

**Voluntary Report** – Voluntary - Public Distribution

**Date:** February 03, 2025

**Report Number:** EG2025-0005

**Report Name:** Guide to Egyptian Food and Beverage Trade Shows

**Country:** Egypt

**Post:** Cairo

**Report Category:** Market Promotion/Competition, Promotion Opportunities, Trade Show Evaluation

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**Report Highlights:**

This report provides a synopsis of Egyptian trade shows attended by FAS/Cairo, USDA Cooperators, and State, Regional Trade Groups in 2024. It includes FAS/Cairo recommendations as to which in-country trade shows present the best opportunity for showcasing U.S. food and beverage exports in Egypt. Notably, FAS/Cairo recommends Food Africa (December 2025) as the leading trade exhibition event for U.S. companies and USDA Cooperators seeking to promote their products in the Egyptian market.

USDA Cooperators may find that the below in-country shows do not yet match the level of other international trade shows in terms of ease of exhibiting, organization, as well as quantity and quality of buyers. However, these in-country shows will continue to grow and are becoming more popular within the region. For assistance and additional information about exporting to Egypt and participation at the trade shows mentioned in this report, please contact our office at [AgCairo@usda.gov](mailto:AgCairo@usda.gov). FAS/Cairo recommends Food Africa (December 2025) as the leading trade exhibition event for U.S. companies and USDA Cooperators seeking to promote their products in the Egyptian market.

## **Egypt Market Snapshot:**

Egypt, the second largest economy in Africa, is hampered by long-standing fiscal and external imbalances, worsened by multiple global shocks. Its macroeconomic outlook is expected to improve, contingent on the country implementing structural reforms (including increased privatization). The country's strategic geographical location, young and growing population, as well as its focus on infrastructure development and travel and tourism are driving a positive economic outlook. Despite economic hardships and regional conflicts, Egypt reportedly hosted 14.9 million tourists in 2023. Many believe that future growth will fall on the back of the travel and tourism industry, especially hotels, restaurants, and food processing.<sup>1</sup>

The food sector in Egypt is poised for significant change in the coming years, driven by consumer preferences moving toward healthier and more diverse food options. Many Egyptian brands are emerging, following the regional conflicts which have triggered boycott movements of U.S. foods. Due to the limited availability of food ingredients, raw materials, and processing materials, these local brands are actively seeking to import essential ingredients to support their manufacturing processes. The rise of online food delivery services and the increasing interest in international cuisines are also reshaping the market landscape. The online food delivery market in Egypt is projected to reach USD \$3.4 billion revenue in 2024. As the economy regains its footing and the purchasing power of consumers increases, there are opportunities for food companies to innovate and cater to evolving tastes and preferences (see, e.g., [Retail Foods Annual Cairo Egypt EG2024-0024](#) and [Food Service - Hotel Restaurant Institutional Annual Cairo Egypt EG2024-0031](#)).

Egypt imported roughly \$4.0 billion of consumer-oriented products in 2023. The United States was the fourth largest exporter to Egypt (by value) with approximately \$284 million of consumer-oriented exports. However, U.S.-origin food exports to Egypt face competition from European, Middle Eastern, and increasingly African-origin exports. Free trade agreements, shipping proximity, and lower production costs for some regional competitors provide exporters in these countries an advantage over U.S. suppliers. Primary consumer-oriented products imported were beef products (including liver), condensed milk and cream, fats and oils derived from milk, tea, fresh fruits, soup and food preparations, chocolate and other cocoa products, spices, poultry meat and products, fresh vegetables and tree nuts. The main suppliers of foreign consumer-oriented products were the European Union, India, Brazil, Thailand, New Zealand, and the United States (see, e.g., [Exporter Guide Annual Cairo Egypt EG2024-0022](#) and [Food Service - Hotel Restaurant Institutional Annual Cairo Egypt EG2024-0031](#)).

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<sup>1</sup> [Egypt tourism revenues to grow by around 8% in Q4 2024: Egyptian Tourism Authority CEO - Economy - Business - Ahrām Online](#)

## In-Country Trade Shows:

In 2024, FAS/Cairo attended several in-country trade shows to assess the opportunities for showcasing U.S. food and agricultural exports in the Egyptian market. Below is a synopsis of the most widely attended and well-known Egyptian trade shows, all of which were held at the [Egyptian International Exhibition Center](#) in Cairo, Egypt.

- **[Fi Africa](#) – June 2-4, 2025**



**Overview:** Fi Africa is a food and beverage exhibition, offering a comprehensive platform for sourcing ingredients, packaging, processing, and logistics solutions. Complementing this, ProPak MENA serves as a sourcing event for Africa's food and beverage supply chain, allowing attendees to benefit from the unique combination of two distinct shows in one. It brings together thousands of professionals to connect, learn, and meet global packaging and processing needs.

China and Turkey both had large presence at last year's show. This year's event is expected to showcase over 200 exhibiting companies and attract 6,000 industry participants, including delegates from more than 40 countries. This event will provide participants with opportunities to network with a diverse range of visitors from the food, ingredients, and packaging sectors.

**Recommendation:** This show presents an excellent opportunity to connect suppliers of food ingredients and raw materials with Egyptian importers and manufacturers. Fi Africa 2024 was a very well-organized event, with good planning and execution.

- **[HACE-HOTEL EXPO](#) – October 7-9, 2025**

**Overview:** The HACE-Hotel Expo (HACE) is Egypt's largest international trade fair focused on hotel supplies and furnishings, catering supplies, bakery, pastry, and ice cream equipment, supermarket equipment, cleaning equipment, and all essential items for small and large businesses within the hospitality sector.

HACE primarily focuses on hotel and restaurant supplies rather than the retail industry. The event features numerous restaurant exhibitors and live cooking demonstrations, with a particular emphasis on beef products, confectioneries, and bakeries. At last year's show, several countries, including the Netherlands and South Korea, had large presence. FAS/Cairo spoke to traders, HRI buyers, and chefs about the benefits of U.S. beef, and the US Meat Export Federation (USMEF) provided insights into product availability for the Egyptian hospitality sector. USMEF also organized a "Perfect Steak Competition" for Egyptian chefs.



The event features the latest trends and innovations in the food and drink sectors, foodservice and hospitality equipment, and the restaurant and cafe industry. In 2022, reportedly 70 percent of HACE visitors discovered new products. The show emphasizes that attendees can connect with new and existing suppliers and gain firsthand information about the newest products and services available in the Egyptian market.

Product groups showcased at HACE include: kitchen appliances, catering equipment, ovens, stainless steel products, baking devices, bakery goods, confectionery machinery, ice cream counters, ice cream mixers, supermarket setups, coffee machines, food packaging machinery, crockery, juice machines, mixers, tea, cleaning

agents, carpet cleaning, cleaning carts, vacuum cleaners, floor cleaning machines, foods, beverages, and comprehensive projects for hotel and restaurant furnishing.<sup>2</sup>

**Recommendation:** HACE’s focus is primarily on the exchange of the latest technologies, services, and trends in the hotel and hospitality sectors. HACE serves as a platform for industry professionals to network, close business deals, and stay updated on the latest market developments. It targets hoteliers, restaurateurs, investors, designers, architects, and anyone active in the hotel and hospitality sectors. HACE has both a national and international scope, with special emphasis on the MENA region.

- **[Agrena Show – October 23-25, 2025](#)**

**Overview:** The Middle Eastern Poultry, Livestock, and Fish Show, AGRENA, considers itself to be the largest and most prestigious event in the region for the growing poultry, livestock, and fish industries. Last year’s show saw participation from more than 600 Egyptian and international companies and 20,000 visitors seeking the latest animal production technologies, services, and products. Top Egyptian companies in the field of poultry, livestock, and fish production (e.g., ALMAGD Group and DAKAHLIA Poultry) were exhibiting.



**Recommendation:** The show is specialized for the dairy, aquaculture, and poultry sectors, focused on breeds and varieties, feed and feed additives, shelters, feeding methods, heating and ventilation, etc. It specifically targets those providing farm management technologies, innovative feed technologies, new veterinary medicines, vaccines, and integrated disease management products.

- **[Food Africa Cairo – December 9-11, 2025](#)**

**Overview:** Spanning an extensive four-day event, Food Africa Cairo encompasses all sectors of the food industry. This exhibition showcases food manufacturers from around the globe and considers itself to be a premier meeting place for the food and drinks industry and a dynamic source of products for the African market.



During the four-day event, exhibitors can engage directly with thousands of wholesalers, distributors, retailers, and other industry professionals. The show seeks to facilitate the development of partnerships, and markets itself as “enabling [your] products to be stocked in shops and supermarkets throughout Egypt and the broader African market.”

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<sup>2</sup> [HACE-Hotel Expo Cairo 2025](#)

**Last Year's Exhibition:** Last year's event featured more than 1,000 companies from 39 countries, showcasing sectors such as food industries, agricultural products, packaging, and food processing machinery.

In 2024, Food Africa featured five halls, with four dedicated to food and one to machinery and packaging. The event attracted over 30,000 visitors and was primarily driven by the private sector. It included a hosted buyers' program and pre-arranged B2B matchmaking meetings. Notably, according to the show organizers, 50 percent of the hosted buyers' delegations were from Africa.

**Recommendation:** Food Africa continues to grow and expand each year. The show serves not only as a gateway to the Egyptian market but also to Africa and other African countries. Over the past nine years, Food Africa has established itself as a global brand designed to create an effective network between international traders and vendors and their counterparts from Egypt, the MENA region, and Africa. U.S. companies and USDA cooperators have started exhibiting at the show, and we hope to see more U.S. companies exhibiting in the coming years. Additionally, the U.S. Meat Export Federation (USMEF) participated in the show and conducted live cooking demonstrations, which received positive feedback from the participants



## Market Fact Sheet

**Executive Summary:** Egypt, the second largest economy in Africa, is hampered by long-standing fiscal and external imbalances, worsened by multiple global shocks. Its macroeconomic outlook is expected to improve, contingent on the country implementing structural reforms (including increased privatization). Despite economic hardships and regional conflicts, Egypt reportedly hosted 14.9 million tourists in 2023. Egyptian imports of food and agriculture fell 8.6 percent in the first nine months of 2023, year-over-year.

### Consumer-Oriented Agricultural Imports

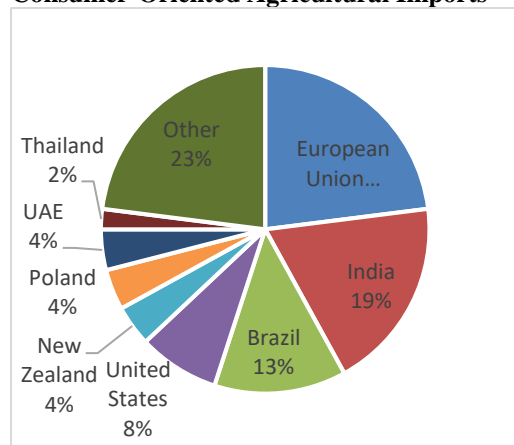


Chart 1: Top Exporting Countries to Egypt

**Food Retail Industry:** Egypt's food retail industry is competitive with both local and international players. Boycotts impacting some U.S. brands started in October 2023 and may persist, bolstering local and regional brands. According to Euromonitor®, Egypt's packaged food retail sales reached \$12.7 billion in 2023, representing a growth rate of 87.7% since 2019.

**Food Processing Industry:** Egypt imported \$7.3 billion of food ingredients and additives in 2021. The United States was Egypt's fifth largest supplier. Euromonitor® reports that Egypt is the largest U.S. export market for processed foods in North Africa. U.S. processed product exports to Egypt reached a record \$161.2 million in 2021; however, exports fell to \$71.4 million in 2022.

**Food Service Industry:** Egypt's quick-service restaurant industry is expanding, with 18,300 institutions in 2022. Egypt's cloud kitchen sector will demonstrate the highest growth rate among all segments in the market, projected to achieve 5.1 percent annual growth. After the pandemic, cloud

kitchens saw significant growth due to the surge in demand for online food delivery.

### Quick Facts CY 2024

**Consumer-Oriented Product Imports** (\$3.9 billion)

#### List of Top 10 Growth Products in Egypt

- 1) Beef and Beef Products
- 2) Dairy Products
- 3) Tea
- 4) Fresh Fruit
- 5) Soup/Food Preparations
- 6) Chocolate
- 7) Spices
- 8) Poultry Meat
- 9) Fresh Vegetables
- 10) Tree Nuts

#### Food Industry by Channels (U.S. billion)

|                                |            |
|--------------------------------|------------|
| Small Local Grocers            | \$13,850.3 |
| Food/Drink/Tobacco Specialists | \$3,169    |
| Supermarkets                   | \$1,851    |
| Hypermarkets                   | \$1,508    |
| Discounters                    | \$1,475    |
| Convenience Retailers          | \$991      |
| Foods E-Commerce               | \$157      |

#### Egypt's Top Consumer Foodservice Chains

KFC, McDonald's, Pizza Hut, Domino's Starbucks, Papa John's, Hardees, and Dunkin

#### Some of Egypt's Top Hotel Chains

Marriott, Accor, Steigenberger, Hilton, Radisson, Melia, IHG Hotels & Resorts

#### GDP/Population

Population: 117 million  
 Real GDP: \$1.912 trillion dollars (2023 est.)  
 GDP per capita (USD): \$17,000 (2023 est.)  
 Inflation rate: 33.88% (2023 est.)

| Strengths  | Weaknesses   |
|--|--|
| -Large consumer market<br>-Demand for high-quality consumer products | -High tariffs<br>-Complex import regulations   |
| Opportunities  | Threats  |
| -Growing tourism sector<br>-Consumer interest in processed products  | -Competitors with free trade agreements<br>-Competitors with closer proximity to Egypt |

Sources: IMF, CIA, EIU, TDM, Mordor Intelligence, FAS Cairo contacts>

**Attachments:**

No Attachments.