INDUSTRY & MARKET INTELLIGENCE REPORT

THE AFRICA FOOD SHOW

Kenya & Morocco — 2026 Editions

An industry-first read of the food, beverage, agriculture, packaging, and hospitality value chain across two pan-African trade exhibitions — where category demand is growing, where the field is already crowded, and where the openings sit for suppliers weighing market entry in 2026.

KENYA 2026

19–21 August · KICC, Nairobi

4th edition

MOROCCO 2026

17–19 November · AMDIE, Casablanca

4th edition

Prepared July 2026 · Compiled from publicly available AFS organiser materials and industry press coverage

Organised by MIE Events DMCC, in partnership with Global Exhibitions (GEX)

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EXECUTIVE SUMMARY

Reading the Show as an Industry Signal

Two regional editions of one exhibition franchise — AFS Kenya and AFS Morocco 2026 — are useful less as calendar entries and more as a snapshot of where Africa's food, beverage, agriculture, packaging, and hospitality industries stand in 2026: which categories are growing, which are already crowded, and where a supplier's attention is best spent.

The Africa Food Show (AFS) is a pan-African series of B2B trade exhibitions covering the food, beverage, agriculture, and hospitality value chain, organised by MIE Events DMCC with Global Exhibitions (GEX). This report reads both the Kenya and Morocco 2026 editions primarily through an industry lens — twelve exhibitor categories spanning the value chain — with the exhibitions themselves treated as context rather than the main subject.

12	2	4th	US$2,925+
INDUSTRY CATEGORIES COVERED	HOST MARKETS, 2026	EDITION, BOTH HOST MARKETS	INDICATIVE MINIMUM ENTRY COST

Headline findings

- **A senior, deal-oriented buyer base, not a retail crowd.** Both editions draw 60+ CEOs, 10+ ministers or government officials, and 300+ managers per edition (2025 data) — a mix suited to distribution, licensing, and technology-transfer conversations rather than walk-up retail sales.
- **Morocco has the clearer published macro case.** The organiser quantifies a MAD 160bn domestic agri-food market and MAD 62.4bn in exports, with organic and health-conscious categories flagged as the fastest-growing export segment.
- **Kenya's case rests on gateway positioning.** AFS Kenya is positioned as an East Africa platform for the sector, with its co-located Hotel Expo and culinary floor giving exhibitors a direct route to hospitality (HoReCa) buyers.
- **Twelve industry categories, three different postures.** Some categories are genuine white space, some are large and contested, and a few are structural fixtures of the floorplan rather than competitive categories at all — Section D maps all twelve.
- **Entry cost is low relative to buyer quality.** A 9 sqm shell-scheme stand starts near US$2,925 plus VAT, a threshold that suits SMEs testing a new export market ahead of a larger commitment.

> **HOW TO USE THIS REPORT**
> Section A gives a one-page orientation to the shows themselves. Section B profiles the buyer. Sections C and D — the core of this report — lay out the macroeconomic case for each host market and profile every industry category represented. Sections E–G size the international exhibitor mix, cost of entry, and growth trajectory. Section H translates all of this into practical implications, and Section I closes with next steps.

A

ORIENTATION

The Shows, at a Glance

AFS Kenya and AFS Morocco are both staged as multi-show clusters — an anchor food and agriculture show co-located with sector-specific shows for packaging, agri-machinery, and hospitality — rather than as stand-alone exhibitions. Both 2026 editions are the 4th edition in-market, and the two sit roughly three months apart on the calendar (19–21 August and 17–19 November), giving exhibitors two independent entry points within a single 2026 planning cycle.

AFS KENYA 2026

Dates: 19–21 August 2026

Venue: KICC, Nairobi

Co-located: FoodPack Africa · AgroAfrica · The Hotel Expo Kenya

2025 scale (proxy): 100+ exhibitors · 5,000+ visitors · 12 countries

AFS MOROCCO 2026

Dates: 17–19 November 2026

Venue: AMDIE, Casablanca

Co-located: AgroAfrica · FoodPack Africa · The Hotel Expo Morocco · China Morocco Smart Life Show · CTW Morocco

2025 scale (proxy): 200+ exhibitors · 12,000+ visitors · 16 countries

Both formats combine the same six building blocks: an **expo floor** across food, packaging, agri-machinery, and hospitality zones; a **summit** covering investment, food security, supply chain, and sustainability; curated **B2B matchmaking**; a **live culinary floor** (Kenya's MEZANI); a **VIP buyers' lounge**; and on-site **cross-border MOU signings** formalising distribution and technology-transfer agreements between exhibitors, national trade bodies, and government counterparts.

Full booking mechanics, cost breakdown, and key dates are consolidated in the Booking Checklist near the end of this report.

B

DEMAND-SIDE INTELLIGENCE

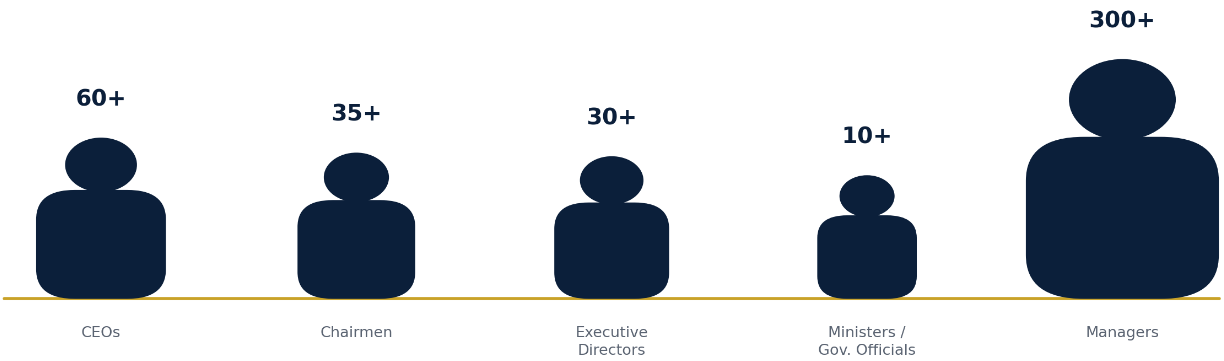
Who Attends, and Why It Matters

Post-show data from both 2025 editions points to a senior, high-intent buyer audience rather than general-public footfall:

Attendee metric	Kenya 2025	Morocco 2025
Total visitors	5,000+	12,000+
Participating countries	12	16
B2B meetings facilitated	1,000+	340+
CEOs attending	60+	60+
Ministers / government officials	10+	10+
Chairmen	35+	35+
Executive directors	30+	30+
Managers	300+	300+

This concentration of senior decision-makers and government officials signals that exhibiting is oriented toward high-value partnership and distribution deals rather than volume retail sales. Cross-border MOUs recorded at both editions — on distribution, technology transfer, manufacturing, and training — reinforce that the shows function as deal-origination platforms rather than purely brand-visibility events.

Decision-Maker Mix



Icon height is scaled to relative headcount from the table above (2025, both editions) — Managers (300+) are the largest group by far, with a senior, deal-oriented layer of Chairmen, CEOs, Executive Directors, and government officials beneath. ***80%+ of attendees hold decision-making authority or are key influencers in product sourcing, distribution, and licensing negotiations.***

Both organisers also run multi-channel campaigns — press, digital, and social — ahead of each edition to drive visitor registration, on top of trade-press coverage.

C

MARKET OPPORTUNITY

The Structural Case — Morocco & Kenya

Morocco: a quantified macroeconomic case

Morocco is the market where the organiser has published the clearest macroeconomic case for exhibiting.

26%
OF MOROCCO'S INDUSTRIAL GDP

150K
JOBS, ~25% OF INDUSTRIAL WORKFORCE

MAD 160bn
DOMESTIC AGRI-FOOD SALES, 2023

MAD 62.4bn
AGRI-FOOD EXPORTS, 2023

- 2,000+ companies; exports led by citrus, olive oil, and fresh produce, into Europe, North Africa, and the Middle East.
- **Organic and health-conscious categories are the fastest-growing export segment** — a named opening for plant-based, functional-beverage, and clean-label exhibitors.
- Government-backed infrastructure investment and rising IoT/AI adoption in farming point to near-term demand for agri-tech, processing, and packaging-automation suppliers.

Kenya: an East African gateway case

Kenya's materials are lighter on macro data, but establish the show as a regional gateway rather than a single-market play.

- **Gateway positioning.** Framed as a leading East African platform — access to Kenya, Uganda, Tanzania, Rwanda, and the wider COMESA bloc.
- **Policy alignment.** Summit agenda mirrors Kenya's Vision 2030 and the African Union's Agenda 2063.
- **A built-in HoReCa channel.** MEZANI and Hotel Expo co-location give a direct route to hospitality, restaurant, and catering buyers.
- **An established trade bridge.** Prior-edition MOUs show the show already originates cross-border African trade, not only inbound trade from outside the continent.

	Morocco	Kenya
Primary case	Quantified macroeconomic opportunity	Regional gateway positioning
Best-fit exhibitor	Exporters into an established, tracked agri-food economy	Suppliers seeking a foothold across the East African / COMESA corridor
Strongest built-in channel	Government & infrastructure investment programmes	Hospitality / HoReCa via MEZANI & Hotel Expo
Evidence style	Explicit GDP, trade, and employment figures	Policy alignment and prior cross-border MOUs

INDUSTRY DEEP-DIVE

The Twelve Exhibitor Categories

Drawing on the exhibitor floorplans for both 2026 editions and published exhibitor profiles, exhibitors cluster into a consistent set of twelve industry categories across both shows. Each category below is read on two dimensions: how loudly buyers and policymakers are signalling demand for it, and how developed the category already is on the floorplan.

- White-space play
- Contested growth
- Scale / price competition
- Niche / relationship play

1. Food Ingredients & Specialty Products

NICHE / RELATIONSHIP

Typical exhibitors: Spices, honey, grains, sauces, condiments, and specialty or regional foods.

Why it's here: A near-universal category at both shows — low differentiation risk, but also the least distinctive, since regional-specialty pavilions cover much of this ground on national reputation alone.

2. Food Processing & Manufacturing

CONTESTED GROWTH

Typical exhibitors: Processed foods, confectionery, snack manufacturing, and ready-to-eat products.

Why it's here: The largest and most contested category on both floorplans, drawing manufacturers from across Asia, Europe, and the host region — making differentiation on price, service, or local partnership the live question for any new entrant.

3. Beverages & Functional Drinks

CONTESTED GROWTH

Typical exhibitors: Juices, functional/health drinks, and bottled beverages.

Why it's here: Sits directly on Morocco's own named growth segment — organic and health-conscious food categories are flagged by the organiser as the fastest-growing export line, pulling buyer attention toward this category specifically.

4. Plant-Based & Alternative Proteins

WHITE-SPACE PLAY

Typical exhibitors: Meat-alternative and plant-based product lines.

Why it's here: The clearest white-space category in this report: exhibitor presence is still comparatively light, yet it aligns precisely with the organic/health-conscious demand growth both host markets are calling out.

5. Sustainable Food Packaging & Labeling

CONTESTED GROWTH

Typical exhibitors: Plastic and metal packaging, printing and labeling technology, intelligent/self-service packaging, and packaging materials.

Why it's here: A large, competitive hall at both shows with strong participation from international packaging manufacturers — but also one where Morocco's government-backed infrastructure investment is creating real near-term automation demand.

6. Food Supply Chain & Logistics

CONTESTED GROWTH

Typical exhibitors: Logistics packaging, containers, cold chain, and warehousing/automation.

Why it's here: Directly named in both shows' summit agendas as a priority topic; cold-chain infrastructure is a recurring gap in African food-security conversations, keeping this category buyer-relevant even where exhibitor density is only moderate.

7. Food Safety & Quality Assurance

WHITE-SPACE PLAY

Typical exhibitors: Testing, certification, and laboratory equipment.

Why it's here: Under-represented relative to the buyer interest it attracts: government and ministry attendance (10+ officials per edition) creates a direct line to policy-level buyers for exhibitors with regulatory, standards, or certification offerings.

8. Smart Agriculture & Farming

WHITE-SPACE PLAY

Typical exhibitors: IoT and precision-farming technology, and agri-tech start-ups.

Why it's here: Explicitly called out in Morocco's brochure via rising IoT/AI adoption in farming, but exhibitor presence remains thin — an early-mover category for agri-tech suppliers willing to establish local credibility first.

9. Agricultural Machinery & Inputs (AgroAfrica)

SCALE / PRICE COMPETITION

Typical exhibitors: Tractors, harvesters and mowers, soil-preparation tools, planting/seeding/cultivation machinery, fertilising and crop-protection equipment, milling/storage/conveying systems, water pumps, and hand tools.

Why it's here: The single largest exhibitor hall at both shows by floor area, with strong participation from international machinery manufacturers — high buyer traffic, but the most price-competitive category in this report.

10. Regional Specialties

NICHE / RELATIONSHIP

Typical exhibitors: Country and region pavilions showcasing local produce and products.

Why it's here: A structural feature of the floorplan rather than a single competitive category — national pavilions compete on provenance rather than head-to-head product comparison.

11. Hospitality & Hotel Equipment (The Hotel Expo)

NICHE / RELATIONSHIP

Typical exhibitors: Hotel supplies and furnishings, F&B service equipment, and interior/finishing products.

Why it's here: Co-located as its own show at both editions, giving exhibitors a direct channel to hospitality and HoReCa buyers — strongest in Kenya, where the MEZANI live culinary floor adds a second point of contact with the same buyer base.

12. Trade & Investment Facilitation Bodies

NICHE / RELATIONSHIP

Typical exhibitors: Chambers of commerce, trade councils, and national investment/export promotion agencies.

Why it's here: Not a commercial exhibitor category at all, but a policy channel — a practical first point of contact for exhibitors seeking regulatory or market-entry guidance rather than a direct sale.

EXHIBITOR LANDSCAPE

An International Field

Exhibitor nationality on both floorplans is broadly international, combining strong host-country participation with exhibitors from across Asia, Europe, the Middle East, and the wider African region. Floorplans are marked by the organiser as indicative only and subject to change ahead of the final show layout.

AFS Kenya 2025 — exhibitor nationalities *12 countries represented among visitors*	AFS Morocco 2025 — exhibitor nationalities *16 countries represented among visitors*
Kenya (host)	**Morocco (host)**
South Africa	**China**
DR Congo	**Senegal**
Sudan	**Ghana**
China	**Botswana**
+ 7 more	+ 11 more

Illustrative selection of nationalities named in organiser floorplan and brochure materials — not an exhaustive or ranked list. China is one of several international nationalities present at each show alongside a broader regional and global mix.

- **International manufacturers are well represented across several categories** — particularly packaging, machinery, and processed food — alongside strong host-nation and regional African participation.
- **The host nation carries natural home-ground advantage.** Morocco's own presence is described as "very strong" on its floorplan; Kenya likewise anchors its own show. Regional-specialty and provenance-based categories favour the host nation structurally.
- **Regional African participation is meaningful.** Kenya's floorplan includes South Africa, DR Congo, and Sudan; Morocco's includes Senegal, Ghana, and Botswana — relevant for exhibitors specifically targeting intra-African trade corridors.
- **The pattern holds at the visitor level too:** 12 countries represented among Kenya 2025 attendees, 16 among Morocco 2025 attendees — international buyer interest is not confined to the exhibitor side.

F

COST OF ENTRY

Space Options & Economics

Both editions use an identical two-tier space model, which makes the economics directly comparable across markets:

Package	Cost	Minimum space	Includes
Space Only	US$285 / sqm	18 sqm	Bare floor space; power supply charged separately
Shell Scheme Stand	US$325 / sqm	9 sqm	3 spot lights, 1 power outlet, 1 counter, 2 chairs, 1 table, fascia name board

Both packages are subject to 5% VAT. Standard payment terms follow a 50% deposit shortly after signing, with the remaining 50% balance due roughly a month before the show. Kenya contracts fall under Kenyan jurisdiction; Morocco contracts fall under Moroccan jurisdiction.

- The shell-scheme minimum — roughly US$2,925 plus VAT before power — is a genuinely low threshold against the buyer seniority documented in Section B, which is what makes this format suitable for SMEs testing a new export market before a larger footprint commitment.
- The space-only option rewards exhibitors who already have their own stand-build capability or want a larger footprint at a lower per-sqm rate — typically the larger machinery, packaging, and processing exhibitors.
- Jurisdiction differs by market, a standard consideration for legal review before signing.

G

OUTLOOK

Growth Trajectory

Both markets show edition-on-edition growth in scale and international reach, and the organiser's own targets suggest that trajectory is expected to continue into 2026.

- Morocco's visitor numbers reached 12,000+ by its 2025 (3rd) edition, with 200+ exhibitors and broad press coverage. The 2026 edition is being marketed against a 250+ exhibitor target, implying the organiser expects continued growth from the 2025 base.
- Kenya scaled to 100+ exhibitors and 5,000+ visitors by its 2025 (3rd) edition.
- Both shows run paid social, digital, and press campaigns ahead of each edition — indicating a multi-channel visitor-acquisition strategy rather than reliance on trade press alone, which supplements rather than replaces an exhibitor's own marketing spend.

READING

The organiser is not simply repeating a formula from 2025 — the 2026 exhibitor targets and the added co-located shows in Morocco both point to a franchise that is actively scaling, not standing still.

IMPLICATIONS

Strategic Implications for Prospective Exhibitors

Pulling the preceding sections together, five practical implications stand out for a company deciding whether — and how — to exhibit:

1. Price and position within a genuinely international field

Packaging, machinery, and processed-food categories draw manufacturers from across Asia, Europe, and the region. Pricing and positioning should account for this breadth of competition — on quality, service, and local partnership — rather than assuming a single point of comparison.

2. Use the government channel deliberately

Government and ministry presence at both shows (10+ officials at each) creates a direct opening for exhibitors with regulatory, standards, or certification angles — food safety and quality assurance exhibitors in particular — to engage policy-level buyers, not just commercial ones.

3. Treat the low entry cost as a market-testing tool, not just a discount

The consistent low entry threshold — roughly US$2,925 plus VAT before power for a 9 sqm shell-scheme stand — keeps first-time market-entry costs comparatively low relative to the buyer seniority on offer, making AFS a reasonable venue for SMEs to test a new export market before committing to a larger footprint.

4. Plan for built-in cross-sell traffic from co-located shows

Because both shows are co-located with adjacent verticals — hotel equipment, agri-machinery, packaging, and (in Morocco) consumer tech/CTW — exhibitors in one category can reasonably expect footfall from buyers primarily attending the co-located show. A packaging exhibitor, for instance, should expect meaningful traffic from hospitality buyers attending The Hotel Expo, and vice versa.

5. Weigh organiser-driven demand generation against add-on sponsorship spend

Both organisers run their own newsletter, press, and digital-campaign reach ahead of each edition, meaning exhibitors benefit from organiser-driven demand generation in addition to their own marketing. That baseline visibility is worth weighing against optional sponsorship and branding add-ons sold across the wider events portfolio.

CLOSE

Summary & Next Steps

AFS Kenya and AFS Morocco 2026 are twin regional editions of a pan-African food, agriculture, packaging, and hospitality trade-show franchise operated by MIE Events DMCC and GEX. Both offer a straightforward two-tier space model, both are co-located with complementary vertical shows to broaden buyer reach, and both have shown year-on-year growth in exhibitor count, visitor numbers, and international participation through their 2025 editions.

Exhibitor composition draws from a broad international base — the host nation, other African markets, and manufacturers from Asia, Europe, and the Middle East — spanning the twelve industry categories profiled in Section D: food ingredients, processing, packaging, agri-machinery, beverages, plant-based proteins, food safety, smart agriculture, supply chain, regional specialties, hospitality equipment, and trade facilitation bodies.

The clearest market opportunity sits in **Morocco**, where the organiser has published explicit macroeconomic data underscoring a large, exporting, government-supported agri-food sector with rising demand in organic/health-conscious categories and agri-tech. **Kenya's** opportunity case rests more on its position as an East African gateway market and its tighter integration with the hospitality/HoReCa buyer segment via the co-located Hotel Expo and MEZANI culinary floor.

2	12	US$2,925+	60+
EDITIONS TO PLAN AGAINST IN 2026	INDUSTRY CATEGORIES REPRESENTED	INDICATIVE MINIMUM ENTRY COST	CEOS ATTENDING, PER EDITION (2025)

Recommended next steps

- Shortlist which of the twelve industry categories in Section D matches your product line, and note whether it sits in a white-space, contested-growth, or scale/price posture.
- Decide between the Space Only and Shell Scheme packages based on whether you need a larger footprint or a faster, fully-fitted stand — see Section F for the full cost breakdown.
- Contact MIE Events DMCC / Global Exhibitions (GEX) via the official Africa Food Show channels for the current 2026 floorplan and available stand inventory for Kenya and/or Morocco.
- If budget allows, plan for both editions in the same year — Kenya in August, Morocco in November — to test the gateway and macro-data cases side by side before committing to a longer-term regional strategy.

REFERENCE

Booking Checklist & Key Dates

1. **Confirm your category and package.** Match your product line to one of the twelve categories in Section D, then choose between Space Only (18 sqm min., US$285/sqm) and Shell Scheme (9 sqm min., US$325/sqm).
2. **Request the current floorplan and space contract.** Floorplans are indicative and subject to change — request the latest version directly from MIE Events DMCC / GEX before selecting a stand location.
3. **Budget for the full payment schedule.** Standard terms require a 50% deposit shortly after signing and the remaining 50% roughly a month before the show.
4. **Clarify jurisdiction and VAT treatment.** Kenya contracts fall under Kenyan jurisdiction and Morocco contracts under Moroccan jurisdiction; both carry 5% VAT with power/utilities billed separately.
5. **Plan your on-site programme.** Decide whether to request B2B Matchmaking slots, VIP Buyers Club access, summit speaking opportunities, or (Kenya only) a MEZANI culinary-floor slot.
6. **Align your marketing with the organiser's calendar.** Both shows run press and digital campaigns in the months before the event — coordinate your own outreach to land inside that same window.

Milestone	Kenya 2026	Morocco 2026
Show dates	19–21 August 2026	17–19 November 2026
Venue	KICC, Nairobi	AMDIE, Casablanca
Recommended contract signing	Allow deposit + 1-month balance lead time ahead of August	Allow deposit + 1-month balance lead time ahead of November

REFERENCE

Glossary of Terms

AFS	Africa Food Show — the anchor exhibition brand covered in this report, run in Kenya, Morocco, and Côte d'Ivoire editions.
AgroAfrica	The agricultural machinery and inputs show co-located with AFS at both the Kenya and Morocco editions.
AMDIE	The Moroccan Agency for Investment and Export Development; also the exhibition venue name used for AFS Morocco.
B2B Matchmaking	Curated, pre-scheduled buyer–seller meetings organised on-site.
COMESA	Common Market for Eastern and Southern Africa — the regional trade bloc most relevant to Kenya's East African gateway positioning.
FoodPack Africa	The food-packaging show co-located with AFS at both the Kenya and Morocco editions.
HoReCa	Hotels, Restaurants, and Catering — the hospitality buyer segment served by The Hotel Expo and (in Kenya) the MEZANI culinary floor.
KICC	Kenyatta International Convention Centre, Nairobi — the venue for AFS Kenya 2026.
MEZANI	AFS Kenya's live culinary floor, featuring cooking demonstrations, tastings, and chef meet-and-greets.
MIE Events DMCC	The Dubai-headquartered exhibitions, trading, and consulting group that organises AFS.
MOU	Memorandum of Understanding — cross-border agreements formalised on-site at both editions, e.g. on distribution, technology transfer, manufacturing, or training.
Shell Scheme	The fitted-stand package (9 sqm minimum, US$325/sqm) including spot lights, power outlet, counter, chairs, table, and fascia name board.
Space Only	The bare-floor package (18 sqm minimum, US$285/sqm) with power charged separately, suited to exhibitors building their own stand.
The Hotel Expo	The hospitality and hotel-equipment show co-located with AFS at both editions.

REFERENCE

Sources & Methodology

This report draws on publicly available materials relating to the AFS Kenya and AFS Morocco 2026 editions — including organiser brochures, published floorplans, post-show press releases, and organiser website content — together with publicly reported Moroccan agri-food sector statistics.

Figures for the 2026 editions not yet held at the time of writing (for example, final exhibitor and visitor counts) are drawn from the most recently completed edition (2025) as the best available public proxy, and are labelled accordingly throughout this report.

The industry-positioning framework in Section D is an independent, qualitative synthesis prepared for this report from public floorplan and brochure signals — exhibitor density by hall, summit-agenda emphasis, and brochure-level demand signals. It is not derived from a scored survey or licensed third-party market-sizing data, and should be read as a discussion framework rather than a precision ranking.

All monetary figures are presented in the currency used by the source materials — US dollars for space costs, Moroccan dirham (MAD) for Morocco's domestic economic figures — and have not been converted or adjusted for inflation.

This report was prepared as an industry-intelligence asset accompanying the AFS Kenya & Morocco 2026 landing page.