



Global Food and Beverage Congress Africa 2016

November 3-4, 2016 | Cape Town, South Africa



Egypt

One of the fastest growing in Africa food sector (12% growth rate annually)

Nigeria

Africa's largest alcohol consumer (annual growth rate of 5.6%) FDI with 6 investment projects

Kenya

The fastest growing economy in East Africa (6.2% growth rate annually)

South Africa

FDI 48 investment projects
The largest source market for Africa F&B (annual growth rate of 10%)

The Only 1
F&B Event
in Africa

20+
Exhibitors

25+
Speeches

30+
Medias

50+
Food and Beverage Processors

250+
Attendees

6 Sessions

- Africa Food and Beverage Market's Economics and Policies Overview: Challenges and Opportunities
- Africa Food and Beverage Sector Integration and Cooperation
- New Products Development Trend and Technology Innovations
- Food & Beverage Packaging and Manufacturing Technology Trends
- Development Trend of Food and Beverage Retail Marketing and Strategy
- Roadmap to the Safety and Security Supply Chain Management

World Leading Food & Beverage Event Organizer





Global Food and Beverage Congress Africa 2016

Nov 3-4, Cape Town, South Africa

Dear Colleagues,

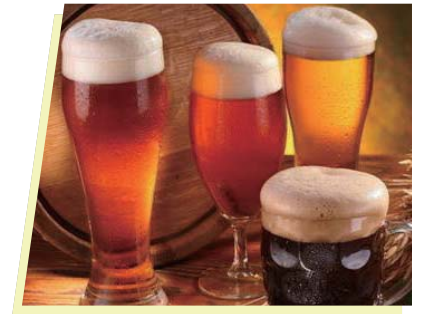
It is my pleasure to welcome you to attend the Global Food and Beverage Congress Africa, which will be held on November 3-4, 2016, Cape Town, South Africa.

Africa's urban food and beverage markets are set to increase fourfold to exceed USD400bn by 2030. Food and beverage remains the largest sector in the Africa industry. Between 2014 and 2018, countries such as Egypt, Nigeria, South Africa and Kenya are set to witness very sharp increase in food and beverage consumption.

However, Africa's food and beverage market are facing the challenges from the rising food price, poor processing technology, logistics, market infrastructure, and incomplete retail networks, etc. Global Food and Beverage Congress Africa aims to be the exclusive event for 250+ industry chain stakeholders to offer the solutions to the challenges via grasping consumer perspectives, R&D trends, processing technologies, market prospects and development opportunities, together with global good practice sharing to accelerate industry restructuring, upgrading and integration.

I look forward to your participation in Global Food and Beverage Congress Africa 2016.

Best Regards,
Organizing Committee of Global Food and Beverage Congress Africa



Part of our VIPs :

	AM	PM
Day One	Session 1: Africa Food and Beverage Market's Economics and Policies Overview: Challenges and Opportunities	Session 2: Products Development Trend and Technology Innovations Session 3: Food & Beverage Packaging and Manufacturing Technologies and Trends
Day Two	Session 4: Development Trend of Food and Beverage Retail in Africa	Session 5: Roadmap to the Safety and Security Supply Chain Management Session 6: Africa Food and Beverage Sector Integration and Cooperation

- Gov. & Association & NGO**
 - Department of Health, South Africa
 - South Africa Association of Food Science and Technology
 - Ministry of Health, Kenya
 - FMOH, Nigeria
 - Manufacturers' Association of Nigeria
 - Ministry of Trade and Industry, Egypt
 - FAO
 - Department of Agriculture, Forestry and Fisheries
- Global F&B Processor and Retailer**
 - Nestle
 - Unilever
 - Tiger Brands
 - Coca-cola
 - Kraft (Mondelēz)
 - Pepsico
 - Danone
 - Seven-up
 - Heineken
 - Diageo
 - Spar
 - Walmart (Massmart)
 - Woolworths
- Local F&B Processor and Retailer**
 - Tongaat Hulett
 - Shoprite
 - Dangote
 - Flour Mills of Nigeria
 - Pick n Pay
 - Nutro Manufacturing
 - Distell Group
 - First National Choice
 - Astral Foods
 - Nakumatt

Who should attend?

By Positions:

- President / CEO / Managing Director
- R&D / Laboratory / Technical Director / Manager
- Production and Quality Director / Manager
- Regulatory Affairs Director / Manager
- Logistic and Packaging Director / Manager
- Marketing and Sales Director / Manager
- Purchasing Director / Manager
- Supply Chain Director / Manager
- Product / Brand Manager
- BD and Commercial Director / Manager
- Import and Export Manager
- Food & Beverage Industry-related Inspection and Consultants
- Food & Beverage Science Academics & Industry Researchers
- Nutritionists & Dieticians

By Industry:

- Food & Beverage Manufacturers
- Food & Beverage Processing Equipment Vendors
- Food & Beverage Packing Companies
- Food & Beverage Quality Control Suppliers
- Chain Retail Stores
- Nutrition and Health Care Organizations
- Academic Institutes & Industry Research Organizations
- Food & Beverage Trade Agencies & Import & Export Companies
- Food & Beverage and Health Food & Beverage Inspection Agencies
- Business Consultancy and Marketing Service

Register Online

<http://www.szwgroup.com/global-food-and-beverage-congress-africa-2016/>

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DAY
ONE

Thursday, November 3rd, 2016

0800 Registration & Morning Tea

0850 Opening and Chairman's Welcoming Address

Session 1 Africa Food and Beverage Market's Economics and Policies Overview: Challenges and Opportunities

0900 Insight of Food and Beverage Industry in Africa

- Outlook of Global Food and Beverage Industry Trends
- Analysis of Food and Beverage Industry Development Trends
- Overview of the Environment for the Food and Beverage
- Retail Consumer's Consumption Levels in Africa
- Cost of Production
- The Future Emerging Markets
- The Barriers for Multinational Companies to Enter the Africa Market

FAO

0930 Panel Discussion:

Solutions for Sustainability Development of Food and Beverage Industry in Africa

- The Role of the Food & Beverage Sector in Expanding Economic Opportunity
- Trade Policy Balance between Domestic and Export Market in Africa
- How to Optimize the "Rules of the Game": Global Trade Policy and Regulation Governance Sharing
- Programs for Food and Beverage Infrastructure Investment Global Food and Beverage Agenda for Action and Food and Beverage Sustainability Framework
- Education, Training & Skills Development Programs for Food and Beverage Industry
- Africa Food and Beverage Sustainability Model and Efforts

**The Department of Agriculture, Forestry and Fisheries, South Africa
National Agency for Food and Drug Administration and Control (NAFDAC), Nigeria**

Ministry of Trade, Industry and Cooperatives, Kenya

Ministry of Trade and Industry, Egypt

Moderator: KPMG

Session 2 Africa Food and Beverage Sector Integration and Cooperation

1045 Strategies for Sustainability Food and Beverage Value Chain Development in Africa

- Current Situation and Future Trends of Food and Beverage Value Chain Development in Africa
- Challenges and Opportunities for Stakeholders to Involve
- Africa Food and Beverage Value Chain with Global Cooperation
- How to Improve Professional Organization and PPP along the Value Chain

Tiger Brands

1115 Tea Break

1145 Food and Beverage Sector Integration Strategies and M&A

- How to Spur Food and Beverage Development with Integration Strategy
- Recent Industry Integration Trends and Actions
- Successful M&A Case Study

Heineken

1215 Global-Regional Dialogue:

Business Strategies for Expanding Economic Opportunity in Africa

- How to Design and Implement Inclusive Business Models to Grow the Business
- Infrastructure Construction and Investment Plans and Possible Cooperation Areas
- How to Address Challenges of Insufficient Food and Beverage Supply
- How to Build Human and Physical Capital
- Updated FDI Project in Africa
- How to Improve the Enabling Environment Including Institutions and Policies

Danone/Nestle/Unilever/Starbucks/Coca-cola/AB InBev/ Mars/ Manufacturers' Association of Nigeria (MAN)

1245 Lunch

Session 3 New Products Development Trend and Technology Innovations

1400 Overview of Food & Beverage Product Trend in Africa

- Global Food and Beverage Trends Influencing Future Product Development in Africa
- Riding the Next Wave in The Nutrition Marketplace
- Challenges and Opportunities in the Food Export and Import Industry

Euromonitor

1430 Brewing Strategies and Technological Procedure of Brewing Beer

- Beer Industry Developments in Africa Market
- Consumer Science of Beer – A Holistic Approach to Analyze Beer Flavor
- New Product Development and Consumer Science Application
- Application of Vacuum Drying Technologies for Instant Beverages

AB Inbev

1500 Dairy Market and Technology Trend in Africa

- Import and Consumption Trends of Dairy Product in Africa
- State-of-the-Art Processing Technologies for Dairy Products
- Consumer Demands for Value-Added Dairy Products
- Product Positioning and Long-Term Development Planning Strategies for African Market
- Functional Dairy Products and Their Marketing and Positioning Direction

Arla Foods

1530 Tea Break

1600 Beverage Specials

- Overview of Supply and Demand for Beverage in Africa
- Demand-driven Breakthrough Innovation for Beverage Emerging Beverage Product in Africa : Spirits, Beer, Soft Drink, Fruit Juice, Bottle Water
- Africa Flavor and Health Trend
- The Future of Consumer Taste and Preferences
- Standards & Regulation: Beverage in Sealed Containers

Pepsico

1630 Trend-Watching Panel: What's hot, what's not, what's next?

- What are the Fastest-growing Beverage and Food categories and what consumer trends are successful Firms Tapping into?
- Consumer-Centric Innovations
- The Future of Consumer Taste and Preferences
- How to Face The Challenges from the Threat of Substitutes
- Sugar Reconsidered
- Cost-efficient and Healthy Production
- New Product Development Innovations

Wrigley/Mars /McDonald's/

Starbucks/Coca-cola/Danone/Unilever/Cargill

1700 Ingredient Innovation as the Future of the F&B Industry in Africa

- Nutrition Demands and Trends
- Trends and Innovations for Functional Ingredients
- Formulation and New Product Development Strategies
- State-of-the-art Nutrition Science and Ingredients Technology

Sponsor

1730 End of Day One

Register Online

This agenda is subjected to later changes, and speakers are under prior consideration

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DAY
TWO

Friday, November 4th, 2016

0800 Registration & Morning Tea

0850 Opening and Chairman's Welcoming Address

Session 4 Food & Beverage Packaging and Manufacturing Technology Trends

0900 **Innovative Processing Technologies that Transform Production to Meet Consumer Demand**

- Efficient and Cost-effective Processing Technologies of Food and Beverage Products to Maintain Good Characteristics and Nutritious
- Designed New Standard for Sustainability to Generate Zero Emissions

Spx Corporation

0930 **New Aseptic Packaging to Improve Food and Beverage Products' Quality, Security and Branding**

- Food and beverage packaging industry – Status and forecast
- Innovative Packaging Solutions with Renewable Materials
- How Food and Beverage Packaging Technologies could Help Ensure Quality and Security of Food and Beverage Products
- Latest Innovation in PET Packaging
- Packaging Refreshing to Deliver Nutrition and Health to Consumers
- Customized Innovation

Sponsor

1000 **Panel Discussion:**

How to Improve Productivity and Competitiveness of Food and Beverage Packaging and Manufacturing Sector

- Manufacturers' Steps Towards the Simplicity Trend
- The Simplicity Trend in Food and Drink Packaging
- Consumer & Mac-Economic Trends Influencing the Packaging Industry
- How Changing Consumer Behavior Inspires Packaging Design
- Flawless Execution
- Training and Skills Development

GEA/Tetra Pak/Nestle/Unilever/Spx Corporation/Seven-up/Dangote Group/Coca-cola

1030 **Tea Break**

Session 5 Development Trend of Food and Beverage Retail Marketing and Strategy

1100 **The Future Food & Beverage Retail in Africa**

- Analysis of Key Influence Factors for Africa Food & Beverage Retail Development
- Global Food Retail Distribution Channels Innovation
- Food & Beverage Retail Policies, Challenges & Opportunities
- Bargaining Power of Buyers and Suppliers in Africa Market

Euromonitor

1130 **Updated Marketing Mode to Satisfy New Consumer Demands**

- Consumers' Demands and Concerns
- How to Influence Their Choice
- Customer Education Program to Promote Special Food & Beverage Consumption
- Consumption Innovations of Marketing Channels
- From Traditional Marketing Mode to The New Cross-Border Marketing of Paradigm Shift

Nestle

1200 **Insights of Africa's Consumer and Future Trends**

- Africa Consumption Trends for Food and Beverage
- Consumers' Demands and Behavior Trend
- Product Preference and Nutrition and Safety Concerns
- Challenges and Opportunities to the Africa's BoP Consumers

Unilever

1230 **Lunch**

1400 **How to Maximize Food & Beverage Brands Loyalty and Cognition in the Africa Emerging Market**

- The Effective Food and Beverage Branding Strategies
- Food and Beverage Brand Positioning Strategies and New Products Launch Tips
- Case Studies with Brand-building Strategy in Food & Beverage Sector

Coca-cola

1430 **Embracing Digitalization, Mobile and Internet of Things**

- Insight of Competitive Landscapes
- How to Increase Consumer Engagement, Particular with Digital Age Consumers
- Technology Innovations
- Transformation from Tradition Mode to the Modern Mode

Pick n Pay

1500 **Omni-Channel Innovation for the Food and Beverage Industry in Africa**

- How to Develop Emerging Market in Africa
- Innovation of Vertical Integrated Strategy of Modern Channels

Shoprite Holdings Ltd

1530 **Tea Break**

Session 6 Roadmap to the Safety and Security Supply Chain Management

1600 **Strategic Approach to Ensure a Safer Supply Chain**

- Achieve Food Safety Excellence in Your Supply Chain through Partnerships with Primary Supplier
- How to Create Successful Eco System Business Model to Foster Better Suppliers
- On-going Developments in Analytical Technology
- Advanced Food Testing Methods to Guarantee Quality of Finished Products
- Prospects of Traceability System in Food and Beverage Enterprises
- Safety Control and Risk Management System Innovations

Mondelez

1630 **Advanced Approach to Microbiological Outbreaks in Food and Beverage Production Plants**

- Solutions to Detect Fast and Precise Food Relevant Pathogens
- Implementation of an Ultra-rapid and Accurate Trace-back System in Food and Beverage Manufacturing Plants

Sponsor

1700 **Panel Discussion :**

How to Build a Culture of Food and Beverage Sustainability through the Entire Food Supply Chain

- Stakeholder Cooperation for Early Food Risk Detection
- How to Establish Effective Communication Channels for Early Risk Detection and Warning for Crisis Prevention
- How to Shape a Holistic Approach to Data and Information Exchange in Food and Beverage Safety Practices
- How to Minimize the Need for External Testing of the End Product through Correct HACCP
- How to Ensure Visibility Across the Supply Chain to Increase Consumer Trust
- How to Design Cost-Effective Local Distribution System
- The Challenges for the Sustainable Agriculture Development in Africa
- Investment Into Sustainable Sourcing
- Education, Training & Skills Development in Africa

ETQ/Bunge/Nestle/ National African Farmers Union/ DHL/ SAP/Danone

1730 **Achieving the Best Practice for Effective and Efficient Logistics and Storage Management**

- Process Optimization Methods to Improve Warehouse Management, Inventory Management and Distribution Solutions
- Cold Chain Logistics Technology to Ensure the Quality of Food & Beverage
- Construction of Cooling and Storage Facilities

Imperial Cold Logistics

1800 **End of Day One**

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Exhibition Floor Plan



Who Should Sponsor?

- ◆ Food and Beverage Producer
- ◆ Food and Beverage Processors / Producer
- ◆ Food and Beverage Distributor
- ◆ Food and Beverage Ingredients Supplier
- ◆ Food and Beverage Packaging Equipment and Material Provider
- ◆ Food and Beverage Processing Equipment and Control System Provider
- ◆ Exporters / Importers / Retailers / E-commerce
- ◆ Financial / Testing / Consulting / Cold Chain Transportation Service Provider
- ◆ ...

Recommended Sponsor Package	Tickets	Speech	Exhibition
Gold Sponsor	10	✓	9m ²
Silver Sponsor	8	✓	6m ²
Bronze Sponsor	6	✓	4m ²
Presentation Sponsor	4	✓	X
Welcome Reception Sponsor	4	X	4m ²
Luncheon Sponsor	6	X	4m ²
Cocktail Party Sponsor	4	X	4m ²
Golf Match Sponsor	4	X	X
Lanyard Sponsor	3	X	X
Delegate Bag Sponsor	3	X	X

Series Sponsors



Become a Sponsor. Make Your Connection

Do business with both the CEOs & GM from Insurers/ Reinsurers in one place!

ARE YOUR POTENTIAL CLIENTS AWARE OF THE EXPERTISE YOU OFFER?

- Educate the market about your products, services, key personnel and track record
- Enjoy a complete captive audience by holding a full 30 minute presentation
- Join a key panel debate or distribute literature directly towards your client

💡 **Solution1: Keynote address/Chairman opportunities/Moderator/Panelist ...**

DO YOU FIND IT HARD TO IDENTIFY AND GET IN FRONT OF THE DECISION MAKERS?

- Benefit from having all your potential clients in one place at one time
- Send your best sales people to ensure you have the man power to meet everyone
- Use CONTACT and SPEED NETWORKING to make 1-1 contact before, during and after the event

💡 **Solution3: Exhibition/Delegate bag/Insertion/Badge Lanyard...**

IS YOUR BRAND RECOGNISED BY YOUR TARGET MARKET?

- Use our extensive global marketing campaign to position your logo and profile in front of your target market from all over the world - even those that don't attend the event!

💡 **Solution2: Exhibition/coffee break sponsor/luncheon sponsor/cocktail sponsor...**

ARE YOUR COMPETITORS EATING YOUR LUNCH?

- No one can afford to sit back and let the business come to them
- Don't sit in the audience and listen to your competitors say how great they are – be at the forefront!
- Ensure your business is at the forefront of your prospects' minds

💡 **Solution4: Presentation sponsor/One on One meetings (upon basic investment)/Workshop sponsor/Luncheon sponsor**

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