

INCORPORATING:



JULY 15-17, 2026 | SARIT EXPO CENTRE | NAIROBI, KENYA

THEME: BOOSTING DIGITAL TRANSFORMATION & INVESTMENTS IN AFRICA'S AGRIFOOD, LOGISTICS & HOSPITALITY VALUE CHAINS

CONFIRMED SPONSORS



CONFIRMED PARTNERS


Contact the organisers for sponsorship, exhibition and partnership opportunities

NOTE: This program is not final and is subject to change

POWERED BY:



WEDNESDAY – JULY 15, 2026

TIME	ACTIVITY	SPONSORED BY
07.30	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens & Walk-about by Delegates	
10.00	Session 1: Official Opening Ceremony <ul style="list-style-type: none">• Official ribbon cutting ceremony• Speeches by organisers, sponsors and chief guests• Acknowledgement of sponsors and partners THE CEOs ROUNDTABLE – Status of the Agriculture; Food & Beverage Manufacturing and Milling Industry; Retail and Trade; and Hospitality Industries in Eastern Africa Panelists <ul style="list-style-type: none">• Panelists to be announced	<i>Sponsored by:</i>
11.30	Session 2: AFRICA LOGISTICS LEADERSHIP FORUM EMERGING OPPORTUNITIES & TRENDS IN LOGISTICS & COLD CHAIN EXCELLENCE ACROSS THE AGRICULTURE, MANUFACTURING & IMPORT / EXPORT VALUE CHAINS IN AFRICA PRESENTERS / PANELISTS: <ul style="list-style-type: none">• To be announced	<i>Sponsored by:</i> 
12.30	Session 3: THE FUTURE OF THE FOOD INDUSTRY IN AFRICA: FOCUS ON THE SUGAR INDUSTRY – TRANSITIONING FROM TRADITIONAL MILLING TO A DIVERSIFIED AGRI-INDUSTRIAL MODEL BASED ON ETHANOL & GREEN ENERGY PRODUCTION Speaker <ul style="list-style-type: none">• Speaker to be announced	<i>Sponsored by:</i>
13.30	<ul style="list-style-type: none">• LUNCH BREAK• AFMASS TASTE & INNOVATION THEATRE AT THE EXPO HALL <p><i>(Short 10-minute presentations by sponsors and exhibitors at the Expo Hall to a live audience)</i></p>	<i>Sponsored by:</i>
14.30	Session 4: WHAT'S NEW IN ALCOHOLIC & SOFT BEVERAGES INNOVATION & FORMULATION – FOCUS ON COST REDUCTION, TEXTURE & TASTE MODULATION PRESENTERS:	<i>Sponsored by:</i>

	<ul style="list-style-type: none"> To be announced 	
15.30	<p>Session 5: THE FUTURE OF PROCESSING, PACKAGING, SUSTAINABILITY & CIRCULAR ECONOMY IN THE SOFT & ALCOHOLIC BEVERAGE INDUSTRY IN AFRICA</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> To be announced 	<i>Sponsored by:</i>
16.30	<p>Session 6: WHAT'S NEW IN QUALITY ASSURANCE, FOOD SAFETY & COMPLIANCE IN RAW MATERIALS MANAGEMENT IN THE SOFT & ALCOHOLIC BEVERAGE INDUSTRY VALUE CHAINS</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> To be announced 	<i>Sponsored by:</i>
17.30	<p>AFMASS OPERATIONS EXECUTIVES COCKTAIL</p> <p><i>(NOTE: This Cocktail is open to OPERATIONS EXECUTIVES from the agritech; food, beverages and milling; home and personal care; coatings and hospitality industry in Africa.</i></p> <p><i>TO ACCESS THE COCKTAIL, payment of USD 50 / KSH 6,500 inclusive of VAT is required for QUALIFIED local operations executives, managers and professionals (Factory / Operations / QA / R&D, Food Safety / Engineering / Supply Chain / Laboratory and related roles in the above industry sectors); USD 100 / KSH 13,000 inclusive of VAT, for other interested parties)</i></p>	<i>Sponsored by:</i>
18.00	Expo Hall Closes	
THURSDAY – JULY 16, 2026		
07.30	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens	
07.30	<p>Session 7: AFMASS WOMEN LEADERSHIP BREAKFAST SUMMIT</p> <p>THEME: Women Leading Africa's Transformation: From Manufacturing to Market to Global Trade</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> To be announced <p><i>(NOTE: This Breakfast is open to women investors, managers and professionals from the agritech; food, beverages and milling; home and personal care; coatings and hospitality industry in Africa.</i></p>	<i>Sponsored by:</i>

	<i>TO ACCESS THE BREAKFAST, payment of USD 50 / KSH 6,500 inclusive of VAT is required for QUALIFIED local, women business leaders, managers and professionals; USD 100 / KSH 13,000 inclusive of VAT, for other interested parties)</i>	
09.00	Expo Hall opens	
09.30	<p>Session 8: FIRE-SIDE CHAT: INTERVIEW WITH SOFT / ALCOHOLIC BEVERAGES INDUSTRY LEADER(s)</p> <p>One-to-one interview with a leading soft or alcoholic beverages industry business owner or top executive on the status of the industry in Eastern Africa – and how the company is investing to meet evolving consumer needs; and shifting regulatory, trade, sustainability and digitalization landscape</p> <p>Speaker</p> <ul style="list-style-type: none"> • Speaker to be announced 	
10.30	<p>Session 9: THE FUTURE OF THE SOFT & ALCOHOLIC BEVERAGES INDUSTRY IN AFRICA – FOCUS ON BUILDING LOCAL & PAN-AFRICAN RAW MATERIAL SOURCING & AGRICULTURAL VALUE CHAINS IN AFRICA</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> • To be announced 	<i>Sponsored by:</i>
11.30	<p>Session 10: WHAT'S NEW IN SOFT & ALCOHOLIC BEVERAGES INNOVATION & FORMULATION IN AFRICA – FOCUS ON NUTRITION, HEALTH & WELLNESS, INCLUDING FUNCTIONAL BEVERAGES, NO & LOW ALCOHOL PRODUCTS AND SUGAR REDUCTION / REPLACEMENT TECHNOLOGIES</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> • To be announced 	<i>Sponsored by:</i>
12.30	<p>Session 11: WHAT'S NEW IN OCCUPATIONAL SAFETY & HEALTH MANAGEMENT IN THE AGRICULTURE, MANUFACTURING, RETAIL & HOSPITALITY INDUSTRY IN AFRICA</p> <p>PRESENTERS:</p> <ul style="list-style-type: none"> • To be announced 	<i>Sponsored by:</i>
13.30	<ul style="list-style-type: none"> • LUNCH BREAK • AFMASS TASTE & INNOVATION THEATRE AT THE EXPO HALL <p><i>(Short 10-minute presentations by sponsors and exhibitors at the Expo Hall to a live audience)</i></p>	<i>Sponsored by:</i>

14.30	 <p>AFRICA FOOD & BEVERAGE AWARDS</p> <p>ACHIEVE • CELEBRATE • INSPIRE GENERATION NEXT</p> <p>Official Africa Food & Beverage Awards – part of the Africa Manufacturing Awards Ceremony</p>	<i>Sponsored by:</i>
18.00	The Awards & Expo Hall closes	
18.30	<p>Official Africa Manufacturing Awards After-Party & Gala Dinner</p> <p><i>(NOTE: This is a paid event – USD 149 per person / KSH 16,990 + VAT per person OR USD 1490 / KSH 169,900 + VAT for a table of 10 persons from the same organisation</i></p> <p><i>Venue to be announced)</i></p>	<i>Sponsored by:</i>
FRIDAY – JULY 17, 2026		
07.30	Registration and Morning Networking Coffee / Tea Break	
09.00	Expo Hall opens	
09.30	<p>Session 13: THE FUTURE OF GRAINS, MILLING & ANIMAL FEED & PETFOOD INDUSTRY IN AFRICA - FOCUS ON ANIMAL FEED & PETFOOD INNOVATION, PRODUCTION, RETAIL AND REGIONAL & GLOBAL TRADE</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> To be announced 	<i>Sponsored by:</i>
11.30	<p>Session 14: THE FUTURE OF THE GRAINS, MILLING & ANIMAL FEED & PETFOOD INDUSTRY IN AFRICA - FOCUS ON RICE & PULSES INNOVATION, PRODUCTION, RETAIL AND REGIONAL & GLOBAL TRADE</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> To be announced 	<i>Sponsored by:</i>
12.30	<p>Session 15: THE FUTURE OF THE BAKERY & SNACKS INDUSTRY IN EASTERN AFRICA - FOCUS ON BAKED GOODS & SNACKS INNOVATION, PRODUCTION, RETAIL AND REGIONAL & GLOBAL TRADE</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> To be announced 	<i>Sponsored by:</i>

13.30	<ul style="list-style-type: none"> • LUNCH BREAK • AFMASS TASTE & INNOVATION THEATRE AT THE EXPO HALL <p><i>(Short 10-minute presentations by sponsors and exhibitors at the Expo Hall to a live audience)</i></p>	<i>Sponsored by:</i>
14.30	<p>Session 16: THE FUTURE OF MEAT, POULTRY & FISHERIES INDUSTRY IN EASTERN AFRICA – FOCUS ON COMMERCIAL BEEF INNOVATION, PRODUCTION, RETAIL AND REGIONAL & GLOBAL TRADE</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> • To be announced 	<i>Sponsored by:</i>
15.30	<p>Session 17: THE FUTURE OF FRUITS & VEGETABLE INDUSTRY IN EASTERN AFRICA – FOCUS ON COMMERCIAL MANGO INNOVATION, PRODUCTION, RETAIL AND REGIONAL & GLOBAL TRADE</p> <p>PRESENTERS / PANELISTS:</p> <ul style="list-style-type: none"> • To be announced 	<i>Sponsored by:</i>
18.00	The Expo Hall and 2026 edition of the closes	