



# Nigeria agrofood



6<sup>th</sup> International Trade Show

Nigeria agro

crop production • animal husbandry

**AGRO TECH**  
NIGERIA

Nigeria food + bev tec

process & packaging  
bakery + confectionery

Nigeria food ingredients

**NEW!**

24 - 26 March 2020

Landmark Centre • Lagos - Nigeria  
www.agrofood-nigeria.com

Institutional partners



Organizer



Partner event



# Review on agrofood Nigeria 2019

- ➔ Gallery
- ➔ Show video
- ➔ Exhibitor list
- ➔ Post Show Report



# Valuable institutional support

# 2019



## ➔ Personalities having participated at the official opening of agrofood & plastprintpack Nigeria 2019:

- **Dr. Emmanuel Ijewere**, Vice President, Nigeria AgriBusiness Group NABG
- **H.E. Mr Vyacheslav Bril**, Ambassador of the Republic of Belarus
- **H.E. Dr Stefan Traumann**, Consul General of the Federal Republic of Germany
- **H.E. Mr Michael Deelen**, Consul General of the Netherlands
- **H.E. Dr Maurizio Busanelli**, Consul General of Italy
- **Mr Francis Widmer**, Economic Counsellor, Embassy of France & **Ms Isabelle Kouamo**, Head of Development Sub-Saharan Africa, adepta
- **Mrs Simidele Onabajo** on behalf of **Prof. Mojisola Christianah Adeyeye**, Director General, National Agency for Food and Drug Administration and Control (NAFDAC) (tbc)
- **Dr Marc Lucassen**, Delegate, Delegation of German Industry and Commerce in Nigeria – AHK
- **Ms Martina Claus**, Manager Market Development Africa, German Engineering Federation VDMA - Food, Processing & Packaging Machinery Association
- **Ms Sandra Brogli**, Project Manager Trade Fairs, Switzerland Global Enterprise (S-GE)
- **Oluwatoyin Ekpeneidua**, Deputy Head, Fund Development & Communication, SOS Children's Villages Nigeria
- **Mr Paul März**, Managing Director, fairtrade

# Strong facts of agrofood Nigeria 2019

## VISITORS

2,094

trade visitors (+35%) from 26 countries\*

99%

recommend the fair

64%

plan to invest over the next 12 months!

63%

decision makers

Best ever in its 5-year history!

## EXHIBITORS

120

exhibitors from 24 countries\*

90%

recommend the show

84%

satisfied with the event as a whole

77%

with the business prospects after the fair

\*together with its partner event [plastprintpack Nigeria 2019](#)

Post Show Report 2019 >>

# Eight national pavilions

# 2019

Belarus

China

France

Germany

Italy

Netherlands

Switzerland

Turkey



# Top marks for conferences, presentations and events

# 2019



## ➔ Review on 2019:

The numerous events in the accompanying program (see presentations online) also met with overwhelming response.

Whether regarding one of the three main sessions on Skills development and the value chain approach, on Circular economy or on Finance, Start-ups and Digitalization, the presentations were eagerly received and there were fierce discussions.

This is particular true of the Nigeria-Belarus Business Forum.

[Conference program & presentations 2019](#) >>

[Conference pictures 2019](#) >>

# A unique concept

agrofood Nigeria covers the entire process chain

# 2020



## ➔ Exhibitor profile

- Agricultural machines, farming tractors, harvesting equipment
- Analytical equipment
- Dryers, cleaner, silos and storage systems
- Feeding equipment
- Fish farming equipment
- Grains, grain systems
- Greenhouse and greenhouse plastics and equipment
- Irrigation systems
- ...

Complete range of exhibits >>>

## ➔ Visitor profile

- Farmers
- Breeders
- Keepers



## ➔ Exhibitor profile

- Process technology
  - Bakery technology
  - Confectionery technology
- Refrigeration and air-conditioning technology
- Packaging technology
- Conveying, transport and storage installations
- ...

Complete range of exhibits >>>

## ➔ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging



## ➔ Exhibitor profile

- Aromas
- Curing agents
- Distillates
- Emulsifying agents
- Enzymes
- Flavors & fragrances
- Food additives
- Fruit and vegetables concentrates
- Fruit ingredients
- ...

Complete range of exhibits >>>

## ➔ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging



# Why exhibit in agro AgroTech Nigeria?



## DLG and fairtrade cooperate for agro AgroTech

agro Nigeria has been organized by fairtrade as part of agrofood Nigeria ever since 2015. In 2018, DLG (German Agricultural Society) entered into strategic partnership with fairtrade and brings in its agro expertise. The focus of the cooperation lies on agricultural technology, animal production, flori- and horticulture and hot-house technology.

Organisers of the world's No. 1 trade shows Agritechnica and EuroTier, DLG is the global leader in professional trade fairs in the fields of agricultural engineering, crop production, animal production and bioenergy. DLG has been organizing trade fairs and exhibitions for the agricultural and food sector since 1885.



## Co-organisers for agro AgroTech



## Top exhibitors 2019

- » ACO Systems
- » adept
- » Advantage Austria
- » Agrotrust
- » Andritz
- » Belagro
- » Bobruiskagromash
- » Bosman Van Zaal
- » Bühler
- » Busch Vacuum Pumps and Systems
- » BWT
- » Dutch Poultry Pavilion
- » Dutch Vegetable Seeds Pavilion
- » GEA
- » German Ministry for Economic Affairs and Energy (BMWi)
- » Gomselmash
- » Grandex
- » Hoogendoorn
- » Julite Machinery
- » Kingpeng
- » MAZ Minsk Automobile Plant
- » MTW Minsk Tractor Works
- » NABG – Nigeria Agribusiness Group
- » Richel
- » Rijk Zwaan
- » Shijiazhuang Julite Machinery
- » Switzerland Global Enterprise
- » Vibrofloors

## Voices of the exhibitors 2019

[see more testimonials](#) >>

### Dieter Rohlf Area Sales Manager Africa - ANDRITZ

ANDRITZ Feed & Biofuel Technologies is a corporate group with worldwide development, production and supply activities within technology and after-sales service to the feed and biofuel industries.

Nigeria is a very promising market for us because it's the biggest economy in Africa. Also, it has the largest population, which means future consumers for us.

Our visitors are really interested and qualified. For us, the highlight at agrofood Nigeria is the excellent organization. We trust that it will continue in the future.



### Eugeniy Vvedenskiy Director of Belinterexpo Exhibition Unitary Enterprise of the Belarusian Chamber of Commerce and Industry

As the biggest African economy with the largest population, it's a good choice for the first-ever country pavilion we had in West Africa. The Nigerian people are extremely friendly and easy going. For sure we will continue exploring this market.

We had an unexpectedly high number of interested visitors. So we've got the chance to connect with people from all sectors, for example, farmers, food manufacturers, traders, etc. Most of them were professionals which is very good.

The fair itself was a comfortable platform with everything you need to do business successfully. We will definitely consider bringing our pavilion to agrofood + plastprintpack Nigeria again, users and to connect with them on site



## High satisfaction rates 2019

- agro Nigeria as a whole: 88%
- quality of business contacts initiated: 82%
- exhibitors recommending the show: 81%

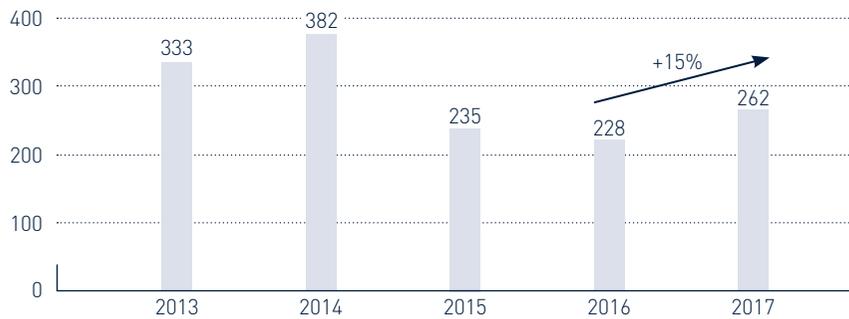
## Put the Nigerian agricultural sector on a growth path

[go to agro AgroTech Nigeria](#) >>

# Why exhibit in food + bev tec Nigeria?

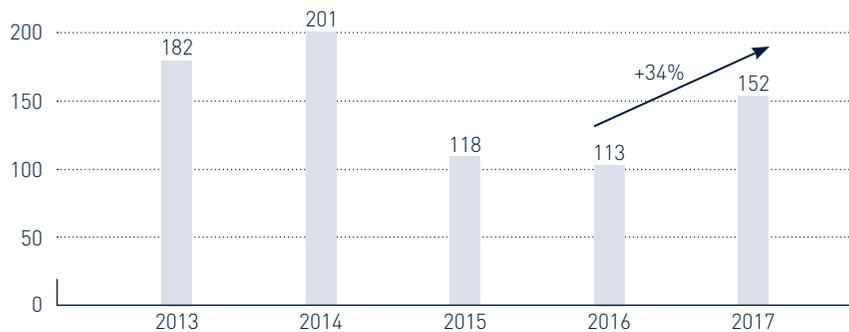
## ➔ Nigeria invests heavily in its food and beverage industry

- Nigeria's imports of food, beverage and packaging technology increased by 15% in 2017
- From 228 million Euro to 262 million Euro



Source: VDMA / Graph: fairtrade 2018

- Nigeria's imports of packaging technology increased by 34% in 2017
- From 113 million Euro to 152 million Euro



Source: VDMA / Graph: fairtrade 2018

## ➔ Top exhibitors 2019

- » adeptA
- » Advantage Austria
- » African Bakery Dynamics
- » Ascent Chemical
- » Atlas es Makina
- » Beck Automation
- » Blaze Food Machinery
- » Bongard
- » Bosch
- » Bühler
- » CFT
- » Dagard
- » Damak Makine
- » Diosna
- » Eskort
- » First Blends
- » GEA
- » German Ministry for Economic Affairs and Energy (BMWi)
- » Illig
- » KHS
- » Krones
- » Lanxess
- » M Industries
- » MLT Pack Service
- » Mühlenchemie
- » Multivac
- » Qinhuangdao Beidou
- » Redachem
- » Rovema
- » Sacmi
- » SSP Packaging
- » Steriflow
- » Synerlink
- » Turan Plastik
- » Vibrofloors
- » Werner & Pfleiderer



# Why exhibit in food + bev tec Nigeria?



## Voices of the exhibitors 2019

**Alberto Quintavalla**  
Sales Area Manager - CFT

The Nigerian market is interesting for us because of the huge population. We are talking about more than 190 million people who need a well-developed agrofood industry.

We meet many of our traditional customers here at the show to discuss current projects. But we also have the opportunity to win potential new customers.

The major advantage of agrofood is to connect us machinery producers with the Nigerian industrial sector.



**Lalit Ganwani**  
General Manager - General Industry - First Blends

First Blends is the leading manufacturer of functional solutions and the premier service provider to the cereal food industries in Nigeria and West Africa.

For us, it's important to partner with international companies and help the industry to grow and take it to the next level. We will provide our customers the highest quality products and get a good feed on our standards.

agrofood is getting bigger and bigger every year, with more exhibitors, customers and visitors. That's great! So we are able to showcase our products to more and more customers.



**Markus Palm**  
Head of Sales for African region - Kronos

Kronos plans, develops and manufactures machines and complete lines for process, filling and packaging technologies.

Nigeria is an important market for us because of the high population as well as the growing middle class and the stable political situation.

At agrofood we meet existing clients but also new ones. We're impressed by the program and the speakers especially the "Consulate meet and greet". Our highlight at agrofood is the chance to connect with major global players in our business.



## High satisfaction rates 2019

- service of organizer: 94%
- exhibitors recommending the show: 93%
- whole show: 84%

## Expenditure in Nigerian food and beverage sector to grow significantly between 2019 and 2023

[go to food + bev tec Nigeria >>](#)

[see more testimonials >>](#)

# NEW: food ingredients Nigeria 2020!

## Demand for F&B ingredients rising continuously

With almost 200 million inhabitants, Nigeria has long been the largest food market on the African continent. Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the Nigerian processing industry.

Accordingly, the demand for food and beverage ingredients is rising continuously. So it was only natural that more and more leading international ingredients companies took part in agrofood Nigeria.



## ➔ Top food ingredients exhibitors 2019

akras  
let there be taste

AUSTRIA  
JUICE

Destilla  
The Essence of Nature

DÖHLER  
NATURAL FOOD & BEVERAGE INGREDIENTS

DU PONT

FOODING



Ingredion

LANXESS  
Energizing Chemistry

Mühlchemie  
Understanding Flour

PRIMEMILK

REDA  
Food Processing Plants

symrise

➔ With food ingredients Nigeria, fairtrade is responding to the request of exhibitors for their own partial tradeshow under the umbrella of agrofood Nigeria.

Just like iran food ingredients which fairtrade established a few years ago in Tehran under the umbrella of iran agrofood.

➔ Expenditure in Nigerian food and beverage sector to grow significantly

# Why exhibit in food ingredients Nigeria?

## Voices of the exhibitors 2019

[see more testimonials](#) >>



**Patrick Ajala**  
Sub-Regional Account Manager - Symrise

Nigeria is an important market for Symrise and we feel the need to claim business opportunities in this ever growing market.

Also, it's in the responsibility of Symrise to continue to progress in how we engage traditional customers and attract to support start-ups.

The strong point about agrofood Nigeria is it supporting us as an excellent business platform for local and international suppliers to showcase their ideas, concepts and capabilities.



# Market update: Facts about Nigeria at a glance

## Economic data

- Nigeria is Africa's largest economy
- 5th largest oil exporting and 11th largest gas exporting country
- A regional power with major influence in the region
- Listed among the „Next Eleven“ economies
- Expected to become one of the world's Top 20 economies by 2050

## Population

- 194 million inhabitants (2018)
- The most populous country in Africa and the 7th most populous country in the world
- Expected population by 2050: 400 million

## Strengths

- Huge oil and gas reserves
- Abundance of natural resources (oil, gas, agricultural land)
- Attractive consumer market due to high population
- Revival of agriculture & food industry

## General opportunities

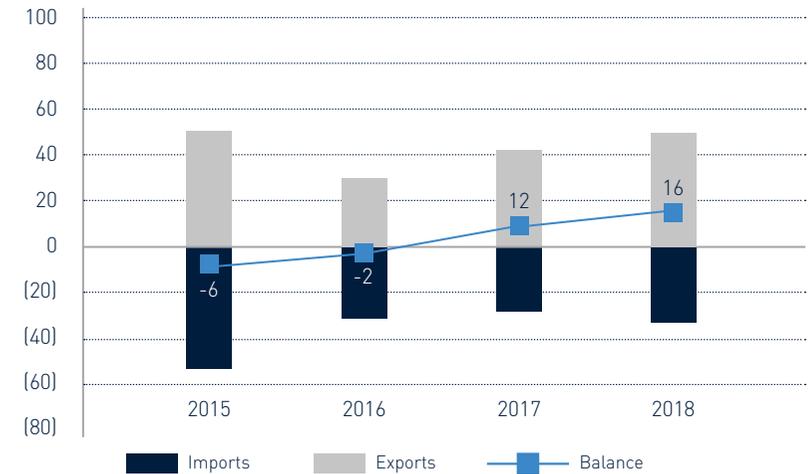
- Exhibitors profit from massive investments into the consumer industry, the construction of shopping centers and an increasing demand for machinery and equipment
- Engineering: an increasing demand by growing consumer market
- Chemistry: Diverse customer industries (construction, agriculture) with good economy

## Opportunities in the agrofood industry

- Recession caused revival of local food production and „Made-in-Nigeria“ trend; political will to expand local food production
- Massive investments in agricultural technology and processing and packaging equipment
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Experts foresee Nigeria to become the region's main food supplier
- Medium-term development extremely promising
- Biggest market for food products in Africa - still undersupplied

## Foreign trade

Billion US \$

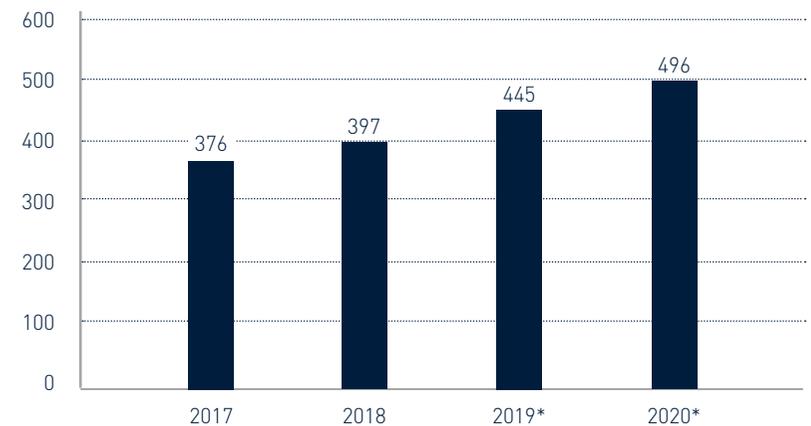


See „The market“



## GDP

Billion US \$



Source: GTAI

\* prognosis

# The venue



## Landmark Centre in Lagos - Victoria Island

- Opened in 2014
- Offers all of the latest in modern exhibition and conferencing facilities
- Strategically positioned on the grounds of Landmark Village, a spectacular beach front location extending over 9.4 acres in Victoria Island, the heart of the vibrant and lively Lagos business district and metropolis



## The Landmark Village

Develops over 300 meters of beachfront overlooking the Atlantic Ocean  
It accommodates:

- The Hard Rock Café
- The Shiro Japanese Restaurant
- The Leisure Centre
- Beachbar
- The Landmark Convention Centre - Hall 1 & Hall 2



## Official caterer Casper & Gambini's

- Daily exhibition catering including a variety of hot and cold dishes in the restaurant area Casper & Gambini's supports the atmosphere
- Customized catering for exhibitors at their stand, for seminars and other corporate events taking place in the frame of the show
- Seasonal and premium ingredients



# Check out the agrofood industry portal

## Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profiles



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- contact the exhibitors before and after the show
- present your ideas to potential business partners
- make an appointment for the event
- find good business contacts with the help of detailed profiles



- be contacted by other visitors & exhibitors
- benefit from B2B matchmaking
- your profile is active 24/7 all year round

[www.agrofood.fairtrade-messe.com](http://www.agrofood.fairtrade-messe.com)



Nigeria     
agrofood

# Grow your business – Upcoming Events

**10 - 12 December 2019, Accra**  
6<sup>th</sup> agrofood West Africa



Registration until 22 October 2019

**29 February - 02 March 2020, Baghdad**  
2<sup>nd</sup> iraq agrofood



Registration until 17 January 2020

**24 - 26 March 2020, Lagos**  
6<sup>th</sup> agrofood Nigeria



Registration until 04 February 2020

**03 - 05 June 2020, Addis Ababa**  
4<sup>th</sup> agrofood Ethiopia



Registration until 31 March 2020

**June 2020, Tehran**  
27<sup>th</sup> iran agrofood



Registration until 31 March 2020

**09 - 11 December 2020, Abidjan**  
7<sup>th</sup> agrofood West Africa



Registration until 15 October 2020



# We'll be your back-up team!

## fairtrade - valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe.

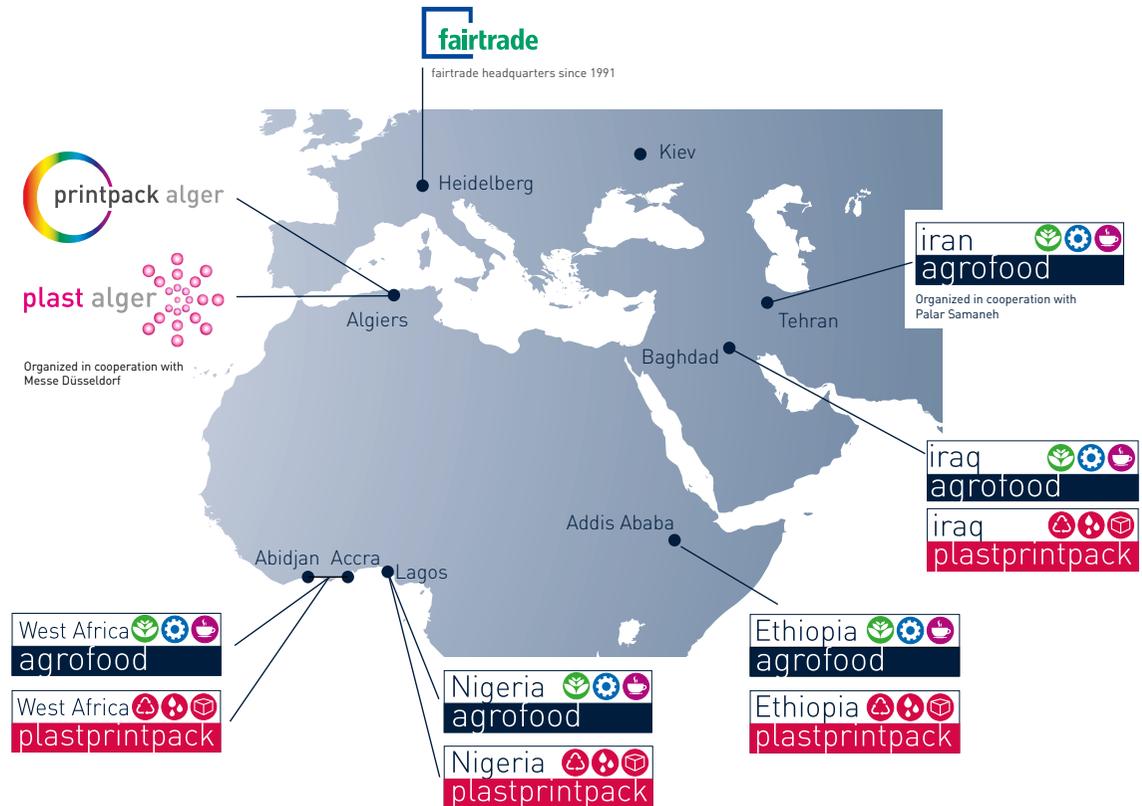
Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers.

Our management system is ISO 9001: 2015 certified.



### Organizer and international contact:

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