

# ABOUT THE VENUE

The Landmark Centre is the leading venue for exhibitions, conferences, and trade shows. With a capacity of over 25,000 people, it is the preferred choice for exhibition organisers worldwide in Nigeria. Recently, the venue expanded to include a fourth hall to meet the demand for exhibition space at FAB West Africa 2023, increasing its exhibition space to over 5,000 sqm.

Situated in the vibrant business hub of Victoria Island in Lagos, it enjoys a prime location along the Atlantic Ocean Coast. The surrounding area, known as Landmark Village, has seen the opening of various hotels and restaurants, providing exhibitors with world-class facilities and hospitality options. Notable establishments include the Hard Rock Cafe, The Sheraton Four Points Hotel, and The Landmark Beach Club.



## EXHIBITORS AND VIP BEACH PARTY

FAB 2023 launched an exclusive reception at the prestigious Landmark Beach Club, offering exhibitors and VIPs an evening of relaxed networking. The event provided a wonderful opportunity for our international guests to experience real West African hospitality through music, cuisine, drinks and dance, all on the beachfront of the Atlantic Ocean.



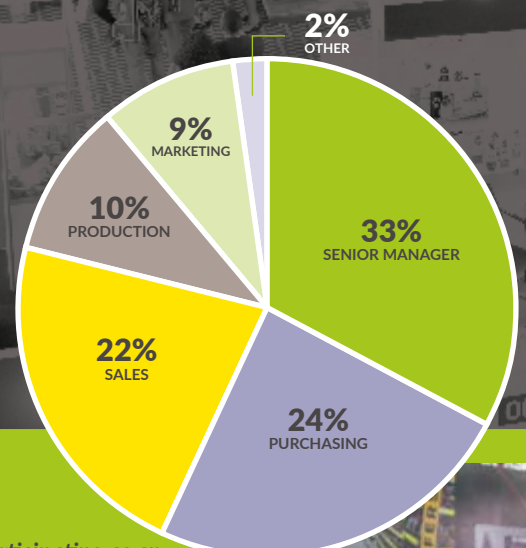
# VISITOR BREAKDOWN

The Food and Beverage West Africa exhibition is proud of its strong partnerships with prominent associations that represent the flourishing F&B sector in West Africa. As the leading exhibition in the region, we are the exclusive partner of prestigious organisations such as:

- The Restaurant and Food Services Proprietors Association of Nigeria (REFSPAN)
- Association of Professional Food Service Providers of Nigeria (APFSPN)
- African Business and Exporters Network (ABEN)
- National Association of Nigerian Traders (NANTs)
- Conference of All Agri Business in Nigeria (CABIN)
- Hotel Owners and Managers Association of Lagos (HOMAL)

Our strategic partnerships play a vital role in attracting key stakeholders to the Food and Beverage West Africa exhibition throughout the three-day event. We also collaborate with the largest traditional marketplaces for F&B trade across the country. This unique approach sets our exhibition apart from others on the continent, making it the preferred platform for industry professionals and enthusiasts alike.

## VISITOR JOB TITLES

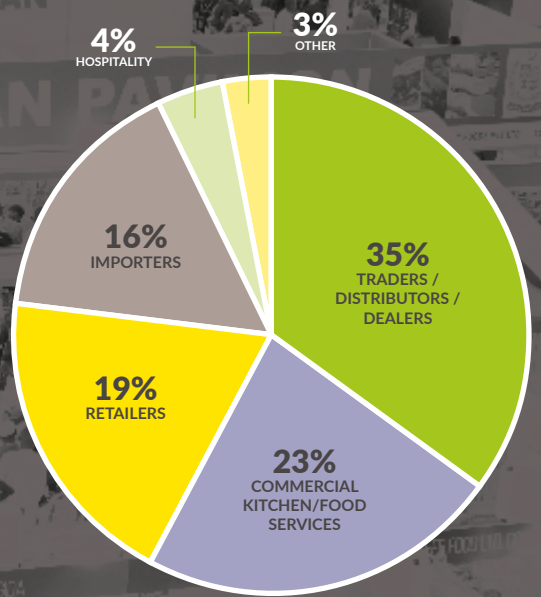


“Participating as an exhibitor for the first time is an awesome experience. We would get a bigger space next year.”

Vijay Panjabi  
Deelite Impex Distribution Company, Nigeria



## WHO ATTENDS:



**89%** of visitors were successful in finding new suppliers for their business

**93%** of visitors attended to look for new partners and suppliers

“At FAB 2022, we achieved our goal which was to find business partners and we succeeded in bringing our products into the West African market. We’re back this year to expand our business further. FAB has proven to be very beneficial for us.”

Ilko Kose  
Bifet Gida san. Turkey

# FOOD & BEVERAGE WEST AFRICA

11<sup>TH</sup> - 13<sup>TH</sup> JUNE 2024  
LANDMARK CENTRE, LAGOS, NIGERIA

## 2024 SHOW BROCHURE & 2023 POST SHOW REPORT



**OVER 85% OF COMPANIES REBOOKED THEIR STAND FOR 2024 ONSITE IN 2023**

“This is the most professionally run trade show I have participated in. With a huge number of international exhibitors and a large traffic of high quality visitors during all 3 days. This is a very exciting event offering many business opportunities to the companies at the ITC Pavilion booth. Thumbs up.”

Jarmila Sarda  
International Trade Center, Switzerland

# INTRODUCTION

We are proud to announce that Food and Beverage West Africa is now **Africa's largest F&B exhibition**. The 2023 edition welcomed **5,221 visitors** and **276 exhibitors**, from across the world in attendance. To accommodate the incredible rise in demand for exhibition space, we were able to build a fourth exhibition hall to increase capacity, making FAB West Africa 2023 Nigeria's **first-ever 4 hall exhibition!**

The event proved to be a great success, facilitating new partnerships, business deals,

and unrivalled networking opportunities enabling the introduction of new products, and partnerships, in the West African market.

The 7th edition of the exhibition will take place from **June 11th to 13th, 2024** at the Landmark Centre. Food and Beverage West Africa 2024 promises to be even bigger and better, with more exhibitors, more country pavilions, exciting show features, and new food and beverage products to explore.

**Save the date for June 2024!**



*"This is our first year in the show and we have been happy with the turn out, the quality of visitors and the organisation. We look forward to FAB 2024!"*

Adib Derawan  
Amana Foods International  
Germany

# EXHIBITOR BREAKDOWN

Food and Beverage West Africa has become Africa's premier trade show for the food and beverage industry. In 2023, the event featured 276 exhibitors from over 40 countries, making it an essential platform for companies looking to enter or expand across the West African market.

If you are a business looking to forge new business opportunities in West Africa, FAB West Africa is the **ONLY** place to be! We work closely with key stakeholders, ranging from local open markets to large retail chains and supermarkets, ensuring a strong presence of buyers eager to discover new products and solutions for their businesses. Don't miss out on this once-a-year opportunity.

Contact us at [info@fab-westafrica.com](mailto:info@fab-westafrica.com) to enquire today.

## 2023 EXHIBITOR CATEGORIES INCLUDED:

- FMCG - 22%**
- MACHINERY AND PACKAGING - 8%**
- CONFECTIONARY - 21%**
- DAIRY - 6%**
- BEVERAGES - 20%**
- RICE, PULSE, CEREALS - 4%**
- KITCHEN/RETAIL EQUIPMENT - 15%**
- FROZEN - 4%**
- INGREDIENTS - 11%**
- OTHER - 6%**

## EXHIBITOR FEEDBACK:



**95%**

Would recommend this exhibition to other companies



**85%**

Booked a stand onsite for 2024



**93%**

Were happy that they participated

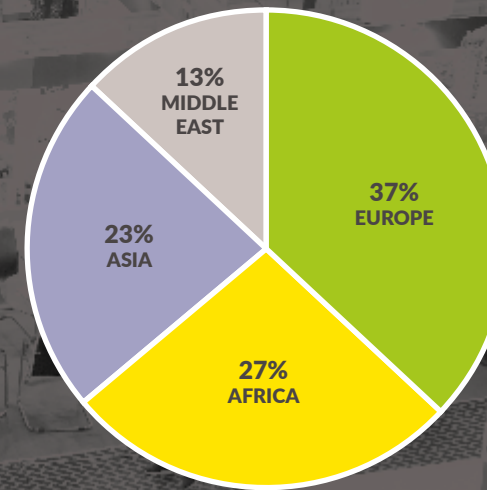


**95%**

Were more than happy with the quality & volume of visitors



## EXHIBITOR REGIONS:



# THE WEST AFRICAN MARKET

## WHY WEST AFRICA?

The introduction of the African Continental Free Trade Agreement (AfCFTA) has created the world's largest free trade area. The AfCFTA comprises 68 countries with a total population of over 1.3 billion people and a combined GDP of approximately US \$3.4 trillion.



Regional trade agreements such as the Economic Community of West African States (ECOWAS) provide a framework for facilitating trade within the region. International exporters can leverage these agreements to access multiple West African markets more freely.



Consumer expenditures in West Africa are expected to rise to US \$2.1 trillion by 2025, more than doubling the 2015 level.



The food and beverage sector within Nigeria is estimated to grow annually by 12.75% (CAGR 2023-2028).



Revenue in the Nigerian food market amounts to US \$231.50bn in 2023.



The largest category in the Nigerian F&B industry is Confectionery & Snacks, with a market volume of US \$54.23bn in 2023.

*"FAB has exceeded our expectations! Our main target was to build relationships with our old and new clients. We are gaining a great market reputation!"*

Mr Al Hamed  
Director  
Soni Food, Pakistan



## 2023 SHOW SUMMARY:

- 5,221 VISITORS**
- 276 EXHIBITORS**
- 150+ HOSTED VIP BUYERS**
- SME ZONE WITH 43 LOCAL EXHIBITORS**
- 10 COUNTRY PAVILIONS**

*"This is our first time at FAB and the exhibition has been amazing. It's a must-attend exhibition in Africa for businesses looking to get into the West African market. We're looking forward to FAB 2024!"*

Shihab, Star Foodstuff  
Manufacturing Company, Dubai



*"IDL achieved the awareness and visibility we hoped to get. As a company looking to develop and launch a new product, we found potential vendors to work with which is one major objective for the exhibition for us."*

Ifeoluwa Akindele  
Integrated Dairies Limited  
Nigeria

## THANK YOU TO OUR 2023 SPONSORS, AND PARTNERS

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