

AFRICA
FOOD
SHOW
KENYA

4th
Edition

Co-located with:



Featuring:



Regenerating Africa's Food Eco-System; From Sustainable Resources to Global Markets

19 – 21 August 2026

Kenyatta International Convention Centre
Nairobi, Kenya



www.africafoodshow.com

Organised by:



MIE EVENTS DMCC
— www.mieevents.com —



AFRICA FOOD SHOW KENYA

Previous Edition in numbers



8000+
VISITORS ONSITE



150+
EXHIBITING
COMPANIES



7.6M+
TOTAL REACH



12+
COUNTRIES
PARTICIPATED



300+
PRODUCTS



450+
B2B MEETINGS

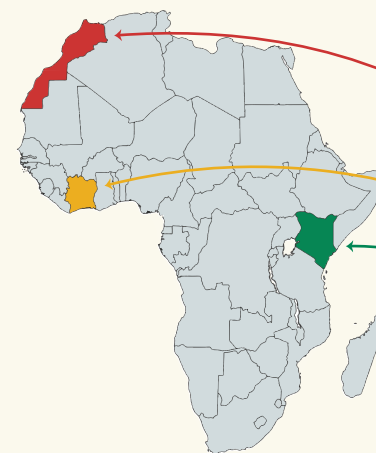


20+
CONFERENCE
SESSIONS

ABOUT THE EVENT

The Africa Food Show (AFS) is continuing to expand its reach in 2026, bringing its impact to East Africa - Kenya, Northern Africa - Morocco, and Western Africa - Côte d'Ivoire. As a prominent pan-African event for the agricultural and food industries, AFS aims to connect all sectors of the food value chain to promote innovation, enhance trade, and support sustainable practices globally.

This year, we are excited to present the fourth edition of Africa Food Show Kenya which will feature a diverse range of food cultures, innovations, and sustainable practices from various parts of the world.



AFS 2026 PRESENCE

-  **Morocco**
Northern Africa
-  **Côte d'Ivoire**
Western Africa
-  **Kenya**
East Africa



EVENT HIGHLIGHTS

AFS 2026 offers a dynamic line-up of features designed to maximize value for attendees and exhibitors alike:

01

EXHIBITION HALL

150+ exhibitors
showcasing
ground-breaking
technologies, products,
and solutions across the
food and agriculture
value chain.

02

KNOWLEDGE HUB

Expert-led panels and
workshops on food
security, innovation,
sustainability, market
trends,
policy shifts, and
agri-tech innovations.

03

NETWORKING LOUNGE & B2B MATCHMAKING:

Tailored opportunities
to connect with buyers,
investors, and industry
leaders.

04

LIVE DEMONSTRATIONS

Interactive cooking
sessions, product launches,
and technology demos.



- **85%** of attendees are decision-makers or hold procurement authority.
- Key representation from government agencies, NGOs, and private sector leaders.
- Significant focus on East African and pan-African markets.

WHY ATTEND AFS?

Top Reasons to Attend:

Explore Innovations: Discover game-changing products and solutions for Africa's food sector.

Expand Your Network: Build relationships with **5,000+** stakeholders, from CEOs to small-scale producers.

Learn from Experts: Attend sessions led by policymakers, industry veterans, and thought leaders.

Grow Your Business: Identify new partners, suppliers, and distributors to scale your business.



Networking Outcomes:

- **Over 45** Number of deals initiated as partnerships and collaborations established at AFS 2023.

KEY INDUSTRY INSIGHTS In Kenya's Food Sector

OPPORTUNITIES



Rising Demand in Machinery:

Farm equipment/machinery and implements, including tractors, combine harvesters, irrigation equipment, dryers, food processing, and packaging.



Increasing Demand in Chemicals:

Best sales prospects include agricultural chemicals (pesticides) and fertilizers



Export Potential:

Kenyan tea, coffee, and fresh produce remain leading export products, presenting significant trade opportunities.

Did You Know?

Agriculture dominates the Kenyan economy, accounting for 40% of the overall workforce (70% of the rural workforce) and about 33 % of Kenya's Gross Domestic Product (GDP). The country's major agricultural exports are tea, coffee, cut flowers, and vegetables.

MEGA TRENDS



Technological Transformation:

ICT and AI are reshaping food production, processing, and distribution.



Health-Conscious Consumers:

Growing demand for organic, fortified, and health-focused Products.



Market Diversification:

Rise of specialty food segments like vegan, gluten-free, and keto-friendly products.



SPOTLIGHT ON SUSTAINABILITY

AFS 2026 supports sustainability, showcasing solutions that address:



Climate
resilience



Food waste
reduction



Renewable energy
in agriculture



Inclusive and
equitable
food systems

Featured Initiatives:



**Galana-Kulalu Food
Security Project in
Kenya:**

Large-scale irrigation
for sustainable food
production.



**African Continental
Free Trade Area
(AfCFTA):**

Reducing barriers to
intra-African trade.



Agri-Industrial Parks:

Supporting value
addition and
processing across
Africa.



LATEST PROJECT in Kenya:

***National Agroecology Strategy
(2024-2033)***

The government has launched a 10-year strategy to transform the food system through agroecology: The strategy aims to enhance climate change adaptation, create green jobs, and promote sustainable consumption. It focuses on empowering farmers by promoting traditional knowledge and enhancing biodiversity. The government is exploring the inclusion of agro-fertilizers and bio-pesticides in subsidy programs to increase accessibility.

WHY EXHIBIT AT AFS KENYA?

Kenya's food and beverage market, valued at over \$3 billion and growing at 6% annually, offers remarkable opportunities for businesses looking to expand in East Africa. By exhibiting at AFS, your brand can access high-growth markets, connect with decision-makers, and showcase solutions that address the continent's evolving food demands.

Top Reasons to Exhibit:

1



Market Penetration:

Connect with 5000+ targeted buyers, distributors, and decision-makers actively seeking solutions.

2



Business Growth:

Promote partnerships with prospective partners, investors, and clients from across Africa and beyond.

3



Direct Sales:

Generate quality leads and close deals with key buyers and suppliers.

4



Brand Visibility:

Enhance your reputation by connecting with media, VIPs, and industry professionals.

AFRICA FOOD SHOW EXHIBIT'S PROFILE

AFS covers the entire food ecosystem, with specialized sectors to ensure targeted engagement:

Food Ingredients & Specialty Products

Food Processing & Manufacturing

Beverages & Functional Drinks

Sustainable Food Packaging & Labeling

Plant-Based & Alternative Proteins

Hotels, Restaurants, and Catering (HoReCa)

Food Safety & Quality Assurance

Food Supply Chain & Logistics

AGRO AFRICA EXHIBIT'S PROFILE

Agro Africa - The International Exhibition for Agricultural Products, Machineries & Technologies is a focused B2B platform linking growers, distributors, and policymakers with top suppliers across the value chain. It spotlights innovations in seeds and inputs, irrigation, protected cultivation, precision farming, post-harvest solutions, and agri-fintech-plus live machinery demos, technical workshops, and matchmaking that drive deals and climate-smart agriculture across the continent.

**Tractors &
Agricultural
Machinery**



**Milling, Storage
& Conveying
Systems**



**Spare Parts &
Maintenance
Equipment**



**Mowers, Harvesters
& Soil Preparation
Tools**



**Planting, Seeding
& Cultivation
Machinery**



**Fertilizing & Crop
Protection Equipment**



**Hand Tools &
Product Processing
Machines**



**Warehousing &
Automation
Systems**



**Water Pumps,
Laboratory &
Testing Equipment**



FOODPACK AFRICA EXHIBIT'S PROFILE

FoodPack Africa – The International Exhibition for Food Packaging Innovation & Technologies is a B2B showcase of sustainable materials, smart designs, and high-speed machinery for the food and beverage sector. Expect live demos, technical sessions, and targeted matchmaking focused on circular packaging, efficiency, and compliance.

Packaging Machinery

Intelligent / Self-Service Packaging

Beverage Packaging & Liquid Packaging

Plastic & Metal Packaging

Printing and Labeling Technology

Packaging Material Supply

Logistics Packaging Technology

Logistics Packaging Containers and Materials

Innovative Packaging Materials

MARKETING & MEDIA REACH

01

PROJECTED REACH

Over 5M impressions through social media, digital ads, and targeted campaigns.



02

PRESS COVERAGE

Partnerships with top-tier publications and extensive media coverage pre- and post-event.



03

TARGETED OUTREACH

Industry-specific campaigns to reach key markets in East Africa and beyond.



AFS partners with leading media organisations to ensure maximum visibility

SPONSORSHIP OPPORTUNITIES

Position your brand at the forefront of Africa's food revolution with tailored sponsorship packages:

PLATINUM, GOLD AND SILVER TIERS

Comprehensive packages for
maximum visibility.

SPECIAL BRANDING ZONES

Networking lounges, panel
backdrops, and registration areas.

BESPOKE SOLUTIONS

Work with our team to create
sponsorships that align with
your goals.



ABOUT MIE GROUPS

Celebrating 25 years of excellence, MIE Groups, founded in 2000, is a global leader in exhibitions, trading, and consulting. With 15 offices worldwide—including the UAE (global headquarters in Dubai), China, Africa, Saudi Arabia, and the USA—MIE has facilitated over 120,000 international trading companies to expand in the Middle East and Africa.

Operating through four key divisions—

- **Travel & Tourism**
- **Business Intelligence & Event Division**
- **DMC**
- **Business-to-Government Consultancy**

MIE Group empowers global entrepreneurs in driving economic growth through dynamic events and fostering international trade.

STRATEGIC PARTNERS



PARTNERS & SUPPORTERS



KENYA TOURISM BOARD

MEDIA PARTNERS



MIE GLOBAL PLATFORMS



GET INVOLVED

Contact the team today to discuss a range of options and solutions to help you achieve your business objectives.

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