

CARTHAGE 1000

CARTHAGE INTERNATIONAL
OLIVE OIL COMPETITIONS



Olive Oil Show

A Concurrent Event of IFSA Africa



The Significance of the Olive Oil Show as a Concurrent Event of IFSA Africa

As the Olive Oil Show takes center stage as a concurrent event of IFSA Africa, the synergy between these two prestigious gatherings promises an unparalleled experience for both exhibitors and attendees. The International Food Show for Africa brings together industry leaders, innovators, and stakeholders from across the continent. The inclusion of the Olive Oil Show amplifies the diversity of offerings, emphasizing the crucial role of olive oil in the culinary landscape.



Showcasing Global Excellence

By hosting the Olive Oil Show alongside IFSA Africa, we create a platform that showcases global excellence in the olive oil industry. Exhibitors and attendees alike have the opportunity to engage with a broader network of professionals, fostering collaboration and highlighting the international appeal of olive oil.

Live Demonstrations and Workshops

Witness live demonstrations by renowned chefs and experts, showcasing the versatility of olive oil in culinary creations. Participate in interactive workshops to deepen your understanding of olive oil production, health benefits, and its integration into various cuisines.

Innovative Product Showcases

Discover the latest innovations in the olive oil industry as exhibitors unveil their cutting-edge products. From sustainable packaging solutions to groundbreaking technologies, stay at the forefront of industry trends.

Gateway to AFRICA

Hosted Buyer Program

Hosted Buyer Program during IFSA Africa serves as a catalyst for business growth, market expansion, and meaningful connections within the olive oil sector. It streamlines the business matchmaking process, enhances networking opportunities, and contributes to the overall success and competitiveness of the participants in the olive oil industry.

By bringing together key stakeholders, decision-makers, and industry influencers, the program creates an environment conducive to forging strategic partnerships and collaborations. This, in turn, facilitates access to new markets, distribution channels, and business opportunities, fostering the growth and expansion of businesses operating within the olive oil sector.

Why Exhibit at the Olive Oil Show

Unparalleled Exposure

For olive oil producers and industry players, exhibiting at the Olive Oil Show is a golden opportunity to showcase your brand to a diverse and influential audience. With IFSA Africa as the backdrop, your products will be seen by key decision-makers, retailers, and distributors from across the African continent. This exposure can significantly enhance brand recognition and market penetration.

Networking Opportunities

Participating in the Olive Oil Show provides a unique chance to network with industry leaders, experts, and potential business partners. The Hosted Buyer Program facilitates one-on-one interactions, enabling exhibitors to forge valuable connections and explore new markets within Africa. Strengthen your industry presence by engaging with a targeted and discerning audience.

Product Launch Platform

If you have innovative products or services to unveil, the Olive Oil Show is the ideal stage. Capture the attention of industry enthusiasts, media, and potential buyers as you launch and demonstrate your latest offerings. The exposure gained during the event can significantly impact the success of your product in the competitive olive oil market.



Cultivating Success IFSA Africa's Olive Oil Oasis

In the heart of the African culinary landscape, IFSA Africa emerges as a pivotal platform, drawing the attention of trade visitors from every corner of the continent. When this convergence of industry enthusiasts is paired with the prestigious Carthage Olive Oil Competitions, a powerful synergy is unleashed, providing exhibitors in the olive oil sector with an unparalleled opportunity for growth and recognition. This dynamic combination crafts a unique environment, fostering networking, market expansion, brand exposure, and industry acknowledgment.

As hosted buyers explore the diverse offerings and innovations within the olive oil sector at IFSA Africa, exhibitors find themselves at the helm of an olive oil oasis. This oasis isn't just a marketplace; it's a dynamic environment where the convergence of diverse elements - trade visitors, competitions, and industry recognition - propels the olive oil sector towards new heights.

For exhibitors in the olive oil sector, this represents an invaluable opportunity to explore and expand into new markets. The diverse backgrounds of visitors provide exhibitors with a firsthand understanding of regional demands and consumer behaviors, paving the way for targeted marketing strategies and product adaptations. This exploration of untapped markets becomes a gateway for exhibitors to diversify their consumer base and amplify their market presence.

In the heart of culinary innovation and gastronomic celebration, IFSA Africa 2024 emerges as the epicenter for connoisseurs and enthusiasts alike. Amidst the vibrant tapestry of flavors and aromas, the Carthage Olive Oil Competitions stand as a distinguished highlight, inviting participants to embark on a sensory journey through olive oil tasting—an art form that encapsulates the very essence of liquid gold.



Unlocking the Flavor Spectrum at IFSA Africa 2024

Within the grandeur of IFSA Africa 2024, the Olive Oil Tasting event takes center stage, offering participants an immersive experience into the diverse world of olive oils. Anchored by the Carthage Olive Oil Competition, this tasting adventure becomes a celebration of excellence, guided by experts who unravel the layers of flavors and aromas inherent in the finest olive oils showcased at the event.

The Tasting Ritual

Participants at IFSA Africa 2024 are not mere spectators but active participants in the ritual of olive oil tasting. Engaging all the senses, this ritual involves the careful examination of color, the inhalation of captivating aromas, and a deliberate sip that allows one to fully appreciate the complexities on the palate. The Olive Oil Tasting at Carthage Olive Oil Competition goes beyond the ordinary, cultivating a heightened awareness of quality and craftsmanship.

IFSA Africa 2024 is not just a showcase; it's an educational platform. The Olive Oil Tasting event includes workshops and guided tastings that provide participants with insights into the intricate production process, the influence of olive varieties and terroir on flavor profiles, and the distinguishing characteristics of various olive oil grades. Participants leave not just with a refined palate but with the ability to articulate and appreciate the subtleties of olive oil.

Celebrating Diversity in Olive Oil at IFSA Africa 2024

Carthage Olive Oil Competition, nestled within the IFSA Africa 2024 extravaganza, embraces the global diversity of olive oils. From the robust intensity of extra virgin olive oil to the delicately nuanced notes of skillfully crafted blends, the competition showcases a rich tapestry of flavors that emerge from different cultivars and growing conditions. The event becomes a cultural exploration of olive oil, celebrating its place in culinary traditions worldwide.



EXHIBITOR PROFILE

ELEVATING OLIVE OIL EXCELLENCE AT IFSA AFRICA

Connect with a diverse audience of olive oil enthusiasts and industry professionals.

Olive Growers:

Independent farmers
Cooperative olive growers

Olive Harvesting and Pruning Machinery Manufacturers:

Harvesting machines producers
Pruning equipment manufacturers

Olive Oil Extraction Equipment Suppliers:

Centrifuge manufacturers
Press machine suppliers

Olive Oil Producers:

Small-scale artisanal producers
Large-scale commercial producers

Olive Oil Bottling and Packaging Companies:

Bottle manufacturers
Packaging solution providers

Olive Oil Distributors:

National and international distributors
Wholesale distributors

Olive Oil Exporters:

Companies specializing in exporting olive oil

Olive Oil Retailers:

Specialty stores

Olive Oil Tasters and Certifiers:

Sensory analysis experts
Certification agencies ensuring quality standards

Sustainable Olive Cultivation Advocates:

Organizations promoting eco-friendly and sustainable practices
Agricultural consultants specializing in sustainable farming

Olive Oil Industry Associations:

National and international associations supporting the olive oil sector
Advocacy groups promoting industry interests

Research and Development Institutions:

Agricultural research centers
Universities conducting studies on olive oil production and health benefits

Olive Oil Laboratories:

Quality control labs
Laboratories specializing in chemical analysis of olive oil

Olive Oil Marketing and Branding Agencies:

Marketing firms specializing in

promoting olive oil brands
Graphic design agencies for branding and packaging

Labeling and Packaging Material Suppliers:

Suppliers of labels, bottles, and packaging materials

Educational Institutions:

Culinary schools offering courses on olive oil usage
Agricultural universities providing education on olive cultivation

Government Regulatory Bodies:

National and international bodies overseeing olive oil standards and regulations
Health and food safety agencies monitoring product quality

Consultants and Advisers:

Agricultural consultants offering expertise in olive cultivation
Business consultants providing advice on market trends and strategy

Olive Oil Enthusiast Groups:

Clubs and societies dedicated to promoting olive oil appreciation
Online communities sharing information and experiences

Unlocking Business Opportunities: The Impact of Hosted Buyers at IFSA Africa



Facilitating Meaningful Engagements:

The Hosted Buyers Program at IFSA Africa is a meticulously curated initiative designed to bring together influential buyers from diverse regions. These buyers, carefully selected based on their purchasing authority and industry influence, play a crucial role in fostering meaningful engagements with exhibitors. By providing a structured platform for one-on-one interactions, this program facilitates in-depth discussions, allowing exhibitors to showcase their products and services directly to key decision-makers.



+90 Hosted Buyer from 20 countries visited International Food Show IFSA Africa 2023

<p>BREAKDOWN OF VISITORS BY REGION</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>81% Africa</p> </div> <div style="text-align: center;"> <p>13% Asia</p> </div> <div style="text-align: center;"> <p>6% Europe</p> </div> </div> <p>TRADE VISITORS BY BUSINESS NATURE</p> <table border="0"> <tr><td>IMPORTER/EXPORTER/DISTRIBUTOR/WHOLESALE</td><td>1782</td></tr> <tr><td>RESTAURANT/BISTRO/CAFÉ</td><td>633</td></tr> <tr><td>MANUFACTURER - FOOD & BEVERAGE</td><td>318</td></tr> <tr><td>F&B MANAGEMENT SERVICE/CONSULTANCY</td><td>174</td></tr> <tr><td>CATERING/HOSPITALITY</td><td>92</td></tr> <tr><td>ACADEMIC / TRAINING INSTITUTE</td><td>163</td></tr> <tr><td>HOTEL / RESORT</td><td>84</td></tr> <tr><td>HYPERMARKET / SUPERMARKET</td><td>112</td></tr> <tr><td>ADVERTISING /PRINTING</td><td>29</td></tr> <tr><td>LOGISTICS/TRANSPORTATION</td><td>61</td></tr> <tr><td>OTHERS</td><td>2182</td></tr> </table>	IMPORTER/EXPORTER/DISTRIBUTOR/WHOLESALE	1782	RESTAURANT/BISTRO/CAFÉ	633	MANUFACTURER - FOOD & BEVERAGE	318	F&B MANAGEMENT SERVICE/CONSULTANCY	174	CATERING/HOSPITALITY	92	ACADEMIC / TRAINING INSTITUTE	163	HOTEL / RESORT	84	HYPERMARKET / SUPERMARKET	112	ADVERTISING /PRINTING	29	LOGISTICS/TRANSPORTATION	61	OTHERS	2182	<p>WORKSHOPS</p> <p>29</p> <p>SPEAKERS</p> <p>6</p> <p>TOPICS</p> <p>+284</p> <p>ATTENDEES</p> <p>IN 3 DAYS</p>	<p>HOSTED BUYER BY COUNTRY</p> <ul style="list-style-type: none"> LIBYA ALGERIA SYRIA LEBANON INDIA SOUTH AFRICA CAMEROON SENEGAL MALI KENYA TOGO IVORY COAST BURKINA FASO CONGO KINSHASA ANGOLA CONGO-BRAZAVILLE BENIGN NIGERIA CHAD NIGER
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Organized By ITNCexpo
16 Rue Elatrache Ariana SUP Tunisia

hello@ifsafrica.com
+216 55 023 000

www.ifsafrica.com
www.oliveoilshow.com