



The Kenyan food event

FOOD • BEVERAGE • HOSPITALITY

3 - 5 SEPTEMBER 2024

THE SARIT EXHIBITION CENTER, NAIROBI, KENYA



Unveiling East Africa's Culinary & Hospitality Future: Where Innovation Meets Tradition in Food, Drink, and Hospitality

1895 MONTGOMERY GROUP EAST AFRICA

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www.kenyanfoodevent.com



The Kenyan Hospitality Event

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kfe



Beverages: :

The beverages market in Kenya is projected to grow by **8.55%** (2023-2027) resulting in a market volume of **US\$5893.00k in 2027**



Alcoholic Drinks:

The alcoholic drinks market in Kenya is projected to grow by **4.97%** (2023-2027) resulting in a market volume of **US\$3782.00m in 2027**

Building on the success of the last edition held in September 2023, this year's show has an exciting line-up of both local and international companies and is an ideal platform for product launches, finding new buyers & distributors and to learn about the latest industry trends.

The Kenyan food event (KFE) is East Africa's primary B2B exhibition bringing together the food and drink industries. The show offers a pivotal platform for international companies looking to break into the market as well as an opportunity for local businesses to expand their existing footprint. The event focuses on the food and beverage sectors providing an opportunity for both food and beverage manufacturers to meet potential East African importers, distributors, wholesalers, and local businesses to discuss and explore mutual business opportunities to enhance trade relationships.

Food-The import value of food and beverages to Kenya in January 2023 was measured at some 24.15 billion Kenyan shillings (KSh), which is roughly 167 million U.S. dollars. East Africa imports several international food brands to be sold to the local market.

As of October 2023, the hospitality industry in Kenya has begun to recover from the effects of COVID-19, and there is renewed optimism in the tourism industry. This is backed by growth in air connectivity and visa-on-arrival policies, which are significant drivers of tourism and business travel



Visitor Profile



- Retailers
- Wholesalers
- Distributors
- Importers
- Logistics
- Venue operators
- HORECA distributors
- Food service providers
- Airline and travel
- Public Sector intuitions
- Trade bodies & Associations



Exhibitor Profile

- Bakery & Morning Goods
- Cheese & Dairy products
- Confectionery, Candy & Chocolate
- Dry, Canned & Bottled Goods
- Ethnic Foods
- Fish & Seafood
- Free-from products & Organic Food
- Fresh Produce & Ingredients
- Frozen Foods & Ice Cream
- Health & well being
- Meat & Poultry
- Oil
- Processing, Packaging & Design
- Snacks
- Specialty Products
- Beers/Cider
- Coffee/Tea
- Energy & Fitness Drinks
- Juices, fruit & Soft Drinks
- Private label products
- Wine & Spirits
- Water



Exhibitor Profile

- ▲ Bathroom and Spa
- ▲ Beds and Bedding
- ▲ Catering Equipment
- ▲ Refrigeration and air-conditioning technology
- ▲ Cleaning and Hygiene Equipment
- ▲ Computers and Technology
- ▲ Fitness Equipment
- ▲ Furniture
- ▲ Point of Sale
- ▲ Security Systems
- ▲ Tableware
- ▲ Transport, Storage, Logistics
- ▲ Uniform and Clothing



Visitor Profile

- ▲ Hotel
- ▲ Restaurant
- ▲ Bars & Clubs
- ▲ Cafes
- ▲ Property developments
- ▲ Schools
- ▲ Healthcare
- ▲ Retail
- ▲ Public Sector Institutions
- ▲ Butchery & Bakery



The Kenyan travel and tourism industry represented 8% of total GDP in 2019, and this economic activity supported 1.6 million jobs. By 2025, there will be 32,000 new jobs, and there will be 400,000 incremental overnight stays in Kenya in 2025. There will also be a cumulative increase in tourism spending of USD 500 million over the five-year period



The Kenyan Hospitality Event (KHE) is the biggest exhibition serving the hospitality industry across East Africa. The exhibition offers a pivotal platform for those in the industry looking for new suppliers, producers, and services providers to enhance their business.



Post show report & Articles

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Join us in 2024



When

3rd September 2024

5th September 2024

Chefs competition:

The 2024 Kenyan Food Event (KFE) features an exciting chefs' competition, where talented chefs from East Africa showcase their culinary skills. Given surprise ingredients, these chefs craft innovative and delicious dishes, celebrating the region's rich food culture. The competition aims to find the best chef, making it a thrilling event for culinary enthusiasts, embodying East Africa's gastronomic excellence and tradition

Hosted-Buyer Program:

This program gives the opportunity to meet key clients from the East African region. As organizers we are budgeting to fly in key buyers from the surrounding countries, visit <https://www.kenyanfoodevent.com/visiting/hosted-buyer-programme>.

Community Engagement:

These are initiatives that we carry out to enhance our relationship with the food and hospitality communities and to meaningfully engage with them throughout the year. If you would like to be a part of this, please contact our sales Manager.

BOOK A
STAND NOW
FOR 2024



LOCATION: THE NEW SARIT EXHIBITION CENTRE, NAIROBI, KENYA

With some of the region's most important and senior advisors and representatives set to attend, Kenyan Food and Hospitality Event will be pivotal opportunity to connect with the local market.

VISITOR SNAPSHOTS



Why Exhibit?

- ▶ Sell your product directly to your target market in a face-to-face environment
- ▶ Brand Enhancement
- ▶ Wider reach of an audience with end users and buyers from across the region
- ▶ Establish and develop strong relationships with brands in East Africa
- ▶ Learn about new revenue streams
- ▶ See your competitors and remain at the forefront of your industry
- ▶ Understand the local requirement and how you can tailor your sales pitch



Contact Us Today

Kenya & the rest of the world

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Our Sister Event



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