

HOW AFRICA IS INSPIRING AND MOBILISING THE AGRI-FOOD INDUSTRY A CONTINENT FILLED WITH TRADITIONS... AND FUTURE PROSPECTS

The African continent, the cradle of humankind, is these days developing its culinary influence far beyond its borders. This land of colours and flavours continues to seduce as it reinvents itself in response to international influences, with the diversity of its people and products continuing to shine through. As well as satisfying the palate, African culture offers innovative and sustainable solutions to face the climate and geopolitical issues of our time, with a resilient approach that never neglects the delights of a varied, healthy and natural diet. However, there are still many challenges to be met if we are to eradicate hunger on the region and help develop new prospects for local populations.

According to the United Nations Development Programme (UNDP), **investment in the agri-food sector in Africa has grown significantly in recent years**, reaching around \$15 billion a year. This figure could rise to \$50 billion by 2030 if we are to believe the estimates from the Bill and Melinda Gates Foundation. These figures are evidence of the significant potential of food-related activities within the African continent, whose land is far from being fully exploited. In 2019, according to FAOSTAT,

there were only 240 million hectares of annual and perennial crops out of nearly 1,537 million «useful» hectares (exploitable for economic activity) i.e. less than 16%. The challenge is not only to satisfy the appetite of local populations, but also that of the planet with new flavours. Driven by the constant mixing of culinary cultures and the opportunity to take a journey through flavours, African specialities are making their way to the table, attracting an ever-growing audience.



AFRICAN FLAVOURS CONQUERING THE WORLD!

Mafé, yassa... until now, few specialities from Africa's culinary heritage were known to the general public. Yet the field of exploration seems almost infinite: the diversity of traditions maintained in the many regions of the continent represents so many opportunities to discover new flavours and textures. Products such as **baobab**, **hibiscus** (and more particularly **bissap**, a variety grown in sub-Saharan Africa), **rooibos**, **moringa** and **fonio** can be found in a variety of both modern and traditional recipes. In this process of «hybridisation», the major concern is to preserve the uniqueness of African cuisine and thus resist the standardisation of tastes that can be observed across the globe.

To meet this challenge and extend their influence on world food, ingredients from sub-Saharan Africa can rely on their intrinsic qualities, in line with current transitions: plant control and fermentation techniques are key to the process of increasing plant-based food, while the cultivation of resource-efficient cereals, seeds and tubers (such as sorghum, teff or millet) can be replicated in regions affected by climate change.



Gradually, **African influences are making their way into all consumption channels:**

- In the grocery section of supermarkets, drinks are on the increase, as are sauces and jams. In fresh produce, while products such as acras, doughnuts and samosas remain staples (€26.42 million in sales in 2023 according to Circana), other African dishes are entering the deli offering, as well as products such as baobab and vanilla yoghurts joining the desserts aisles.
- In the fast food sector, a “**street food**” version of **African cuisine** is bringing iconic products such as **pastels**, **gnomi** and **mikate** (traditional doughnuts) to a wider audience, with a strong presence on social media. The **Afrik’N’Fusion** brand has made this relaxed approach its trademark, and is now operating in 8 restaurants in France and abroad (Morocco).

- Traditional catering is also being influenced by the public's interest in new taste experiences.

Mory Sacko, who came to prominence on the TV show Top Chef, has blended African, Japanese and French influences at the heart of the menu of his restaurant MoSuke (in the Paris 14th district). The restaurant has become the first gourmet establishment to offer African dishes, and has been decorated with a Michelin star since 2021. **Savane & Mousson**, **Les Tontons Afro** and **BMK** are also bringing this colourful and spicy landscape to life in France. Across the Atlantic, the **Ghenet** restaurant has been the voice of Ethiopian cuisine in the heart of Brooklyn (New York) for more than 20 years, and has since been joined by names such as **Awash** and **Bati**. The diversity of regional cuisines is particularly evident in the United States, with specialities from Nigeria on offer at **Buka** and from Senegal at **Joloff** (both in Brooklyn).

In each of these examples, the skill with which African ingredients are combined with cutting-edge culinary techniques creates refined, striking experiences.

WE ARE TOMORROW!

NEW GENERATIONS OF EXPERTS, SERVING TASTY AND SUSTAINABLE FOOD

Right at the heart of the African continent, a silent revolution is taking place: ambitious young entrepreneurs are looking to **open up new prospects for their regions**, by strengthening international links while continuing to serve the local population. They **are combining local products with a strong culture of innovation**, solidarity and communication: embodying a modern «Afropolitanism», taking the continent's sovereignty (whether technological, economic or food-related) into consideration. Day after day, these entrepreneurs are building new economic models, with renewed management systems and a strong collaborative dimension, while respecting the small farms that serve the African food sector.

To gain a lasting foothold in consumer habits and on retailers' shelves, African flavours will need to rely on the **innovative and dynamic nature of the continent's companies**. For SIAL, ProteinsXTC has spotted these **coconut and cinnamon bites**, unveiled in autumn 2023 by the Nigerian brand **Kokari Coconuts** and based on the principles of a traditional delicacy called **shukshuk**. Also in Nigeria, **Fit Fill** is developing its **Garri** range – an African speciality usually made with cassava semolina – offering variations of this product, including one with purple sweet potato, which helps to regulate blood sugar levels and promote weight loss. This culture of snacks featuring exotic ingredients can also be found in Ghana, with **Sankofa Snacks'** **green plantain crisps flavoured like yassa chicken**. In the drinks sector, a new **infusion** developed by the Ghanaian start-up **Aguma** showcases the benefits of **mango leaves**. These are just some of



the innovations that combine indulgence and well-being, demonstrating a perfect grasp of market trends.



In line with this dynamic, **Africa will be more strongly represented than ever at the next SIAL Paris event.**

The number of African countries represented at the upcoming edition is expected to be greater than in 2022. Côte d'Ivoire and Senegal have already confirmed their participation, with a hefty increase in the exhibition space earmarked for the latter. Morocco and Tunisia will be well represented, with their respective pavilions managed by organisations such as Egypt Expo & Convention Authority (EECA) and Tunisia Export. It should be noted that particular attention is devoted to the recruitment of exhibitors from the sub-Saharan regions. Uganda and Libya will be taking part in the show for the first time.

A number of new exhibitors will be taking part in SIAL 2024 to unveil their latest launches and contribute to the revival of the world's agri-food industry. This is particularly true of

Egyptian fruit and vegetable wholesaler **Saleh the Good Farm**, whose range of products grown and harvested on its own soil is available fresh or frozen, giving as many people as possible access to top-quality products such as mangoes, pomegranates and peas. In South Africa, **in2food** is developing recognised expertise in the development of fresh, chilled and prepared foods (drinks, ready meals, salads, desserts, etc.) for well-known distributors such as the Australian Woolworths and the UK's Marks & Spencer and Waitrose, alongside a number of independent retailers. Libya is not to be outdone, represented by players such as the **Whiba Group**, whose activities initially developed in the milling sector (crushing rice and wheat), before opening up to drinks. Its wide portfolio of brands – Al-Safwa, Al Imtiyaz, Springo, Al Nokhba, Lamtna, Lamar, Safi etc. – demonstrates the diversity of its activities and its ability to position itself in a wide range of markets.

63 exhibitors
from
13 countries

More than **5 700 m²**
booked to date

Nearly 1/3 new direct exhibitors

CONFIRMED COUNTRIES TO DATE:



SOUTH AFRICA



MOROCCO



ALGERIA



MAURITIUS



CÔTE D'IVOIRE



NIGERIA



EGYPT



UGANDA



ETHIOPIA



SENEGAL



LIBYA



TUNISIA



MADAGASCAR

TOP 3 MOST-REPRESENTED SECTORS:

1



GROCERY AND
MULTI-PRODUCT

2



FROZEN PRODUCTS
AND ICE CREAMS

3



FRUIT AND
VEGETABLES

SIAL PARIS PUTS AFRICA CENTRE STAGE

As part of **SIAL Summits**, a new conference format unveiled to mark the show's 60th anniversary, Africa will be in the spotlight on October 22nd from 2pm to 5pm, in a dedicated area in Hall 5A.

This is an ideal opportunity to explore the emerging trends on the African continent and discover how the innovations developed in these regions can provide resilient, coherent and sustainable solutions for the future, when climate and geopolitical issues will be ever more pressing. Experts on these issues will be sharing their respective visions, including Nicolas Bricas, a researcher at CIRAD and holder of the UNESCO Chair in Global Food Systems, and Damien Conaré, Secretary General of the same Chair.

At the heart of the discussions will be the continent's sovereignty and food security, employment, financing and the sharing of value, addressing the major issues facing the region.

A special SIAL Innovation prize will be awarded to the most daring and committed initiatives from Africa, highlighting the contribution of these regions to the promotion of the renewal of the food sector.

Lastly, African companies will be included in **a dedicated tour route**, making the commitment of these dynamic players in the agri-food industry visible to a large number of professionals.



SIAL PARIS STATISTICS

The show

400,000+
exhibited products



7,500
exhibitors
expected



10 sectors

205
countries represented

more than
100
official
delegations



285,000
professionals expected,
of whom **75% international**



650 startups

leads

A programme of
8,000
major buyers



200 contacts
made on average
per exhibitor



83%
of purchasers
have made
transactions
on site or after
SIAL

more than
50 billion
euros in purchasing
power from the major
buyers (alone) during
the show

9/10

visitors consider the SIAL
strategic for their company

SIAL PARIS 2024: JOIN US

PRACTICAL INFORMATION

Exhibitors and visitors are invited to prepare their visit in advance.

EXHIBITORS

The exhibition is now full. Organisers are exploring solutions to allow companies wishing to exhibit at SIAL Paris to participate in this historic edition.

Register on the waiting list at the following address:
sialparis.exhibitors@sial-network.com
Tel: +33 (0)1 76 77 13 33

VISITORS

Visitors can already book their tickets **online** to access the show and attend the SIAL Summits conferences.



ABOUT SIAL PARIS

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Organized by Comexposium, SIAL Paris is the largest food industry trade fair in the world with more than 7,500 exhibitors and 400,000 exhibited products. A business generator, every two years it provides unique insights into trends and opportunities in the sector. The event is part of the SIAL Network, the world's largest network of food and drink trade fairs. Through eleven regular events (SIAL Paris, SIAL Canada in Montreal and Toronto, SIAL in China / Shanghai and Shenzhen, SIAL Interfood in Jakarta, SIAL in India / New Delhi, Food & Drinks Malaysia by SIAL à Kuala Lumpur, Gourmet Selection by SIAL, Cheese and Dairy Products and Djazagro in Algiers), the network brings together 17,000 exhibitors and 700,000 professionals from 205 countries. The next edition of SIAL Paris will take place from October 19 to 23, 2024, at Paris Nord Villepinte, with an exceptional program to celebrate the 60th anniversary of the trade fair.
www.sialparis.com

COMEX⁺POSIUM

ABOUT COMEXPOSIUM

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The Comexposium Group is a world leader in organizing events and animating communities around their businesses and passions. Comexposium organizes more than 150 events for professionals and the general public in more than ten business sectors (agriculture and food, retail and digital, fashion and accessories, leisure, and so on). The group puts 48,000 exhibitors in contact with 3.5 million visitors, 365 days per year. Initiating experiences and encounters among individuals, Comexposium enables its communities to remain connected all year round through its events (SIAL, All4Pack, Paris Retail Week, One to One E-commerce, Foire de Paris, Rétromobile, and many more) and associated content through effective, targeted omnichannel drivers.
www.comexposium.com



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