

Press release - FINAL

## **The Africa Food Show: Shaping the Future of Food & Beverage with Africa's Local and Global Brands at the Forefront**

Welcoming more than 350 exhibitors and 6000 visitors from over 25 countries, the inaugural Africa Food Show is poised to become Africa's premier event for the Food and Beverage (F&B) industry. The B2B event, which will be held at the Cape Town International Convention Centre (CTICC) from 10-12 June 2025, is considered to be the continent's most influential when it comes to F&B sourcing and innovation. With a large number of people coming from abroad, and showcasing 15 international pavilions, the Africa Food Show is a not-to-be-missed opportunity for African businesses looking to tap into global markets.

According to the African Development Bank, the African F&B market is expected to reach US\$1 trillion by 2030, on the back of rapid economic and urban growth on the continent. In support of this development and the needs that arise from it, dmg events in partnership with the Dubai World Trade Centre, are launching the Africa Food Show as part of the highly regarded Gulfood series. The Africa Food Show will build on the success of Gulfood - the world's largest F&B exhibition in Dubai, as well as the acclaimed Saudi Food Show.

"The Africa Food Show will highlight the untapped potential of the continent and help businesses discover the myriad opportunities that exist in the local and international F&B sector," says Joshua Low, Vice President of dmg events South Africa. "By highlighting trends and challenges, the event will help provide a roadmap to elevate Africa's offerings to the global stage."

Over 350 exhibitors will showcase their products at the African Food Show, including a diverse range of international pavilions. Among these will be Netherlands, Poland, Brazil, Canada, India and Singapore, to name but a few.

Major South African brands will also be on the lineup, including Catercorp,, Barry Callebaut, Fair Cape, Unilever, Karan Beef, Beef Master, Excellent Meat Market, Atlantis Foods, Econofoods, Rhodes Food Group, Ina Paarman's Kitchen, Petit Forestier and Fairview. "The show is an opportunity to give amazing local products and techniques the spotlight they deserve," adds Low. "Africa is aligning itself with the future of food and forward-thinking businesses are looking for ways to leverage emerging trends for sustained success."

**Africa Food Summit: Stirring the pot on healthy and climate-smart food solutions**

The Africa Food Show will run concurrently with the Africa Food Summit, a three-day conference exploring the future of African F&B, with a focus on “transforming healthy foods for climate and health”. Attendees can look forward to talks by highly decorated speakers like Maxwell Gomera, Director, Biodiversity and Ecosystems Services Branch at the United Nations; Stacy Saggars, Commercial Growth Director South Africa at Kantar; Lorraine Makura, Head of Research and Development at McCain South Africa; and Miles Kubeka, Founder of Wakanda Food Accelerator, among many others.

The results of the highly anticipated “Industry Index” will also be revealed at the Africa Food Summit - this is a survey run by the Africa Food Show in partnership with Circana, with the aim of collecting feedback from the broad F&B sector on a range of topics and trends.

Additional special features at the Africa Food Show include the perennially popular South Africa Bakers Challenge, run in partnership with the South African Bakers Association and the Game of Chefs, Global Pizza Challenge and National Burger Challenge, hosted in partnership with the SA Chefs Association and Econofoods. Winners will be rewarded with cash prizes.

The Africa Food Show will be co-located with the 8th annual Hotel and Hospitality Expo Africa, the continent’s largest event for the hotel, restaurant, bar and café sectors, which takes place at the CTICC from 11-12 June. This event will welcome over 150 local exhibitors and present a range of interactive features.

**Dishing out the details:**

For more information visit: [www.theafricafoodshow.com](http://www.theafricafoodshow.com) or contact [tarynvanzanten@dmgevents.com](mailto:tarynvanzanten@dmgevents.com)

Follow Africa Food Show on X, @Africa\_FoodShow, Facebook @TheAfricaFoodShow and LinkedIn @TheAfricaFoodShow. The hashtag for the show is #AfricaFoodShow

**Ends.**

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**About Gulfood:**

**THE WORLD’S LARGEST F&B SOURCING EVENT**

For over three decades, Gulfood has been a global powerhouse, showcasing top international food brands in the Middle East. As the largest annual food and beverage sourcing event in the world, Gulfood has facilitated key connections, groundbreaking trade deals, and united the global food and beverage community.

To learn more about Gulfood, visit [www.gulfood.com](http://www.gulfood.com)

### **About dmg events**

dmg events is a leading organizer of face-to-face events and publisher of information services. Our aim is to create dynamic marketplaces to connect businesses with the right communities to accelerate their growth in today's rapidly evolving landscape. With a presence in over 20 countries and organizing more than 90 events each year, dmg events is a global leader in the industry. Attracting over 425,000 attendees and delegates annually, we organise events in the construction, hospitality, interiors & design, energy, coatings, entertainment, food & beverage and transportation sectors. To better serve our customers, dmg events has offices in 10 countries, including Saudi Arabia, the UAE, Egypt, South Africa, the UK, Canada, Singapore and India. By being on the ground, we can better understand market needs and nurture relationships to create unforgettable experiences for our attendees. Our flagship events include the Big 5 Global, ADIPEC, Gastech, EGYPEX, The Hotel Show, INDEX and The Saudi Food Show. For more information visit [www.dmgevents.com](http://www.dmgevents.com). Founded in 1989, dmg events is a wholly owned subsidiary of the Daily Mail and General Trust plc (DMGT, [www.dmgmt.co.uk](http://www.dmgmt.co.uk)).

### **About KAOUN International**

KAOUN International is the independent events company and wholly owned subsidiary of Dubai World Trade Centre (DWTC) established to organise and manage events internationally. Derived from the Arabic word 'universe', KAOUN International's mission is to 'Create Limitless Connections' for the industries and markets in which it operates. Created to leverage the 40-year legacy of DWTC's events management business and drive future MICE sector opportunity in the MENASA region. KAOUN International delivers game-changing live experiences that build robust business connections, create opportunity, and stimulate economic growth, building on DWTC's extensive portfolio of business and consumer events spanning multiple sectors, including technology, food and hospitality, sustainability, broadcast and satellite, automotive, talent development and leisure marine.