

**UK AFRICA FOOD & DRINK
EXPO TRADE VISIT 2012**

**Sat 24th- Wed 28th March 2012
Birmingham, United Kingdom**

The Trade visit will featuring UK Show
for Processing, Packaging & Logistics

Innovative food and packaging solutions

25-27 MARCH 2012 NEC BIRMINGHAM
foodex
THE UK SHOW FOR PROCESSING,
PACKAGING AND LOGISTICS



bakery

dairy

seafood

fresh

beverage

ingredients

meat

logistics

Organised by

Supported by:



AfBBA



**African British Business Association
Partnerships for Africa's Development**

UK AFRICA FOOD & DRINK EXPO TRADE VISIT 2012

SATURDAY 24 – WEDNESDAY 28 2012

BIRMINGHAM, UNITED KINGDOM

EVENT OVERVIEW

The main focus of this trade visit is to improve the processing and packaging of food and drink sector in African countries towards addressing both the immediate and future security needs of the continent, with the assistance of the strong UK Food and drink sector, which directly employs up to 400,000 people, and as many as 1.2 million in ancillary services; it accounts for 16 of the UK's total manufacturing sector by value; and it is an invaluable partner to British agriculture, buying two thirds of what farmers produce with a turnover of £76.2bn, with a gross value added of £20.9 bn.

Overall, the UK Food and Drink sector has a lot to offer African Agriculture sector, mainly in building adequate capacity to process and package their harvested agricultural produce into a variety of manufactured products to satisfy economically local diverse population, as well gaining access to foreign markets, particularly markets with large African diaspora and later to mainstream consumers in the lucrative markets.

The product sectors which make up the food and drink industry in the UK cover a vast range of foods from Biscuit, Cake, Chocolate and Confectionery, Bread and Bakery Snacks, Bakery Ingredients, Yeast, Breakfast Cereals Canned Fruit and Vegetables, Cereal Ingredients, Coffee, Crisps and Snacks, Dietetic Food, Dessert Mixes, Fish and Fish Products, Foodservice, Frozen Food, Herbal Infusions, Ice Cream, Margarine and Spreads, Meat, Oat Milling, Organic Food, Seasonings and Spice, Soft Drinks and Fruit Juices, Soya Products, Soups, Snacks, Nuts and Crisps, Starch, Sweet Spreads (jams, marmalade, Tea, Vegetarian and Meat-free, to Yogurt and Chilled Desserts

Regular contacts with companies and professional or trade groups at events such as this one been organised by the African British Business Association (AfBBA) can immensely benefit African food and drink manufacturers both acquiring machinery and equipment, skills for developing their own local products, but gain the knowledge to enter the international market with their own products.

AfBBA is seeking to develop partnerships between African countries and the UK Food and drink on a mutually supporting and longstanding sustainable basis, which should recognise the needs of both sides for growth and development.

On one hand African countries have an urgent need to deal with the pervasive problems of food security on the continent, the effects which are often seen in form of catastrophic adverse weather and famine, as well as the man-made problems of for example poor management of food. Often, there are sufficient agricultural production produced in many countries, but is estimated that up to half of the annual production is wasted due to poor storage, processing, packaging and distribution logistics to the consumers and overall the level of wastage generated are disproportionately higher than in many developed economies. The UK food and drink sector can play pivotal role in assisting decision makers, businesses and community organisations in becoming more efficient as well as benefit for growth to its own market through such partnerships.

The UK Africa Food & Drink Expo 2012 Trade visit a 3 day event is designed to inform participants about the UK Food environment processing and packaging, it is made up of a short briefing/seminar, also offering the opportunity to attend five UK premier packaging exhibitions, which will enable participants not only to meet global suppliers, service providers and other stakeholders in the industry, observe the latest development in technology and innovations in the food and drink sector, but additionally enable the delegates to attend a variety of seminars and short presentations at the FOODEX show.

EXHIBITIONS AT FOODEX 2012

Foodex is the show for anyone involved in food and drink processing, packaging and logistics.

Foodex exhibitors cover the length and breadth of the food and drink processing sector; coming from all sectors including meat, fresh, dairy, beverages and seafood. For a full exhibitor list, please click the "Exhibitor List" button on the right hand side of this page

BAKERY @ FOODEX

In a move that reflects the significance of the bakery sector to the UK's total food & drink industry, William Reed Business Media has created Bakery @ Foodex. This new element, which will be incorporated into the firmly established biennial Foodex show, will replace the longstanding Baking Industry Exhibition (BIE) and give BIE exhibitors increased exposure to a wider range of buyers from across the food manufacturing and retailing industries.

"The UK bakery market is worth around £3.4 billion a year and is the largest sector in the UK food industry. It makes sense, therefore, for it to take centre-stage at the UK's leading industry-wide show. We're confident that, by combining these two events, we'll offer BIE exhibitors access to a wider audience and enhanced sales opportunities."

Foodex attracts visitors from every area of food and drink manufacture, many of whom have an interest in the bakery sector and its supply chain. "At the same time, many of our traditional BIE exhibitors have products that have can be applied to other areas of food manufacture in addition to baking," says Andrew. "Access to the larger Foodex audience will increase their opportunities for market growth and diversification."

The move to create Bakery @ Foodex has been applauded across the bakery supply industry. Leading trade associations, including the National Association of Master Bakers (NAMB) and the British Society of Baking (BSB) and the Association of Bakery Ingredient Manufacturers (ABIM) have all pledged their support and will have a significant presence at the show.

In addition the BSB has announced that it will again hold a BSB Exhibition Dinner at Foodex on Monday 26 March 2012 for BSB members, visitors and exhibitors.

"Over the past four years the organisers have invested heavily to increase sector coverage at Foodex and to further establish it as the premier event for the UK's food and drink industry. With the bakery sector at its heart, that process is now complete," says the Chairman, British Society of Baking. "By holding our event in tandem with Bakery @ Foodex we will create a richer and more time efficient experience for our members – an opportunity to attend our annual dinner and a 'must-attend' show, all in a single day."

In addition to the exhibition, Bakery @ Foodex will feature a comprehensive programme of presentations, workshops, discussion groups and networking events.

BEVERAGE @ FOODEX

Overflowing with new ideas

From water and soft drinks to bonded warehousing, Beverage @ Foodex will showcase a wealth of exhibitors from across the sector, all with innovative products to boost your business.

"The UK soft drinks market grew by 5.8% in 2010 which is £13.8 million – with companies meeting consumer demand for the different and new. Exhibitors at Foodex will find a sector that's full of opportunity and a marketplace ready for innovation and ideas."

Director General, British Soft Drinks Association

DAIRY @ FOODEX

The cream of the crop at Foodex 2012

The dairy supply chain will be well represented at Foodex 2012, with a wide variety of new and innovative products on show.

INGREDIENTS @ FOODEX

Providing the perfect recipe

From functional ingredients to herbs and spices, the latest innovations will be on show in Ingredients @ Foodex.

"From functional food and fortification to fat, salt and sugar replacers, Foodex will comprehensively deliver all the advice and business opportunities you need to tackle the varied demands of product development, backed by WRBM's leading ingredients supplement, Food Ingredients Health & Nutrition."

Editor, Food Ingredients, Health & Nutrition

"ABIM are pleased to be able to lend our support to Foodex, the main trade event of the food and drink manufacturing industry. We are delighted that William Reed took the decision to widen the scope of food and drink sectors represented at this exhibition, and believe incorporating Bakery @ Foodex into the event will be of great benefit to the bakery industry."

MEAT@ FOODEX

The meat processing sector is at the heart of the heritage Foodex and its future. The focus on the meat industry will be more heightened in 2012 than ever before, with a wide range of exhibitors showcasing their **latest innovations** as well as a **packed programme of competitions** and **master-classes** to offer **inspiration to take back to your business.**

Foodex 2012 is the perfect opportunity to demonstrate to potential clients how your products can help their businesses thrive, despite the recession.

"We have supported Foodex since its inception and believe it to be the most comprehensive UK show for our industry. As UK meat consumption continues to grow, despite a tough economy, our members look to Foodex to introduce them to suppliers who can match innovation with economy." Director of Meat Organisation

SEAFOOD @ FOODEX

Catch the latest ideas for your sector

Seafood @ Foodex will showcase a wide range of products and services to help drive your business forward.

"Seafood consumption increased 17% in the UK in the five years to 2010. Ours is a healthy, vibrant industry that's keen to innovate, modernise and move ahead. Foodex, I'm confident, is fuelling our progress." **Project Manager, Seafish**

FRESH @ FOODEX

All the freshest ideas at Foodex

Supported by the Fresh Produce Consortium, Fresh @ Foodex will showcase a wide variety of products and services to meet the unique needs of the fresh produce sector.

"Foodex is a great opportunity for our members to meet existing suppliers and customers and to build new relationships. We especially welcome the introduction of logistics to Foodex 2012 – recent weather and environmental challenges have driven home the importance of a secure supply chain."
Fresh Produce

LOGISTICS @ FOODEX

Every chain needs the right links...

...and Logistics @ Foodex will give you everything you need to improve efficiency and cut costs in your supply chain.

As part of its strategy to establish Foodex as the premier show for the UK's food & drink manufacturing industry, the organisers announced plans to incorporate its two-year-old Food & Drinks Logistics show within Foodex's widening format. The logistics show, which attracts thousands of buyers, will become an integral part of Foodex, which attracts visitors from every area of food and drink manufacture, many of whom have an interest in the logistics sector.

The decision reflects the vital importance of specialist logistics services to the food & drinks industry and the wide ranging buying responsibilities of food manufacturing professionals.

Its many specialist requirements – from temperature control to delicately timed deliveries – makes it an important area of focus for logistics providers, who are hugely appreciative of the access we have given them to a dedicated food & drink audience. However, it has become equally clear to us that lines of interest and purchasing authority across the three areas of food processing, packaging and logistics are becoming increasingly blurred. Around 65% of visitors to Foodex have purchasing authority for logistics services as well as other areas of manufacture. So, by bringing logistics into the heart of Foodex, we're creating a time efficient way for visitors to pursue all their areas of interest at a single show, while delivering an equally focused but larger audience for our logistics exhibitors."

The industry's leading trade association, The Food Storage & Distribution Federation, has pledged its support and will host a series of issue-specific topics during its breakfast meetings at the show. "This show is an opportunity for our members to not only to promote their services, but to create a platform for industry-wide discussion around aspects of food & drink distribution and logistics that are foremost in the minds of manufacturers.

Foodex will feature a comprehensive programme of presentations, workshops, discussion groups and networking events related to logistics. James SurrIDGE, Editor of the show's media partner, Warehouse & Logistics News, will be actively involved in developing a programme which, says SurrIDGE, "will address those issues that have greatest impact on manufacturers' competitiveness and ability to deliver."

UK AFRICA FOOD & DRINK EXPO TRADE VISIT 2012

BENEFITS OF ATTENDING THE EVENT

The African British Business Association (AfBBA) prides itself in working closely with highly respected trade associations across all markets to create trade visit which offers un-miss able content and valuable, time-efficient for all participants.

As it is widely recognized that it is imperative to develop the food and drink sector in African countries to meet domestic and export demand, the benefits of the UK Africa Food & Drink Expo 2012 Trade visit at a macro level cannot be underestimate, on its impact I in assisting decision makers in formulating coherent, consistent approach to food policy across Government departments to enable sustainably grow of the industry , assist in creating a competitive conditions in which entrepreneurship and innovation can flourish, assist in wider acquisition and application of manufacturing technology, support their food and drink businesses, particularly SMEs to increase productivity develop export strategy to build on the food and drink industry's success in many of the exporting countries

Overall, the trade visit will enable the region to improve the packaging sector

- Capacity Building and infrastructure Development - support to enhance food security
- Opportunity to gain access to other markets
- Acquisition of packaging machinery , technology and Access to the latest Innovation
- Skill Acquisition assistance in developing expertise and knowledge required to build the infrastructure for skills development.

For delegates from private businesses, community development businesses and others, the several activities taking place have been designed to ensure that they derive maximum benefit from the trade visit, such as-

- To develop new contacts or meet potential clients in a neutral yet sales oriented environment
- To compare suppliers
- To see the whole food and drink supply chain under one roof – from processing to packaging and ingredients to logistics
- To view the latest product launches from the major players in the market place
- To be updated on the latest legislation and best practice
- To discover ways to improve efficiency and save money
- To compare suppliers and negotiate the best deals

- To negotiate and discuss your personal requirements face-to-face
- To meet the key decision makers and get valuable media attention
- To find out about the latest innovations in the market to make your brand stand out from the crowd

WHO SHOULD ATTEND THE EVENT

The UK Africa Food & Drink Expo 2012 Trade visit is for everyone involved in the processing, packaging or retailing of food and drink products including production managers, factory managers, food technologists and hygiene managers as well as butchers, farm shops and other retailers. Plus logistics professionals, site owners and managers, operations managers and company directors.

Delegates are welcomed from activities involved in the processing, packaging logistics of food and drink products.

- Agriculturalists & Farmers
- Commodity Exporters – Tropical produce and ingredients
- Food and drink processors
- Craft bakers
- Plant bakers
- Butchers
- Supply chain professional
- Transport Managers
- Warehouse Managers
- Food technologist
- Equipment buyers
- Site Managers
- Health & Safety representative
- Food and drink retailers
- Packaging Machinery manufacturers and distributors
- Product Managers & developers
- R & D/New Product Development Managers
- Key Government Officers, Development Agencies , NGOs & Community groups, particularly women groups

WHEN & WHERE

DATES: Saturday 24th - Wednesday 28th March 2012

LOCATION: London and Birmingham/Coventry

COST

£650 per delegate

Price includes travel arrangements from London to and fro Birmingham and during the event and light refreshments at the event.

Price exclude

Air Travel to the United Kingdom, local transport to and from hotel to the airport. Hotel accommodation varies from £60-£120 per night. (List of hotels will be provided upon confirmed registration for the event.)

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REGISTRATION

REGISTER NOW download application form- WORD' or 'PDF' version attached or by visiting <http://www.afbbaevents.co.uk> or <http://www.afbba.org> and on line

Please complete application form – to info@afbbaevents.co.uk or afbba.org@gmail.com
If you experience any difficulties, please contact us on + 44 77 8022 1679 or

CLOSING DATE FOR APPLICATION AND FULL PAYMENT IS ON THE

We advise delegates without valid visa for the United Kingdom, to register as soon as possible, to allow ample time for the visa application

TERMS & CONDITIONS

Payment: Full payment for the event is required by the 05th March **2012**. Full payment of participation is required before registration can be confirmed

Cancellation

Repayment of 50% for any cancellation up to 4 weeks before the event and no repayment if less than 2 weeks, as it would then be very difficult for us to fill the vacant place.

Other details- The number of places for the event is limited, so please book your place early.

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PROGRAMME 24-28 March 2012

DATE	EVENT	DETAILS	LOCATION
24 th Saturday	ARRIVAL & NETWORKING		Birmingham/Coventry
25 th Sunday	EXHIBITIONS: <ul style="list-style-type: none"> • BAKERY • MEAT • INGREDIENTS • FRESH • BEVERAGE • DIARY • SEAFOOD • LOGISTICS 	10.00 Arrival at the NEC for Pre-exhibition Briefing 17.00 Close	Birmingham NEC
26 th Monday	EXHIBITIONS:	09.00 Arrival at the NEC 17.00 Close	Birmingham NEC
27 th Wednesday	EXHIBITIONS:	09.00 Arrival at the NEC 16.00 Close	Birmingham NEC
28 th Wednesday	SITE VISIT	09.00 Arrival 13.00 Site Visit 16.00 Departure for London END OF PROGRAMME	To be confirmed

The organisers reserve the rights to amend the programme as necessary. There will be a number of features running throughout the show including demonstrations, master classes and topical seminars and debates. Full details will be available to delegates.

ABOUT THE ORGANISERS

African British Business Association (AfBBA)

The African British Business Association is a trade association set up in 2003 as joint initiative by the African Diaspora business community, some British trade institutions with the support of African diplomatic corps and various government institutions, towards improving trade between the two regions. AfBBA has adopted a mission statement of **Fostering Sustainable Development in Africa through of Global Partnerships** in accord with the New Economic Partnerships (NEPAD) for Africa's Development's goals and strategy on private sector development.

The African British Business Association (AfBBA) main goals are to promote and facilitate partnerships and foster linkages on Trade and Investment, Education & Training, Science & Technology and Sustainable Development between African countries and United Kingdom at levels.

To achieve the stated goals, AfBBA have focused its effort on initiatives that foster an environment of cooperation and widen opportunities between the private sector trade organisations Associations, Government Institutions and NGOs in African countries with the United Kingdom

AfBBA has taken part in a number of trade international forums and conferences. Further, AfBBA has prepared development proposals and undertaken projects with various African countries – Senegal, Gambia, Guinea, Sierra Leone, Cote d'Ivoire, Ghana, Gabon, Kenya, Tanzania, Lesotho and Namibia

The association has also hosted a number trade missions, Ministerial and Government Official visits from some African countries at top class UK trade events on Agriculture and Education
Some of the main sectors of experience and activities are focused on – Agriculture, Food & Drink, Education & Training development –partnerships, Biomedical/Biosciences, Healthcare & Pharmaceuticals, Environment, Textiles & Leather, Manufacturing, High Technology, and Creative Industries

For more information on African British Business Association, please visit our website: <http://www.afbba.org> or email us at afbba.org@gmail.com or info@afbbaevents.co.uk

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Website: <http://www.afbba.org> or <http://www.afbbaevents.co.uk>

FUTURE EVENTS – 2012

Date	Title	Venue
	EDUCATION	
15 th – 17 th Mar	EDUCATION SHOW The Education Show is the largest educational resources event , designed for all levels of educator	Birmingham NEC
	MACHINERY	
16 th - 18 th April	MACH 2012 A British industry Machinery event which features latest manufacturing technologies	Birmingham NEC
	LEATHER & FOOTWEAR	
19 th -21 st Feb	MODA FOOTWEAR MODA Footwear is the UK largest and busiest footwear exhibition and the most essential date on the UK footwear buying calendar.	Birmingham NEC

Other events at other venues will soon be published on our website, please visit: <http://www.afbba.org>

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