

NORTH AFRICA FOOD

NORTH AFRICA TRADE EXHIBITION FOR FOOD & BEVERAGES

23 - 25 JUNE 2026

EXPO LIBYA EXHIBITION GROUNDS, BENGHAZI

INCORPORATING

NORTH AFRICA FRESH

NORTH AFRICA TRADE EXHIBITION FOR FRESH PRODUCE



Why Libya



Robust Economic Growth

Libya's economy is experiencing a significant rebound, with an estimated GDP growth of 10.2% in 2023. This growth trajectory is projected to continue, with forecasts indicating a 13.7% increase in 2025 and 4.1% in 2026. Such robust growth underscores the country's potential for investment and economic expansion.



Access To 8 Markets

Egypt, Algeria, Tunisia, Chad, Mali, Niger, Mauritania, Mozambique.



Supportive Demographics

Population exceeding 7 million and a median age of 27.1 years



GDP Growth Potential

The IMF projects GDP growth of over 6% annually



Massive Trading Opportunities

Libya's imports of goods and services constituted approximately 41.3% of its GDP



Growing Foreign Direct Investment

Investments increasing from USD 1.5 billion in 2018 to USD 4.2 billion in 2025.

Libya... A Market on The Rise

US\$90 Billion North Africa's Food and Beverages Market Size

US\$ 1700 Per Capita Annual Food Consumption in North Africa

US\$ 5.8 Million Libya's Food and Beverages Market Size

4.5% Projected CAGR for Libya's Food and Beverages Market

75% Import Rate in Libya's Food Products and Beverages Market



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About the Event



The North Africa Food Expo - NAFE is set to take place in Libya from 23–25 June 2026, marking a major event for the food & beverage, fresh produce, and FMCG (Fast-Moving Consumer Goods) industries.

Hosted across four halls covering over 10,000 square meters, the exhibition is poised to become one of the region's most dynamic industry gatherings.



This premier trade show will feature more than 250 exhibitors, presenting the latest products, innovations, and technologies. It is expected to attract over 7,000 specialized professional visitors from Libya, Algeria, Niger, Chad, Egypt and Sudan, , including manufacturers, distributors, retailers, suppliers, and industry stakeholders, offering unmatched networking and business development opportunities.

With a strategic focus on food security, trade, and regional integration, the North Africa Food Exhibition - NAFE aims to serve as a catalyst for investment and collaboration in one of the world's most vital and fast-growing sectors.

With thousands of high-quality trade visitors expected to attend, including importers, retailers, distributors, hospitality providers, and government representatives, the Expo offers unmatched opportunities for lead generation and business development. Exhibitors will meet face-to-face with decision- makers who are actively sourcing products, exploring partnerships, and investing in supply chain expansion across the region.

Exhibit Profile



NORTH AFRICA FOOD

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- Dairy, meat, poultry, and seafood
- Bakery and confectionery
- Beverages & Energy Drinks
- Canned, Chilled & Frozen Food
- Sugar & Confectionery
- Dates
- Fresh Fruits & Vegetables
- Grains, Cereals & Flours
- Herbs & Spices
- Honey & Jam
- Nuts & Dried Food
- Oils, Olives & Olive Oil
- Pasta & Rice
- Ingredients
- Catering & Food Preparation
- Distributors
- Frozen & Chilled Foods
- Halal Food & Beverage

NORTH AFRICA FRESH

NORTH AFRICA TRADE EXHIBITION FOR FRESH PRODUCE

- Fresh Fruits
- Fresh Vegetables
- Pulses & Grains
- Herbs & Spices
- Fresh-cut, Convenience & Catering
- Organic Products
- Technical Services
- Transport & Logistics
- Agricultural Packaging Materials



Visitors Profile



- Bakers
- Buying Agents
- Catering Service
- Café Owners and Managers
- Chefs
- Clubs, Restaurants & Resorts
- Confectioners
- Cruise And Travel
- Distributors
- Food & Beverage Managers
- FMCG's
- Franchisers & Franchisees
- Government & Trade Associations
- Gyms / Healthy Clubs / Spa
- Hospitals
- Hotels / Resorts
- Supermarket / Hypermarkets / Grocery

- Hotel Owners & Managers
- Importers / Exporters
- Industrial & Travel Catering
- Industrial, Craft & In-Store Bakers
- International Chain Stores / Departmental Stores
- Manufacturers
- Media
- Service Companies
- Online Shops
- Pâtisseries
- Palaces / Villas Managers & Owners
- Police / Army Catering Officials
- Quick Service Restaurants
- Restaurants / Caterings
- Restaurant Owners & Managers
- Retailers
- Wholesalers / Distributors



Conference/workshops



Hosted Buyers Program



B2B matchmaking



Networking area

The Venue

Expo Libya Exhibition Grounds Is a Dedicated Space for Hosting Exhibitions, Conferences, & Both International & Local Events in The City of Benghazi. It was Inaugurated in September 2024 as a Comprehensive Commercial Hub Aimed at Boosting the National Economy & Fostering Trade Relations Between Local & International Companies. The Venue Features Modern Facilities, a Strategic Location, & a Vast Area That Facilitates the Organization of International Exhibitions & Conferences. With a Total Gross Space of Around 15,000 Sqm, The Venue has Many Facilities Like a Large Car Park Serving Both Participants & Attendees. Additionally, it Provides an Ideal Environment for Hosting Various Events That Contribute to Driving Economic & Commercial Development Forward.





Media Campaigns With over Three decades of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for **NAFE** through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.



Online Presence

NAFE will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with **NAFE** as the unpatrolled event.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **NAFE** and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on **NAFE** keeping audiences up-to-date and fully aware on why **NAFE** is the preferred meeting point for the sector.



Social Media From daily show updates to sponsored posts, **NAFE** news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at **NAFE** this year.



Outdoor Promotion The organizers will also ensure that the **NAFE** brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations to ensure that visitors get every incentive to attend the event.



Targeted Trade Invitations

20,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for **NAFE** and have adequate time to plan their visit in advance and arrange appointments for important discussions.



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