity and craftsmanship that have made this competition a success. Sponsorship offers a valuable opportunity to connect with the South African market and expand your brand's reach beyond.

## NATIONAL BURGER CHALLENGE

Elevate your brand with the National Burger Challenge. As a key sponsor, you'll support local culinary talent as they compete for the title of National Burger Champion. Engage with a passionate audience and showcase your brand's commitment to culinary excellence. With a cash prize and celebrity chef judging, this event is a unique opportunity to make a lasting impression.

## HIGH-LEVEL FOOD & BEVERAGE CONFERENCE

Shape the future of the African food and beverage industry by sponsoring our High-Level Food & Beverage Conference. Over two days, your brand will be associated with invaluable knowledge-sharing from industry power players. This sponsorship opportunity allows you to engage with key discussions on trends, challenges, and opportunities, leaving a lasting impact on the decision-makers who attend.

"This event opens up crucial doors into the South African market, as well as into neighbouring countries."

Brandt Coetzee, Dune Foods, Africa's Big 7 Exhibitor

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DON'T MISS OUT ON THIS EXCITING OPPORTUNITY.  
BOOK YOUR SPACE TODAY! CONTACT:

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