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Republic of Tunisia  
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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](http://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:





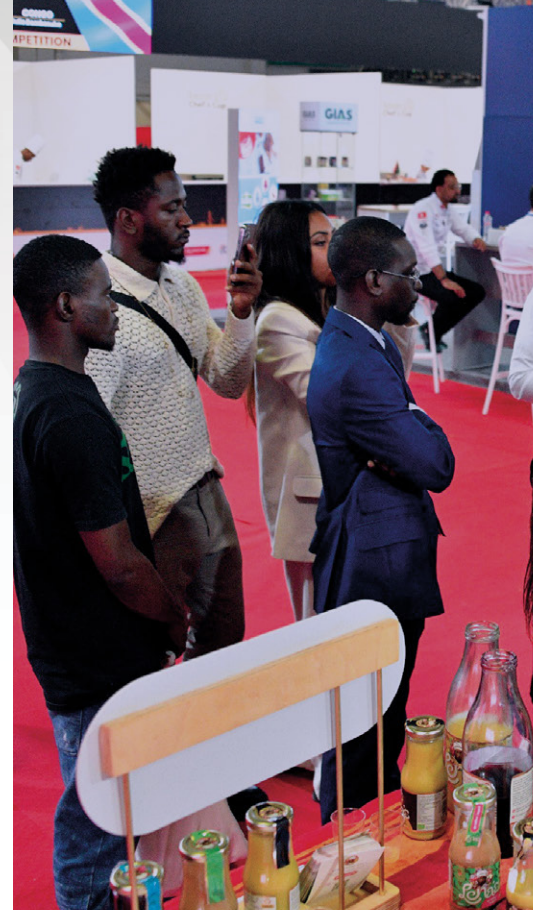
## NETWORKING & PARTNERSHIPS

### 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

Website banner

Logo on Urban Panel Advertising

Visitors Badge

Bag

Invitations

Sponsor Shuttles (1 bus)

6 External flags

Registration Area

Catalog: 1 page

2 pages

2 000 EUR EXCL VAT

2 500 EUR EXCL VAT

2 500 EUR EXCL VAT

2 500 EUR EXCL VAT

5 000 EUR EXCL VAT

2 500 EUR EXCL VAT

10 000 EUR EXCL VAT

6 000 EUR EXCL VAT

5 000 EUR EXCL VAT

2 500 EUR EXCL VAT

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](http://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
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✗	✗
✓	✓	✗	✗
✓	✓	✗	✗
✓	✓	✗	✗
50 m <sup>2</sup>	30 m <sup>2</sup>	24 m <sup>2</sup>	✗
300	200	100	50
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 <sup>2</sup> SHELL SCHEME PREMIUM	15m <sup>2</sup> 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](http://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 <sup>2</sup> SHELL SCHEME PREMIUM	15m <sup>2</sup> 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  
 Belgium  
 Brazil  
 Canada  
 France  
 Germany  
 Greece  
 Italy  
 Jordan  
 Lebanon  
 Libya  
 Morocco  
 Netherlands  
 Saudi Arabia  
 Spain  
 Tunisia  
 Turkey



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

Discover the highlights of the latest edition! Visit [www.ifsaafrica.com](http://www.ifsaafrica.com) or [www.carthage-iooc.com](http://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	18m² SHELL SCHEME PREMIUM	15m² 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



\*Discover the highlights of the latest edition! Visit [www.ifsaafrica.com](http://www.ifsaafrica.com) to learn more.





## 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 <sup>2</sup> SHELL SCHEME PREMIUM	15m <sup>2</sup> SHELL SCHEME PLUS	×
	30.000 EUR EXCL VAT	20.000 EUR EXCL VAT	10.000 EUR EXCL VAT



**21**  
Topics



**23**  
Speakers



**+411**  
Attendees

\*Discover the highlights of the latest edition! Visit [www.ifsaafrica.com](http://www.ifsaafrica.com) to learn more.



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 m<sup>2</sup>**

Panneaux de séparation (standard Aluminium)	1 Prise électrique
Tapis	1 Corbeille
Panneau facial	1 table
3 Spots /9m <sup>2</sup>	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 18m<sup>2</sup>**

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 72m<sup>2</sup>  
**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 <sup>2</sup>	1 Table
Electricity	3 Chairs
(monophase 16 A 220W)	Daily stand cleaning

IMPROVE YOUR VISIBILITY



**SHELL SCHEME PREMIUM** min 18m<sup>2</sup>  
**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 24m<sup>2</sup>  
**UPGRADED PACKAGE** max height 3.5m

A fitted out space with the following items

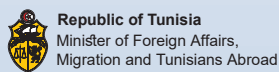
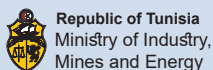
Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
Electricity	3 Chairs
(monophase 16 A 220W)	TV 43"
3 sqm storage room	2 Sofa
	Daily stand cleaning





## 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 Rakya Chouaib  
Phone: +216 21 212 985  
Email: carthageiooc@ifsafrica.com