



# Afmass TANZANIA FOOD EXPO

[www.afmass.com/tz](http://www.afmass.com/tz)

MARCH 29-30, 2019  
Serena Hotel Dar es  
Salaam, Tanzania



REPORT  
2019

Sponsored By:



Endress+Hauser 








Africa offers unique business opportunities, as economies improve, urbanisation booms and young people become more influential. The companies that position themselves to tap into the African opportunity will reap huge rewards, as the continent continues to integrate itself with the rest of the World.

**FRANCIS JUMA** - Founder & CEO, FW Africa



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## 04

# ABOUT THE EXPO

The inaugural AFMASS Tanzania Food Expo catalysed the fast-growing food, beverage and milling in Tanzania for many years to come, according to the attendees at the pan-African conference and exhibition.

Held at the commercial capital, Dar es Salaam Serena on March 29-30, 2019, AFMASS Tanzania Food Expo brought together about 700 investors and managers from the food and beverage industry from Tanzania, Zambia, Uganda, Kenya, Malawi, Nigeria and globally.

More than delegates and visitors from more than 30 countries around the world attended Tanzania's first pure-play food, beverage and milling industry trade event.

The conference sessions at the event covered a number of issues, including investment opportunities in Tanzania's food, beverage and milling industry; processing and automation technologies; food safety and nutrition and health; while a number of suppliers from Africa, Europe and

Asia participated at the Expo Hall.

The event was described by the attendees as a 'breakthrough' event due to its unique blend of key decision makers, industry solutions providers and the unique insights generated at the conference sessions.

It was officially opened by Obey Assery, the Director of Policy and Planning at the Ministry of Agriculture, Tanzania.

Speaking at the event, the General Manager of Camel Flour Mills, one of the leading players in Tanzania's milling sector, Ismail Said Albahry, said that the event will catalyse the growth of the industry in Tanzania to greater heights, adding that the network of industry colleagues and suppliers made the event a must-attend event for all in the food and agribusiness sector in Tanzania.

He urged for the inclusion of more Government regulators and policy makers at the next editions of the event, so that solutions to the issues facing the industry in the country can







be tackled and also to share ideas with on the way forward.

Adams Gamba, Technical Manager at Tanga Fresh, the leading dairy operator, described the event as vital to the future of the industry in Tanzania, adding that he sees a strong representation of stakeholders in the next event, due to the unique insights the event provided.

He urged that the organisers to engage more with other stakeholders at the planning stage of the next event, which he sees is critical to the development of the dairy industry in the country, where the demand for dairy products is rising significantly.

#### **UNIQUE INVESTMENT OPPORTUNITIES IN TANZANIA**

The event began on a high note with discussions on investment opportunities in Tanzania's manufacturing, retail and HORECA industry.

The panel discussion was made up of industry leaders including Ismail Said Albahry - General Manager Camel Flour Mills; Hassan Swedi – Project Manager Business Development Unit, Asas Dairies; Sufian Kyarua – Secretary General, Tanzania Animal Feed Manufacturers Association (TAFMA); Griffin Murray – Director, East Africa, Black Ivy Group; Jackline Kittony – Marketing Director, Tetra Pak and Francis Mbaki – Area Sales Manager, Buhler.

With new investments in milling plants, dairy factories and beverage factory extensions, among others, the panelists agreed that the pace of investments has picked up in Tanzania in the last few years, but with huge investment opportunities still untapped, considering the country's rising population and urbanisation, some of the highest in Africa.

They however, urged for a more predictable policy environment in Tanzania, which has hampered the entry of even more investments in the country, adding that with a more predictable environment, Tanzania stands to gain more investments to take advantage of vast agricultural potential of the country and its unique position in Eastern Africa.

#### **EASE REGULATORY BURDEN**

At the food safety and regulatory session, the industry leaders from AB-InBev, Nestle and Coca-Cola sought the support of the Government to streamline regulatory processes and procedures to unlock the huge opportunities for small, medium and big corporates to innovate with speed and to deliver world-class food products for both local and international markets.

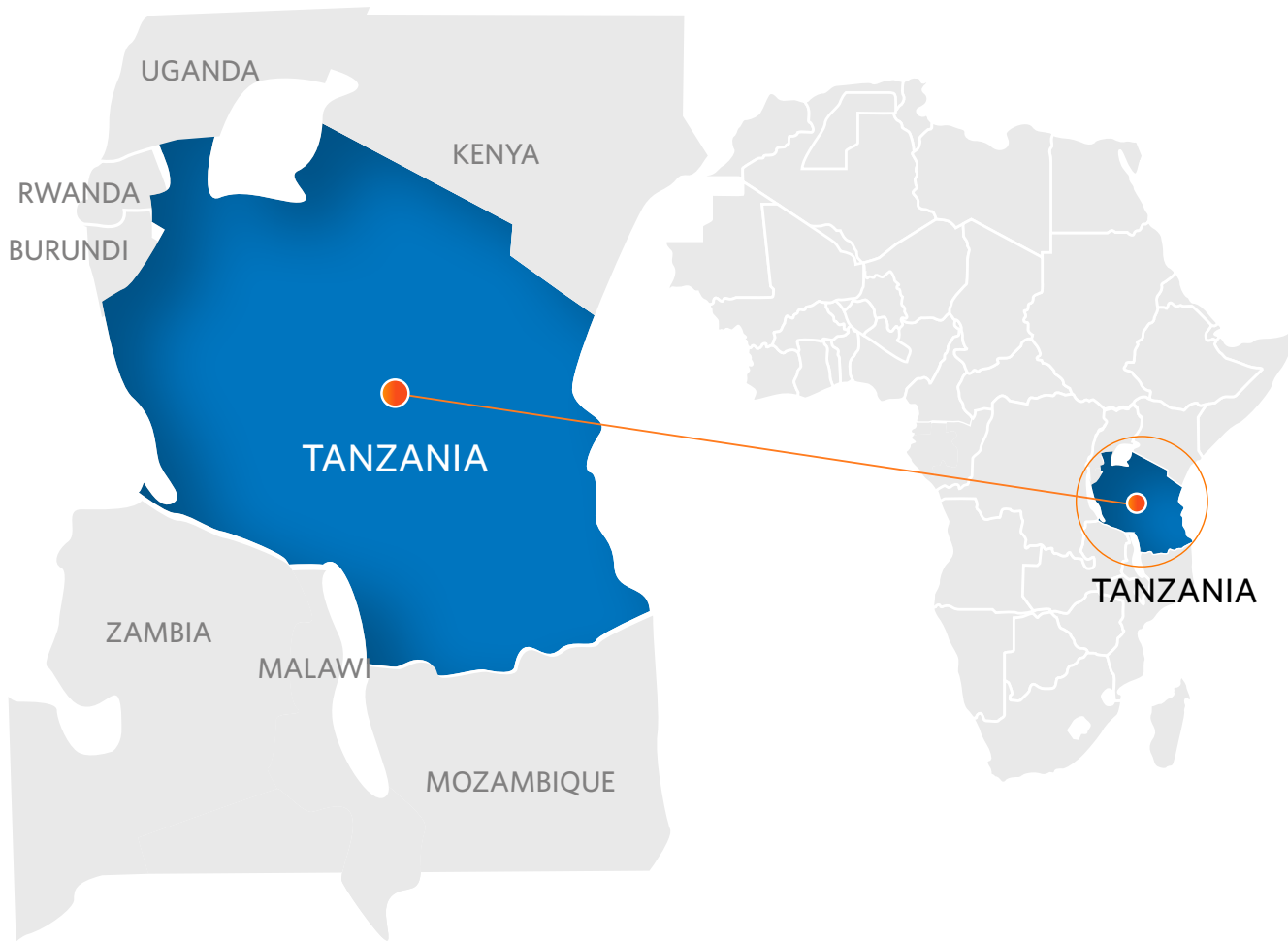
The 2019 edition of AFMASS Tanzania Food Expo was sponsored by processing and packaging solutions provider Tetra Pak, Endress + Hauser, the leading process automation supplier and Buhler, the processing technology provider.

“  
THE 2019 EDITION OF  
AFMASS TANZANIA FOOD  
EXPO WAS SPONSORED  
BY TETRA PAK,  
ENDRESS+HAUSER AND  
BUHLER  
”

Other companies that showcased their technologies at the exhibition hall included AGI Frame, Promaco, Resulta Engineering, Decase Chemicals, Sensient technologies and Nibro BV, with most of them showcasing their solutions in Tanzania for the first time.

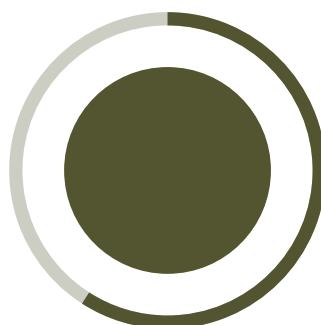
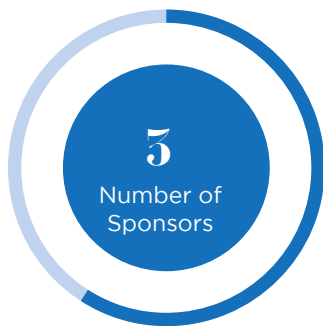
Other partners included GAIN Tanzania, Tanzania Dairy Board, Asas Dairies and Amor Coco.

# 06 KEY STATISTICS





# 06 KEY STATISTICS



## JOB TITLES

80% | Food Manufacturing



15% | Academia & Research



10% | HORECA, Retail & Distribution



20% | • General Manager • CEO  
• Executive Director • Chairman



60% | • Production • Food Safety  
• Quality Assurance • Engineering  
• Packaging • Procurement  
• Operations Management



12% | • Sales & Marketing • ICT  
• Human Resource • Strategist  
• Lecturer • Consultant



18% | • Government Agencies  
• NGOs, Embassies & Development Organisations



# 08 SPONSORS



**BÜHLER** is a Swiss multinational plant equipment manufacturer based in Uzwil, Switzerland. It is known for plant and equipment and related services for processing foods and manufacturing advanced materials.

Billions of people come into contact with Bühler technologies to cover their basic needs for food and mobility every day. For this, we develop



the best process solutions along complete value chains and make full use of digitalization, for example with our digital platform Bühler Insights. It monitors, analyzes and adjusts industrial processes to make them more efficient.

Digital solutions are the key drivers to reach our targets of reducing energy, waste and water usage in our customers' value chains by 50% by 2025.

**Website:** [www.buhlergroup.com](http://www.buhlergroup.com)



**ENDRESS+HAUSER** is a Swiss-based globally operating process and laboratory instrumentation and automation supplier. The family company achieved net sales of approximately 2.9 billion euros in 2021 with a total workforce of more than 15,000.

Endress+Hauser devices, solutions and services are at home in many industries. Customers thus use them to gain valuable knowledge from their applications. This enables them to improve their products, work economically and at the same time

**Endress+Hauser** 

protect people and the environment.

Endress+Hauser is a reliable partner worldwide. Its own sales companies in more than 50 countries as well as representatives in another 70 countries ensure competent support. Production facilities on four continents manufacture quickly and flexibly to the highest quality standards.

**Website:** [www.endress.com](http://www.endress.com)



**TETRAPAK** is a multinational food packaging and processing company headquartered in Switzerland. The company offers packaging, filling

machines and processing for dairy, beverages, cheese, ice cream and prepared food, including distribution tools like accumulators, cap applicators, conveyors, crate packers, film wrappers, line controllers and straw applicators.

We focus on keeping the consumption of all raw materials and energy to a minimum during both the manufacturing process and distribution.

**Website:** [dairyconsultingafrica.com](http://dairyconsultingafrica.com)





# 09 EXHIBITORS



**BAKHRESA FOOD PRODUCTS LIMITED**, a Tanzanian market leader in the food and beverage industry, focuses on the manufacture, packaging, and sale of Azam and Uhai brands which retain the taste, aroma, nutrients, and original characteristics of the natural ingredients

Our experienced team follows a strict process of research, development, and quality testing to deliver products of global standards that strive to meet the diverse tastes of Tanzanians and some neighbouring countries, while remaining competitive in prices.

Our operations include the production of bottled water, fruit processing, manufacture of fruit juices, carbonated soft drinks, malt-flavoured drinks, and ice creams.

**Website:** [www.bakhresa.com](http://www.bakhresa.com)

**SENSIENT TECHNOLOGIES** is a leading global manufacturer and marketer of colors, flavors, and extracts.

Throughout our history, we have built a strong reputation for our innovative and collaborative results-driven culture that puts safety and customer satisfaction above all.

In our offices across the world, thousands of employees work together each day to bring ideas to life and delight our customers. Your career here has no limit.



We support our customers by providing solutions that create multi-sensational experiences across many categories, including food and beverage, pharmaceutical, nutraceutical, cosmetics, and personal care. Our work drives brand excitement and customer satisfaction – and fuels our success.

**Website:** [www.investor.sensient.com](http://www.investor.sensient.com)



**NIBRO BV** is a manufacturer of stainless steel pipe clamps and saddle pipe clips in various qualities since 2006.

We produce these completely independently in our factory in Oisterwijk from where we send our

end products to our customers at home and abroad.

The complete program contains many hundreds of different types of pipe clamps and saddle pipe clips that are used in the food sector, pharmaceuticals, chemicals, land and horticulture, civil engineering, recreation, offshore, petrochemical and infrastructure. We mainly deliver from stock, so short delivery times are guaranteed.

**Website:** [www.nibrobv.nl](http://www.nibrobv.nl)



# 10 EXHIBITORS

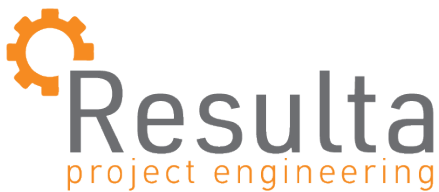


**AGI** is a global leader in the planning, engineering and manufacturing of full equipment solutions and systems across 5 platforms: Grain, Fertilizer, Food, Feed and Seed. We partner with our customers on 6 continents to leverage the AGI advantage and engineer unique market specific systems. These systems are delivered for farm and commercial applications and include: Storage, Handling, Structural, Processing, and Controls all based on, and brought together, with Engineering and Project Management.



The AGI brand as well as our product brands are among the most recognized in global agriculture; in some cases, with more than 160 years of industry experience. Our history of success and international esteem is yet another reason the AGI advantage has you covered.

**Website:** [www.aggrowth.com](http://www.aggrowth.com)



**RESULTA PROJECT ENGINEERING** is an international consulting engineering company with headquarters in South Africa. We specialise in supplying state-of-the-art process engineering equipment, spare parts, components and other products and machinery.



Most of our clients are manufacturers, producers, and processing companies with operations in Africa and Europe.

These encompass various industries, from the edible oils and agri-processing sectors to food and beverages. With 30 years of international experience and expertise and an extensive service offering in English, French and Portuguese, Resulta has become Africa's preferred engineering equipment supplier.

**Website:** [www.resulta.co.za](http://www.resulta.co.za)



**PROMACO EAST AFRICA** a leading supplier of Specialty ingredients to the food processing Sector in East Africa.

Partnering with the world leading manufacturers, we support our customers' mission to innovate and add value by providing access to world leading edge food technology, local technical support and in-country warehousing of the key specialty ingredients required to produce high quality innovative products consistently.



We service our customers through office and warehouse facilities in Nairobi, Kampala and Dar es Salaam staffed by a team of technically trained Food Scientists.

**Website:** [www.promaco-ea.com](http://www.promaco-ea.com)





**SANKU** scales technology and business solutions that put critical nutrients into the food that hundreds of millions of malnourished people eat the most.

Billions of people rely on small flour mills for their daily food.

## **SANKU** PROJECT HEALTHY CHILDREN

Empowering these mills to add lifesaving micronutrients to their flour could end malnutrition forever. Our award-winning technology makes adding nutrients into flour simple.

Our innovative business model incentivises millers by neutralising the cost of the added nutrients. Because of Sanku, millers can produce quality nutritious flour, and families can access affordable healthy food every day.

Sanku's work has received international recognition from the Rolex Awards for Enterprise, the Mulago Foundation, Givewell, The Life You Can Save, The Barry and Marie Lipman Prize, The Elevate Prize, The Million Lives Club, Fast Company, The Zayed Sustainability Prize, Time Magazine and the New York Times.

**Website:** [www.projecthealthychildren.org](http://www.projecthealthychildren.org)



## **DECASE CHEMICALS**

**DECASE CHEMICALS** is one of the largest distributors of Industrial Chemicals, machinery and food ingredients.

Decase Chemicals was incorporated in Kenya in 1993, Uganda in 1995, Tanzania in 1996 and Ethiopia in 2009. It has a work force of 50 people regionally.

We represent a portfolio of several complimentary first-class core suppliers available through a network of offices/distribution warehouses in the entire region.

Our vision is to represent a portfolio of several complimentary first-class core suppliers available through a network of offices/distribution warehouses in the entire region, focus on the core business of Industrial and Food Chemicals, Machinery, supporting Accessories, Films and Technical support.

Some of the products we offer include: PE, PP, PET, EPS,



HIPS, PVC resin White, Blacks, Fluorescent, Pearllised and Coloured Masterbatches UV/AB/AS/Purge compound/ Processing Aid/PP clarifying Additives BOPP, PET, PVC & Speciality Barrier films

**Website:** [www.decasechemicals.com](http://www.decasechemicals.com)

# 14 EXHIBITORS



**GLOBAL ALLIANCE FOR IMPROVED NUTRITION (GAIN)** is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition.

Working with governments, businesses and civil society, we aim to transform food systems so that they deliver more nutritious foods for all people, especially the most



vulnerable.

At GAIN, we believe that everyone in the world should have access to nutritious, safe, and affordable food.

Today, one in three people - drawn from nearly every country on the planet - are unable to consume enough nutritious food. We work to develop and deliver solutions to this daily challenge.

Our purpose is to improve the consumption of healthier diets for all, especially the most vulnerable, by improving the availability, affordability, desirability, and sustainability of nutritious and safe foods, and reducing the consumption of unhealthy and unsafe foods.

**Website:** [www.gainhealth.org](http://www.gainhealth.org)



**AMOR COCO KENYA LIMITED** is an integrated coconut processing facility, based out of Kilifi, Kenya.

Presently we are supplying to reputed Biscuit and Bakeries companies all over Kenya and Africa. We are also doing exports to Europe and North America.

Our manufacturing unit can handle 50000 nuts/day, and we source our nuts from 800+ coconut farmers along the coast of Kenya. This project has already touched and enriched the lives of more than 5000 people in the counties of Kilifi, Kwale, Mombasa, Lamu, Taita Taveta, and Tana River.

Our mission is to work towards a healthier future and create consciousness about organic products and its importance.



Our vision is to give meaning to the quality of our products and Offer a virgin coconut oil with high social and environmental responsibility

**Website:** [www.amorcoco.com](http://www.amorcoco.com)



# 15 EXHIBITORS



**METL GROUP** is a leading economic force in Tanzania with major investments and successful operating companies in all key business sectors.



MeTL Group's A-One Products and Bottlers Ltd. (A-One) is the group's 3rd largest factory and its most profitable business, employing more than 15,000 people. Launched in 1997, A-One began producing and distributing three water brands, Masafi, Maisha, and Just Chill, and one non-carbonated flavoured beverage, Pride.

MeTL Group's initial beverage lines proved so successful the company saw an 11-fold increase in both production and sales. In 2012 A-One added flavoured carbonated and non-carbonated soft drinks. These were available in over 20 varieties under the MeTL Group's premium umbrella brand, "Mo," quickly becoming one of Tanzania's leading beverage producers.

**Website:** [www.metl.net](http://www.metl.net)



**TANZANIA DAIRY BOARD** was established with a view to establishing consistent basis for the development of dairy industry in production, processing of milk and milk products which focus on quality and safety in order to meet the demand of domestic and foreign market.

Tanzania Dairy Board in carrying out these responsibilities, the Board has to cooperate with various stakeholders including Local Government Authorities and other



Government agencies. The Board has developed guidelines to direct stakeholders in carrying out their responsibilities according to the law.

**Website:** [www.tdb.go.tz](http://www.tdb.go.tz)

# 14 SPEAKERS



**HASSAN SWEDI**  
Asas Dairies



**FATEMA DEWJI**  
METL Group



**PATRICIA KRUGER**  
Sensient Flavours



**COLM D'OLIER**  
Promaco



**TYRAN WHITEHEAD**  
Resulta Exporters (Pty) Ltd



**FRANCIS MBAQI**  
Buhler



**LUCY MANNING**  
Tanzania Breweries Ltd



**PULE MELAETSA**  
Endress+Hauser Group



**FAHAD AWADH**  
YYTZ Agro



# 15 | SPEAKERS



**JACKLINE KITTONY**  
Tetra Pak



**JUMANNE RAJABU MTAMBALIKE**  
Sahara Ventures



**GEORGE AKIDA**  
Africado Ltd



**SOUMEYA LOUCIF**  
bioMerieux



**JULIA OTAYA**  
Coca-Cola



**SUFIAN KYARUA**  
TAFMA



**ISMAIL SAID ALBAHRY**  
Camel Flour Mills



**ADAM GAMBA**  
Tanga Fresh Limited



**STEVEN KOOREN**  
Nibro BV



# 16 PICTORIALS





# 17 PICTORIALS





# 18 PICTORIALS



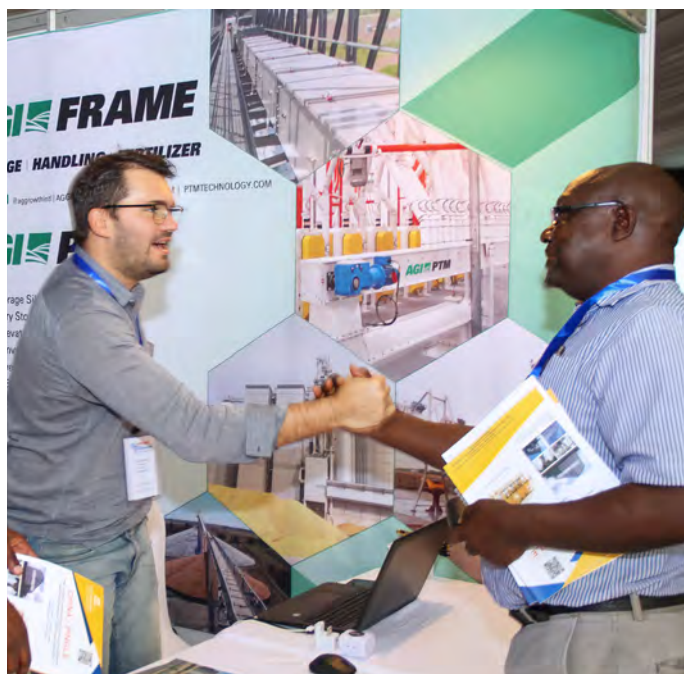


# 19 PICTORIALS





# 20 PICTORIALS





# 21 PICTORIALS





# 22 PICTORIALS





# 23 PICTORIALS







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**TANZANIA  
FOOD EXPO**

# REPORT 2019

