

IFSA
INTERNATIONAL
FOOD SHOW AFRICA

Under the patronage of



Republic of Tunisia
Ministry of Trade
and Export Development



Republic of Tunisia
Ministry of Industry, Mines
and Energy

09 - 11
JULY
2025

KRAM EXPO TUNISIA



Serving Food Industries Across Africa

Food & Beverage | Food Processing | Packaging | HORECA



THE UNMISSABLE MEETING FOR AFRICAN AGRI-FOOD PLAYERS

103
EXHIBITORS
From 17 Countries

Belgium
France
Ghana
Iraq
Iran
Italy

Japan
Libya
Namibia
Pakistan
Palestine
DRC

Russia
Senegal
Tunisia
Türkiye
Ukraine

IFSA Africa

Don't miss out on valuable insights!
Scan the QR code below or visit
www.ifsafrica.com to download our
comprehensive post-show report.

Algeria
Belgium
Benin
Burkina Faso
DRC
Egypt
Germany
Ghana
Greece
Iraq

Italy
Jordan
Kenya
Lebanon
Libya
Mauritania
Morocco
Namibia
Nigeria
Oman

Russia
Saudi Arabia
Senegal
Tunisia
Turkey
UK
USA
Uzbekistan

7891
TRADE VISITORS
From 28 Countries

POST REPORT SHOW



DOCUMENTATIONS



YOUR GATEWAY TO AFRICAN FOOD MARKETS

IFSA Africa, the International Food Show for Africa, is a dynamic annual event that fosters business relationships within the agri-food industry. The event attracts a wide range of exhibitors, including food producers, manufacturers, distributors, and suppliers. These exhibitors have the opportunity to showcase their products and services to a diverse audience of potential buyers, investors, and distributors.

By facilitating face-to-face interactions, IFSA Africa enables companies to build valuable relationships, negotiate contracts, and explore new market opportunities, thereby contributing to the growth and expansion of Africa's agri-food industry.

Concurrent Events

IFSA Africa offers a variety of exciting concurrent events designed to deepen your food industry knowledge and spark inspiration:





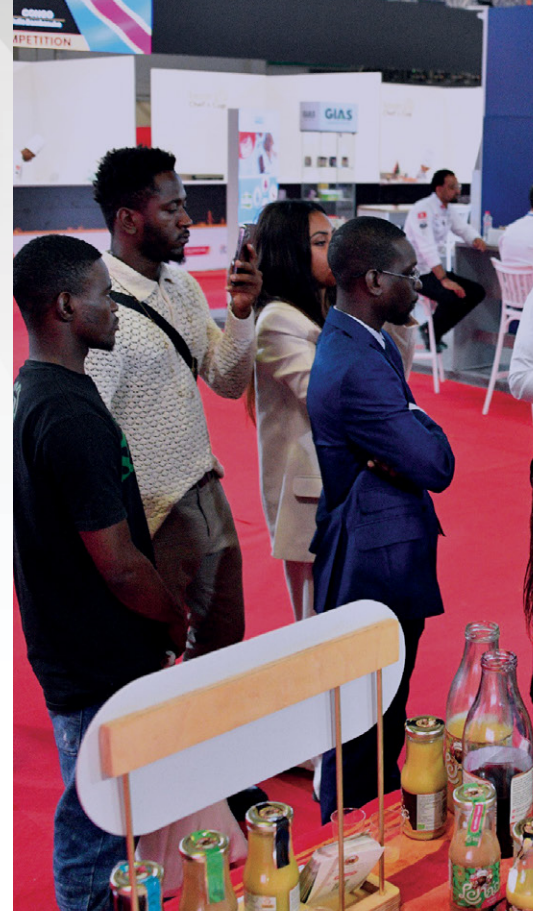
NETWORKING & PARTNERSHIPS

CONNECT WITH TOP DECISION-MAKERS

Exhibiting at IFSA Africa guarantees you access to a highly qualified and targeted audience. Our show attracts thousands of agri-food industry professionals, buyers, distributors, and key decision-makers from across Africa. You'll have the opportunity to network with influential players, showcase your products and services to a large audience, and establish valuable connections with potential clients.

A PLATFORM TO GROW YOUR NETWORK

IFSA Africa is more than just an exhibition; it's a powerful catalyst for business relationships. Our personalized matchmaking program connects you with qualified leads that perfectly match your profile. Take advantage of a wide range of networking events, conferences, and workshops to expand your network, increase your visibility, and seize new opportunities. At IFSA Africa, we go beyond exhibitions.





TAKE YOUR BUSINESS TO THE NEXT LEVEL

By participating in IFSA Africa, you unlock new markets across Africa. Our show provides a unique platform to forge strategic partnerships, expand your footprint on the continent, and accelerate your growth. With our extensive network and deep understanding of the African market, we support you every step of the way.

HOSTED BUYER PROGRAM

FORGE NEW ALLIANCES

EXPAND INTO NEW MARKETS

offers a unique opportunity for qualified buyers from across the globe to experience the best of Africa's food and beverage industry. Through this program, carefully selected buyers are provided with complimentary travel and accommodation, allowing them to explore the exhibition floor, connect with suppliers, and source innovative products and services. By facilitating these connections, IFSA Africa's Hosted Buyers Program aims to foster international trade, promote African food exports, and contribute to the growth and development of the continent's food industry.



COMMUNICATION TOOLS

MAXIMIZE YOUR BRAND EXPOSURE

Sponsoring IFSA Africa provides you with unparalleled visibility, as your brand will be showcased on a multitude of marketing materials, including banners, brochures, and more. This will expose your brand to a vast audience of key industry players.

Advertising in official catalogues and guides	2 000 EUR EXCL VAT
Website banner	2 500 EUR EXCL VAT
Logo on Urban Panel Advertising	2 500 EUR EXCL VAT
Visitors Badge	2 500 EUR EXCL VAT
Bag	5 000 EUR EXCL VAT
Invitations	2 500 EUR EXCL VAT
Sponsor Shuttles (1 bus)	10 000 EUR EXCL VAT
6 External flags	6 000 EUR EXCL VAT
Registration Area	5 000 EUR EXCL VAT
Catalog: 1 page	2 500 EUR EXCL VAT
2 pages	4 000 EUR EXCL VAT

Don't miss out! Our communication tools will put your company center stage at IFSA Africa. Visit www.ifsaafrica.com to learn more about how you can maximize your visibility and reach your target audience.



SPONSORSHIP KIT INTERNATIONAL FOOD SHOW FOR AFRICA

NAME & LOGO

- Promotional Materials: Guide, Urbain Ads, Bags, Banners/Logos on Website, Catalog Page
- Visitors Badges
- Invitations & Tickets
- Registration Area
- Conference Room
- Carthage International Chef's Cup and International Culinary Day
- Hosted Buyer Lounge
- Carthage Africa Pizza Cup
- Carthage International Olive Oil Competitions

PARTICIPATION

- Booth (Space Only)

INVITATION

- Trade Visitors
- Diner Gala

	PLATINIUM	GOLD	SILVER	BRONZE
NAME & LOGO	✓	✓	✓	✓
- Promotional Materials: Guide, Urbain Ads, Bags, Banners/Logos on Website, Catalog Page	✓	✓	✓	✓
- Visitors Badges	✓	✓	✓	✓
- Invitations & Tickets	✓	✓	✓	✓
- Registration Area	✓	✓	✓	✓
- Conference Room	✓	✓	✓	✓
- Carthage International Chef's Cup and International Culinary Day	✓	✓	✗	✗
- Hosted Buyer Lounge	✓	✓	✗	✗
- Carthage Africa Pizza Cup	✓	✓	✗	✗
- Carthage International Olive Oil Competitions	✓	✓	✗	✗
PARTICIPATION				
- Booth (Space Only)	50 m ²	30 m ²	24 m ²	✗
INVITATION				
- Trade Visitors	300	200	100	50
- Diner Gala	8	6	4	2
	80.000 EUR EXCL VAT	60.000 EUR EXCL VAT	40.000 EUR EXCL VAT	20.000 EUR EXCL VAT



SPONSORSHIP KIT CARTHAGE INTERNATIONAL CHEF'S CUP

	PLATINIUM	GOLD	SILVER	BRONZE
Logo on website	✓	✓	✓	✓
Product display	✓	✓	✓	✗
Rollup	✓	✓	✓	✗
Logo on competition space background	✓	✓	✓	✓
Product photos with chefs	✓	✓	✓	✗
Medal Ceremony Speech	✓	✗	✗	✗
Diner Gala Invitations	3	2	1	✗
Exhibition Booth	18m ² SHELL SCHEME PREMIUM	15m ² SHELL SCHEME PLUS	✗	✗
	30.000 EUR EXCL VAT	20.000 EUR EXCL VAT	10.000 EUR EXCL VAT	5.000 EUR EXCL VAT



16 nationalities*



+30 Candidats Chefs



16 International Renowned Chefs



4 Competitions Themes



+47 Cooking Demonstrations



TASTE THE WORLD
WITNESS THE MASTERS
Where Culinary Passion Ignites

*Discover the highlights of the latest edition! Visit www.ifsaafrica.com to learn more.



SPONSORSHIP KIT CARTHAGE INTERNATIONAL OLIVE OIL COMPETITIONS

	PLATINIUM	GOLD	SILVER	BRONZE
Logo on website	✓	✓	✓	✓
Product display	✓	✓	✓	✗
Rollup	✓	✓	✓	✗
Logo on competition space background	✓	✓	✓	✓
Product photos with juries	✓	✓	✓	✗
Medal Ceremony Speech	✓	✗	✗	✗
Diner Gala Invitations	3	2	1	✗
Exhibition Booth	18m ² SHELL SCHEME PREMIUM	15m ² SHELL SCHEME PLUS	✗	✗
	30.000 EUR EXCL VAT	20.000 EUR EXCL VAT	10.000 EUR EXCL VAT	5.000 EUR EXCL VAT



193
EVOO SAMPLES



35
Double Gold
medals



75
Gold
medals



49
Silver
medals

17 Participating Countries*

Algeria	Greece	Netherlands
Belgium	Italy	Saudi Arabia
Brazil	Jordan	Spain
Canada	Lebanon	Tunisia
France	Libya	Turkey
Germany	Morocco	



CARTHAGE IOOC 2024
**CELEBRATING A WORLD OF
OLIVE OIL EXCELLENCE**

Discover the highlights of the latest edition! Visit www.ifsaafrica.com or www.carthage-iooc.com to learn more.



SPONSORSHIP KIT CARTHAGE AFRICA PIZZA CUP

	PLATINIUM	GOLD	SILVER	BRONZE
Logo on website	✓	✓	✓	✓
Product display	✓	✓	✓	✗
Rollup	✓	✓	✓	✗
Logo on competition space background	✓	✓	✓	✓
Product photos with chefs	✓	✓	✓	✗
Medal Ceremony Speech	✓	✗	✗	✗
Diner Gala Invitations	3	2	1	✗
Exhibition Booth	18m ² SHELL SCHEME PREMIUM	15m ² SHELL SCHEME PLUS	✗	✗
	30.000 EUR EXCL VAT	20.000 EUR EXCL VAT	10.000 EUR EXCL VAT	5.000 EUR EXCL VAT



50
masterclass
candidates



9
international
trainers & juries



3
pizza
world champion

UNLOCK THE SECRETS OF PIZZA PERFECTION

ITALIAN CHEF-LED MASTER-
CLASS & COMPETITION





SPONSORSHIP KIT

HOSTED BUYER & CONFÉRENCES

	PLATINIUM	GOLD	SILVER
Logo on website	✓	✓	✓
Product display	✓	✓	✓
Logo on conference Led Display	✓	✓	✓
2 rollups Hosted Buyer Lounge	✓	✓	✓
Panel during the conference	✓	✓	✓
Diner Gala Invitations	3	2	1
Booth	18m ² SHELL SCHEME PREMIUM	15m ² SHELL SCHEME PLUS	×
	30.000 EUR EXCL. VAT	20.000 EUR EXCL. VAT	10.000 EUR EXCL. VAT



21
Topics



23
Speakers



+411
Attendees



SPONSORSHIP KIT DINER GALA

GALA DINER

Welcome speech	✓
Personalized gifts offered to Hosted Buyers	✓
Products display	✓
Logo on website	✓
Logo on Menu, Invitation, etc.	✓
Invitation diner Gala	10

30.000 TND HT



SHELL SCHEME

Stand équipé

Un espace aménagé avec les éléments suivants **min 9 m²**

Panneaux de séparation (standard Aluminium)	1 Prise électrique
Tapis	1 Corbeille
Panneau facial	1 table
3 Spots /9m ²	3 chaises
Électricité (monophasé 16A 220W)	Nettoyage quotidien des stands



SHELL SCHEME PLUS

A fitted out space with the following items

Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
4 Spot lights	3 Chairs
Electricity (monophasé 16 A 220W)	Daily stand cleaning

Shell Scheme Over 18m²

Upgraded package
+ 1 sqm storage room + 1 additional table + 3 chairs

EXTRA

VISUALS ON PANELS
80 € Inc. VAT / LINEAR METRE

ADHESIVE LOGO ON COUNTER
40 € Inc. VAT / LOGO



NATIONAL PAVILION PLUS min 72m²
UPGRADED PACKAGE max height 3.5m

A fitted out space with the following items

Wooden partitions	Per booth:
Carpet (choice of colour)	1 Electric socket
Counter + Adhesive logo	1 Wastebasket
3 Spot lights /12m ²	1 Table
Electricity	3 Chairs
(monophase 16 A 220W)	Daily stand cleaning

IMPROVE YOUR VISIBILITY



SHELL SCHEME PREMIUM min 18m²
UPGRADED PACKAGE max height 2.8m

A fitted out space with the following items

Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
6 Spot lights	3 Chairs
Electricity	TV 43"
(monophase 16 A 220W)	2 Sofa
2 sqm storage room	Daily stand cleaning

IMPROVE YOUR VISIBILITY



SHELL SCHEME PREMIUM + min 24m²
UPGRADED PACKAGE max height 3.5m

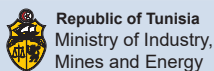
A fitted out space with the following items

Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
Electricity	3 Chairs
(monophase 16 A 220W)	TV 43"
3 sqm storage room	2 Sofa
	Daily stand cleaning



FOCUS ON INNOVATION

COMMITTEE



We extend our deepest gratitude to our esteemed sponsors for their unwavering support and belief in IFSA Africa 2024. Because of you, we are one step closer to a brighter future for Africa's food industry



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IFSA Africa



SILVER SPONSOR
IFSA Africa



STRATEGIC SPONSOR
IFSA Africa



PLATINIUM SPONSOR
Carthage International Chef's Cup



PLATINIUM SPONSOR
Carthage International Chef's Cup



PLATINIUM SPONSOR
OLIVE OIL SHOW



PLATINIUM SPONSOR
OLIVE OIL SHOW



SPONSOR
Diner Gala



SILVER SPONSOR
International Culinary Heritage Days



SILVER SPONSOR
International Culinary Heritage Days

**CARTHAGE INTERNATIONAL
CHEF'S CUP**



**CARTHAGE INTERNATIONAL
OLIVE OIL COMPETITIONS**



**INTERNATIONAL CULINARY
HERITAGE DAYS FESTIVAL**



**CARTHAGE AFRICA
PIZZA CUP**



Organisé par

**ITNC
EXPO**

Sales Manager

Name: Mme Mouna Louati
Phone: +216 54 564 999
Email: mlouati@ifsafrica.com

General Coordinator

Name: M Dhaker Cherif
Phone: +216 22 755 469
Email: dcherif@ifsafrica.com

Carthage Africa Pizza Cup

Name: M Fares Ghezal
Phone: +216 20 722 398
Email: carthagepizzacup@ifsafrica.com

Carthage IOOC

Name: Mme Rakyia Chouaib
Phone: +216 21 212 985
Email: carthageiooc@ifsafrica.com