

Press Release 01

Addis Ababa / Heidelberg, 14 August 2024

Announcing the joint launch of the Ethiopia food show & Ethiopica coffee show 2025

(Heidelberg / Addis Ababa) The highly anticipated Ethiopia food show & Ethiopica coffee show will be jointly launched from 19-21 June 2025 at the Millennium Hall in Addis Ababa. Organised by fairtrade Messe and Prana Events, these two premier events will spotlight Ethiopia's vibrant food and coffee sectors, offering unparalleled opportunities for industry professionals, exhibitors and attendees.

A landmark event for Ethiopia's food and coffee industries

Ethiopia is a nation deeply rooted in its agricultural heritage, with food and coffee playing pivotal roles in its culture, economy, and global standing. The simultaneous launch of these two shows underscores Ethiopia's growing influence in these sectors and provides a powerful platform for showcasing innovation, exploring new markets and forging valuable partnerships.

Ethiopia food show 2025

Despite heavy investment in local food production, Ethiopia remains one of Africa's largest food importers. Between 2018 and 2022, food imports amounted to between \$1.8 billion and \$3.5 billion annually, while food exports totaled between \$1.9 billion and \$2.6 billion over the same period. Thus, food trade with Ethiopia is a US\$ 6.1 billion business. (WTO)

The Ethiopia food show brings together manufacturers, suppliers and retailers within the dynamic F&B and HoReCa industry to source products and discuss business. Exhibitors and trade visitors are expected from Ethiopia, Africa, the Middle East, Asia, Europe, and the world over. The Ethiopia food show is the place to sample, taste & source thousands of F&B products from Ethiopia and around the world.

Ethiopica coffee show 2025

Running concurrently, the Ethiopica coffee show 2025 will celebrate Ethiopia's rich coffee heritage. Known as the birthplace of coffee, Ethiopia continues to lead in coffee production and innovation. The Ethiopica coffee show will bring together all stakeholders along the coffee value chain, farmers, roasters, processors, technical suppliers, retailers and coffee enthusiasts to explore trends, innovations and the future of Ethiopia's coffee industry.

What to expect at the 2025 shows

- **Global and local exhibitors:** Over 100 exhibitors from around the world are expected to participate, offering products and services specifically designed for the Ethiopian market.
- **High-quality attendees:** A diverse mix of industry professionals, including buyers, distributors, retailers, and policymakers, will be in attendance, making this an ideal venue for networking and business development.
- **Educational sessions:** A series of special events will be held during the events, covering topics such as food safety, food trade, coffee competitions, cupping & testing sessions, gursha sessions and market trends.
- **Innovative products:** Discover the latest in food and coffee-related products and services, from cutting-edge food trading to the finest coffee beans and brewing equipment.

Co-organised by

Ethiopia food show & Ethiopica coffee show powered by agrofood Ethiopia

The Ethiopia food show & Ethiopica coffee show take place concurrently with agrofood Ethiopia, the country's most important agrofood trade show, and thus benefits from great synergy effects on both the exhibitor and the trade visitor sides. The most recent, 6th edition of agrofood Ethiopia in May 2024 attracted an impressive 3,483 trade visitors from 38 countries and 122 exhibitors from 12 countries. agrofood Ethiopia is also organised by fairtrade Messe and Prana Events.

Industry and government support

The events enjoy robust support from key Ethiopian ministries, industry associations and international partners, ensuring a comprehensive representation of the sectors involved. Stakeholders from the Ministry of Trade, Ministry of Agriculture, Ministry of Industry and Ethiopian Associations will play active roles, alongside various embassies and international trade agencies.

Join us in June 2025

Don't miss this opportunity to be part of Ethiopia's most significant food and coffee events of the year. The Ethiopia food show & Ethiopica coffee show 2025 are set to provide a unique platform for business growth, innovation and networking.

For more information,

visit www.ethiopiafoodshow.com

and www.ethiopicacoffee.com

Characters (incl. blanks): 4,125

Co-organised by

About the organiser

fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East. Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us. With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.

About Prana Events

Prana Events is the leading trade fair organiser, full-service event management firm, professional stand construction & event service company in Ethiopia. The company is striving to support the event industry in Ethiopia and neighboring countries with knowledge, technology and solutions besides putting Ethiopia on the global trade fair map. Staffed with young, hard-working and creative professionals that have high value and talent for their appointed position, the team is involved on all levels from conceptualisation to implementation.

Contact for press and media:

fairtrade Messe GmbH & Co. KG

Mr Christoph Müller

Public Relations

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

c.mueller@fairtrade-messe.de

www.fairtrade-messe.de

Contact for exhibitors:

fairtrade Messe GmbH & Co. KG

Ms Carolin Schatz

Project Management

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 18

c.schatz@fairtrade-messe.de

www.fairtrade-messe.de

Local organizer:

Prana Events

Mr Nebeyu Lemma

Managing Director

Bole Medhaniyalem,
Lucky Building 5th Floor

Tel +251 116 184 365

nebeyu@fair-team.com

www.pranaevents.net

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