

AFMASS

AFRICA FOOD
MANUFACTURING
& SAFETY SUMMIT
CONFERENCE & EXHIBITION

KENYA EDITION • APRIL 25-27, 2018



APRIL 25-27, 2018

**NAIROBI CONVENTION &
CONFERENCE CENTRE**
OPPOSITE HILTON GARDEN INN
NEAR JOMO KENYATTA INT. AIRPORT
MOMBASA ROAD, NAIROBI, KENYA

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



MEET REGIONAL AND INTERNATIONAL SUPPLIES OF:

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

DISCOVER • NETWORK • BE INSPIRED

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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



PACKAGING EQUIPMENT & SOLUTIONS



PROCESSING EQUIPMENT & SOLUTIONS



FOOD SAFETY & LAB SOLUTIONS



INGREDIENTS & CHEMICALS



ENGINEERING SOLUTIONS



INDUSTRY SERVICES & SUPPLY CHAIN

+ DISTRIBUTORS, IMPORTERS, EXPORTERS

TARGETING THE FOLLOWING INDUSTRIES IN AFRICA



FOOD & BEVERAGES



MILLING & FEED



AGRO & AGRO-PROCESSING



HOSPITALITY & FOODSERVICE

WHY SPONSOR/EXHIBIT AT AFMASS CONFERENCES & EXHIBITIONS?

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 and feed related industry

MEETING PLACE OF TOP INDUSTRY LEADERS

AFMASS Conferences & Expos are the best place to meet and network with investors, technical managers, Government regulators and other stake holders from Africa's industry and beyond



EXHIBITORS PROFILE AT AFMASS EXHIBITIONS

- Storage, post-harvest and solutions for the agro and agro-processing industry
 - Processing and packaging equipment and supplies for the dairy, bakery, fruits and vegetable, meat, candy, beverages, tea, coffee and processed foods.
 - Milling equipment and related supplies for human food and animal feed
 - Packaging materials – aseptic, glass, corrugated, cups, paper, labels, crates and sleeves
 - Laboratory equipment, chemicals, supplies, infrastructure and software; laboratory testing (micro, physical and chemical) and calibration services
 - Food Safety and Consultancy services on systems management, testing and other services
 - Ingredients, chemicals and other fine chemicals supplies
 - Cleaning and sanitation systems and services; security, personnel protection and safety equipment supplies and services
 - Energy, water and environmental management solutions and services
 - Industry services - human resource, project and facilities management; and outsourced packaging
 - Pumps, motors, compressors and conveyors etc
 - Supply chain, Warehousing & Storage software and hardware - including vehicles, racking and pallets
 - Cooling, refrigeration and heating system solutions
 - Engineering services - including construction and facility solutions; automation and process controls software and hardware systems;
- and many more

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

SPONSORS, EXHIBITORS & PARTNERS AT PAST AFMASS CONFERENCES & EXPOS

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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
NAIROBI, KENYA - APRIL 25-27, 2018 • LUSAKA, ZAMBIA - OCTOBER 3-5, 2018