



MENA
AGRO FOOD
EXPO

MENA AGROFOOD EXPO

23-26 September

2024

Benghazi - Libya

About the Exhibition



MENA AgroFood is an event that aims to showcase the diversity, innovations and trends in the food industry throughout the Middle East and North Africa region.

The exhibition will provide a platform for communication between suppliers and professionals of the food industry and between major suppliers, agents, sellers and consumers to cooperate and explore the latest developments in the food sector and the needs of the local market for all parts of the different regions.



Why

MENA AGROFOOD?

- Exploring new markets:

The MENA exhibition provides an exceptional opportunity for companies to explore new distribution channels by interacting with local distributors and retailers and expanding the scope of their business in an effective way.

- Direct communication with stakeholders:

MENA Food Exhibition allows communication with decision-makers specialized in the food sector in the Middle East and North Africa region.

- Expanding the professional network:

The exhibition gives companies the opportunity to expand their circle of contacts in the food and drink industry by interacting with their peers, getting to know new customers, and enhancing communication with existing customers.

- Following the latest technologies:

The MENA Food exhibition gives participants the opportunity to follow the latest technologies in the world of food and drink, including technology, modern manufacturing and packaging methods.

- Marketing and deal making:

The exhibition is an opportunity to market products and services, make deals for new customers, and conclude long-term business deals.

- Brand building:

It is a great opportunity for exhibitors to promote and build the brand through direct interaction with customers. Providing tasting experiences for their products and introducing their services.

- Interaction with the public:

Companies can benefit from direct interaction with the target audience of industry specialists, potential partners, and buyers, whether through product displays, catering sessions, or interactive activities.

- Business partnership opportunities:

The exhibition is an opportunity to establish new business partnerships and conclude direct deals with new suppliers or customers.



Our vision

For MENA AGROFood to become the most distinguished and sustainable food exhibition in the region, by providing an exceptional experience for exhibitors and visitors, achieving excellence in organizing various events, and forming a pivotal role for trade exchange and being an engine for the development of the industry globally.

Our message

We seek to provide a comprehensive platform that brings together professionals and industry leaders to stimulate innovation, enhance cooperation and trade exchange, and enhance quality standards within the framework of a unique experience for exhibitors and visitors.



Target exhibitors

- Food factories.
- Water, juice and beverage factories.
- Printing, packaging and food box manufacturing companies.
- Food import, marketing and sale companies.
- Raw material import and sale companies.
- Suppliers of factories, food industry equipment and technologies.
- Agents and distributors for international food companies.
- Restaurants, cafes and kitchens.
- Flour factories, bakery supplies and sweets.
- Catering services companies.
- Suppliers of hotel and restaurant equipment.
- Chilled and frozen food companies (meat, poultry, fish).
- Dairy, cheese and derivatives companies and factories.
- Herbs, spices, nuts, chocolate, and dried foods.
- Coffee grinders and coffee supplies.
- Honey and jam production companies.
- Companies for sorting and packing dates and agricultural products.
- Companies importing confectionery supplies.
- Coffee, tea, and herbal drinks.
- Presses and producers of olive oil.
- Services companies related to the food sector.
- Technical companies specialized in the food sector.
- Pest protection and rodent control companies.
- Delivery companies and food technical service providers.



MENA AGROFOOD

Visitors

Industry professionals:

Producers and suppliers of food and beverages. Restaurants and cafes.
Owners of bakeries and pastry shops.
Fast food restaurants and delivery services.
Food marketing companies.
Food merchants (retail/wholesale).

Culinary and taste enthusiasts:

cooking enthusiasts and professional chefs.
Connoisseurs and lovers of exploring new flavors.

Nutrition and fitness specialists:

nutritionists and sports trainers.
Those interested in healthy nutrition and active lifestyles.

Beneficiaries and those interested in the food sector:

- Decision-makers and government officials.
- Entrepreneurs looking for investment opportunities in the food and beverage industry.
- Suppliers of food industry factories and technology.
- Companies specialized in providing food industry equipment and technologies.
- Hospitality and event organizing companies.
- Hotels, resorts, and hospitals.
- Chambers of commerce, industry, and agriculture.
- Oil companies and institutions. Government and private sector.
- Academic researchers in the field of food industries.
- Media and press.
- Influencers and food content makers.
- The general public.



MENA AGROFOOD Goals

- **Providing marketing opportunities:**

The MENA Food Exhibition opens opportunities for companies to market their products and build the brand by being present in a distinctive and prominent pavilion.

- **Highlighting the Brand Exhibitors:**

can showcase their products, services and innovations to the target audience of industry professionals and customers, which leads to increased brand recognition and awareness, which is Which could translate into higher sales.

- **Networking and Business Partnership Opportunities:**

The exhibition provides an ideal platform for food industry professionals to network, establish new business relationships and explore potential cooperation between them.

- **Knowledge Exchange:**

The MENA Food Exhibition hosts a series of seminars, workshops, and panel discussions that include famous chefs, nutritionists, and experts in the food industry. These sessions will also provide an opportunity for companies to conduct tasting campaigns for their new products and take public feedback about them.

- **Expanding the database:**

Participation in the exhibition allows for the collection of information.



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معرض بنغازي الدولي
Benghazi International Exhibition

Organize



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للخدمات الاقتصادية والتسويقية