

REGISTRATION GUIDE



Serving Food Industries Across Africa

Food & Beverage | Food Processing | Packaging | HORECA

PRODUCTS CLASSIFICATION

List of products categories admitted to exhibit at IFSA

FOOD & BEVERAGE

- Additives
- Beer / Craft Beer / Cider / Shandy
- Canned / Processed Food
- Chilled / Frozen Food
- Chocolate / Cocoa / Pralines
- Concentrates / Cocktails / Mixes
- Condiments
- Confectionery / Snacks / Candy
- Convenience Food
- Dairy Products
- Drinks
- Eggs / Egg Products
- Health / Organic Food
- Ingredients
- Instant Coffee / Tea
- Juices
- Meat and Poultry
- Oil
- Plant-based
- Premixes
- Sauces and Seasonings
- Seafood
- Spreads
- Staple Food
- Starch / Starch Products
- Super Foods
- Vegetarian Foods
- Water
- Fillings / Toppings
- Fine / Specialty Food
- Flavoured Tea
- Fresh Fruits / Vegetables

FOODTECH

- AgriTech
- AquaTech
- Food Science
- Alternative Foods
- Process Technology
- Packaging Technology
- Packaging Materials
- Automation Technology
- Controlling and Regulation
- Data Processing
- Safety and Quality Management
- Refrigeration
- Air-Conditioning
- Sustainable Packaging
- Transport, Storage
- Logistics
- Food Waste
- Digital Solutions

HOSPITALITY

- Bar Furniture and Fittings
- Bathroom Fittings / Supplies
- Bed and Beddings
- Crystalware / Glassware
- Flatware / Hollowware
- Cleaning Products
- Cutlery
- Flooring
- Housekeeping Products
- Indoor Furniture and Fittings
- Interiors
- Kitchen Accessories
- Guest Amenities
- Light Fixture and Fittings
- Linen / Curtains / Carpets
- Outdoor Furniture and Fittings
- Silverware
- Spa and Fitness Equipment
- Uniforms
- Accounting / Billing Systems
- Audio Systems
- Bar Coding / Scanners
- Broadband Access Network Technologies
- Point-of-Sales Systems
- Property Management Systems
- Robotics
- Security Systems
- Yield / Revenue Management

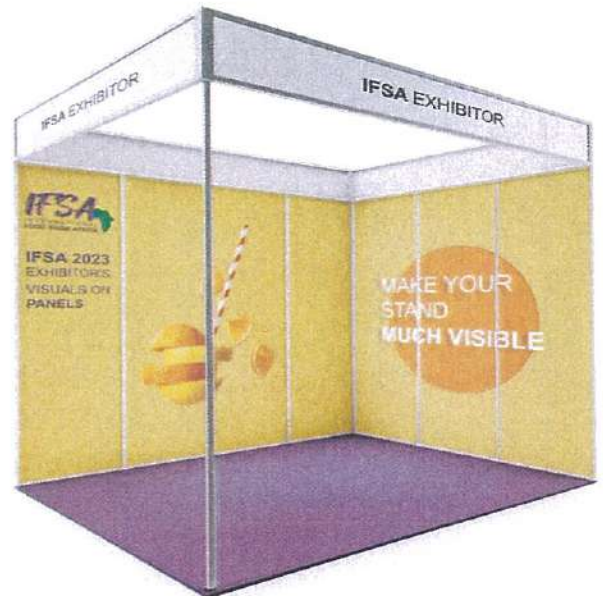
SPACE ONLY

Unfitted stand

Space provided only. No equipment supplied.

min 36m² 290 € m² excl. VAT

Without partitions, or electricity, or carpet, or light,...
HALL on standard floor



SHELL SCHEME

Equiped stand

A fitted out space with the following items

min 9m² 390 € m² excl. VAT

Separating panels	1 Electric socket
Carpet	1 Wastebasket
Facial panel	1 Table
3 Spot lights /9m ²	3 Chairs
Electricity (monophase 16 A 220W)	Daily stand cleaning

EXTRA

VISUALS ON PANELS
80 € excl VAT / LINEAR METRE
ADHESIVE LOGO ON COUNTER
40 € excl VAT / LOGO

SHELL SCHEME Over 18m²

- Basic package
- + 2 sqm storage room
- + 1 display rack
- + 1 additional table
- + 3 suppl. chairs

We remind you it is strictly forbidden to stick, to drill, to nail and to screw on the panels.



NATIONAL PAVILION PLUS

UPGRADED PACKAGE max height 3.5m

A fitted out space with the following items

Wooden partitions	Per booth:
Carpet (choice of colour)	1 Electric socket
Counter + Adhesive logo	1 Wastebasket
3 Spot lights /12m ²	1 Table
Electricity	3 Chairs
(monophase 16 A 220W)	Daily stand cleaning

IMPROVE YOUR VISIBILITY

min 72m² 560 € m² excl. VAT

EXTRA

VISUALS ON PANELS
80 € Inc. VAT / LINEAR METRE
COUNTER
ADHESIVE LOGO ON COUNTER
40 € Inc. VAT / LOGO



SHELL SCHEME PLUS

UPGRADED PACKAGE max height 2.5m

A fitted out space with the following items

Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
4 Spot lights	3 Chairs
Electricity (monophase 16 A 220W)	Daily stand cleaning

IMPROVE YOUR VISIBILITY

min 15m² 490 € m² excl. VAT

EXTRA
VISUALS ON PANELS
80 € excl VAT / LINEAR METRE

Shell Scheme Premium Over 18m²

- Upgraded package
- + 1 sqm storage room
- + 1 additional table
- + 3 suppl. chairs



SHELL SCHEME PREMIUM

UPGRADED PACKAGE max height 2.9m

A fitted out space with the following items

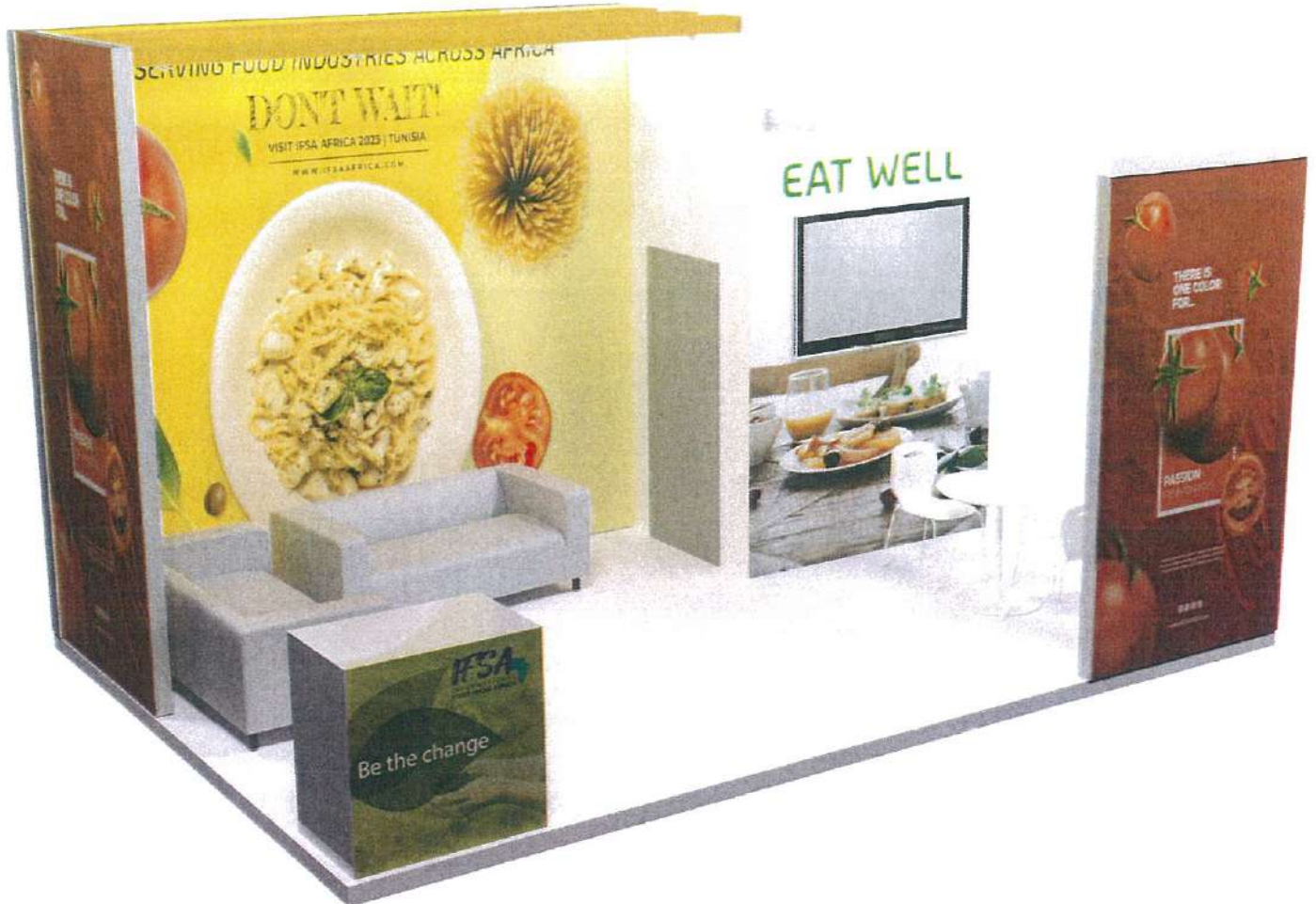
Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
6 Spot lights	3 Chairs
Electricity	TV 43"
(monophase 16 A 220W)	2 Sofa
2 sqm storage room	Daily stand cleaning

IMPROVE YOUR VISIBILITY

min 18m² 620 € m² excl. VAT

EXTRA

VISUALS ON PANELS
80 € excl VAT / LINEAR METRE



**SHELL SCHEME PREMIUM +
UPGRADED PACKAGE max height 3.5m**

A fitted out space with the following items

Wooden partitions	1 Electric socket
Carpet (choice of colour)	1 Wastebasket
Counter + Adhesive logo	1 Table
Electricity (monophase 16 A 220W)	3 Chairs
3 sqm storage room	TV 43"
	2 Sofa
	Daily stand cleaning

IMPROVE YOUR VISIBILITY
min 24m² 680 € m² excl. VAT

EXTRA
VISUALS ON PANELS
80 € excl VAT / LINEAR METRE

**SPECIAL DESIGN
CUSTOM STAND**

A fitted out space with the requested items

IMPROVE YOUR VISIBILITY
PRICE UPON ESTIMATE ONLY

We hereby register for the following section of IFSA 2023:

FOOD & BEVERAGE FOOD PROCESS PACKAGING HORECA

We register the following company as an exhibitor:

Company name: _____ VAT Reg.-No.: _____

Street: _____ P.O. Box: _____

City: _____ Postal code: _____ Country: _____

Telephone (incl. country + area code): _____ Website: _____

Name of our contact person: _____ Mr Ms

E-mail: _____ Telephone (incl. country + area code): _____

Name of Marketing & Communication Follow up: _____ Mr Ms

E-mail: _____ Telephone (incl. country + area code): _____

BOOTH ON FLOOR PLAN

Requested booth number: _____ Special mentions: _____

PARTICIPATION

SPACE ONLY

Space provided only. No equipment supplied.
(Without partitions, or electricity, or carpet, or light,...)
HALL on standard floor

SHELL SCHEME

A fitted out space with the following items
Walls / carpet / fascia panel / spot lights / electricity
(monophase 16 amperes : 220w) / 1 x
socket / 1 x wastebasket / 1 x table / 3 x chairs
HALL on standard ground floor

NATIONAL PAVILION PLUS

UPGRADED PACKAGE max height 3.5m



	Quantity	Unit	Rate (EUR € Excl. Taxes)	Total
SPACE ONLY		sqm	290	
		(Minimum : 36)		
SHELL SCHEME		sqm	390	
		(Minimum : 9)		
NATIONAL PAVILION PLUS		sqm	560	
		(Minimum : 72)		

	Quantity	Unit	Rate (EUR € Excl.Taxes)	Total
SHELL SCHEME PLUS UPGRADED PACKAGE max height 2.5m 		sqm (Minimum 15)	490	
SHELL SCHEME PREMIUM UPGRADED PACKAGE max height 2.9m 		sqm (Minimum 18)	620	
SHELL SCHEME PREMIUM + UPGRADED PACKAGE max height 3.5m 		sqm (Minimum 24)	680	

ANGLE OPTIONS

(Surcharge calculated on the basis of the Excl. VAT total of the booked surface area)

Inline stand (Basic / No surcharge)

0 %

Corner (1 angle)

10 %

Peninsular (2 angles)

15 %

Island (4 angles)

20 %

CO-EXHIBITION FEES

Administration and registration in the exhibitor guide

Co-exhibitor 390

REGISTRATION FEES

- Registration fees
- Listing in the official catalogue
- Invitation tickets / Exhibitor parking access

390€

This agreement is final and irrevocable. The undersigned declares to have read, understood, and approved the clauses and conditions of the specific and general regulations of the show and commits to ensure the conformity of all aspects of the participation and then agrees to pay the participation fees according to the terms included in the signed and stamped forms.

PAYMENT SCHEDULE & PROCEDURE

50% of stand cost up on confirmation.
 Remaining charges: 90 days before show opening.
 Important : No stand will be delivered without the settlement of the invoice

PAYMENT BY CHECK OR WIRE TRANSFERT

BANK : BANQUE DE L HABITAT
AGENCY : AGENCE ENNASR
ADDRESS : AVENUE 1ERE NOUVELLE RESIDENCE SALAMBO
 ENNASR 12037 TUNIS TUNISIA

NAME :
IBAN :
SWIFT :

TOTAL AMOUNT OF YOUR PARTICIPATION

Registration Fees :
CO-Exhibition Fees
Subtotal stand :
Subtotal Angle Options:
Subtotal electricity :
Subtotal advertising :
TOTAL VAT excl
+ VAT 19%* :
OVERALL TOTAL VAT incl

SIGNATURE & COMPANY STAMP

Date

Signature and company stamp
 Preceded with «read and approved»

A/ Exhibitors and Registrants (hereinafter also referred to as Applicants) shall be bound by the conditions, rules and regulations set forth in this agreement and any changes must be made in writing and signed by an authorized official of IFSA Organizer who shall have full power to interpret and to make or amend these rules, provided that such amendments and additions do not operate to diminish the rights reserved for the Exhibitor/ Registrant under this contract / application, and shall not operate to increase liabilities of its Sponsors, Agents or Employees.

B/ No exhibitor shall be permitted to exhibit unless he has paid prior to the exhibition all of the fees agreed to on the reverse side.

C/ Exhibitors are expected to comply with any building regulations and all Government rules and regulations.

D/ Rights of an exhibitor shall be assignable to any other firm or person and no exhibitor may assign its space, or sublet the whole or any part of the space contracted for. An exhibitor has no right to occupy any particular space, although its requirements will be taken into account when it comes to allocating space.

E/ Exhibitors shall not obstruct the view of adjoining exhibitors nor be operated in any manner objectionable to other exhibitors. All lighting within the exhibit must be arranged and operated so as not to be distracting to adjacent exhibits. Phonographs, radios or other sound devices operated in a manner objectionable to the Exhibit committee shall be prohibited.

F/ Exhibitor shall not permit raffles, donations or other promotional measures that require members or guests to be present at a specified location and time, and all unusual promotional plans must be approved by the Exhibit Committee.

G/ Attendance hours shall be controlled solely by the Exhibit Committee who will specify hours etc., and admission shall be by ticket or badge, and identification badges shall not be transferable.

H/ No exhibitor will be allowed to remove his exhibit from the and the exposition floor, prior to the official termination of the Exhibition, and the Exhibitor shall have an authorized representative present at the Exposition throughout all exhibit periods and during the installation and dismantling of his exhibit.

I/ The Exhibit committee, Sponsors, IFSA Organizer, its Employees or Agents are not responsible for any loss, theft or damage by fire or injury of any nature to any person or article. Reputable watchmen will be on duty day and night, but the Exhibit Committee, while taking precautions against loss, will not guarantee against it and it is hereby expressly released from any liabilities for injury or damage therefrom. The Exhibitor is urged to adequately insure their exhibits, other equipment for which they are responsible and personal effects.

J/ The publisher of the Catalogue, the Exhibit Committee, Sponsors, IFSA Organizer, its Agents or Employees will not be responsible for any error or omission on copy prepared and submitted by the Advertiser or Exhibitor.

K/ The execution of the Application and its receipt by IFSA Organizer is deemed conclusive evidence of the Applicant's agreement to pay the full fees due from that moment. The application is non-cancellable by the Applicant. Applicant further acknowledges that IFSA Organizer having incurred expenses as a result of the contract/application, is not required to refund any of the fees agreed to on the reverse side and that IFSA Organizer is also entitled to any unpaid amounts that may be owing by the Applicant to IFSA Organizer.

L/ The Exhibit Committee, Sponsors, IFSA Organizer, its Agents or Employees shall not be liable for loss, damage or delay resulting from acts of war, civil commotion, strikes or lock-outs intervention or regulation, military activity or any other circumstances which shall make it impossible or inadvisable for the Exhibit Committee to hold the Exhibition/Conference at the time and place provided, and the Exhibit Committee reserves the right to re-schedule the exposition at another date and/or at an alternative site. Furthermore, IFSA Organizer, will not be responsible and will be held harmless should any conflicts or misinterpretations arise with the host country, its sponsors, agents or other bodies regarding any and all aspects of the Exhibition which may affect the Exhibitors. The said Exhibitor acknowledges that IFSA Organizer have sustained damages and losses as a result of the foregoing, as well, and shall and does hereby waive all claims for damages or compensation. The sums paid to IFSA Organizer as fees or otherwise in connection with the Exhibition shall remain the property of IFSA Organizer.

M/ The Exhibit Committee is not responsible to assist the Exhibitor in obtaining passport and visa, for entrance into the country where the exposition is to be held.

The fact that the Exhibitor is unsuccessful in obtaining these document from the necessary government authorities will not constitute a basis for cancellation of this contract/application and it is clearly understood that no refunds whatsoever will be made. The Exhibitor, however, may substitute another party or company who meets the entry and government formalities necessary for entry into the country where the exposition is to be held. Such substitution shall be the sole responsibility of the contracting exhibitor.

N/ The Exhibit Committee, Sponsor, IFSA Organizer, its Agents or Employees are not responsible for any loss, damage or delay incurred in freight shipments (transport, handling and clearing) into and out of the country in which the Exposition is held. Exhibitors are urged to adequately insure all shipments.

O/ The Exhibit Committee is not responsible for any loss due to cancellation, abandonment, postponement or curtailment in whole or in part of the Exhibition/Conference for causes outside its control. Exhibitor is recommended to adequately insure their participation expenses in case of such cancellation etc.

P/ Exhibitor expressly acknowledges that no representations - whether oral or in writing - expressed or implied - have been made concerning the amount of business to be gained from the exhibit, its success or that IFSA Organizer, or any of their subsidiaries or affiliates, employees or other entities allied with them have made any guarantees or assurances concerning the exhibition. Exhibitor further acknowledges that this document constitutes the entire agreement and the binding rules and regulations existing between the parties, and that he has been given no oral change or modification. No one is authorized to make any oral changes in this agreement.

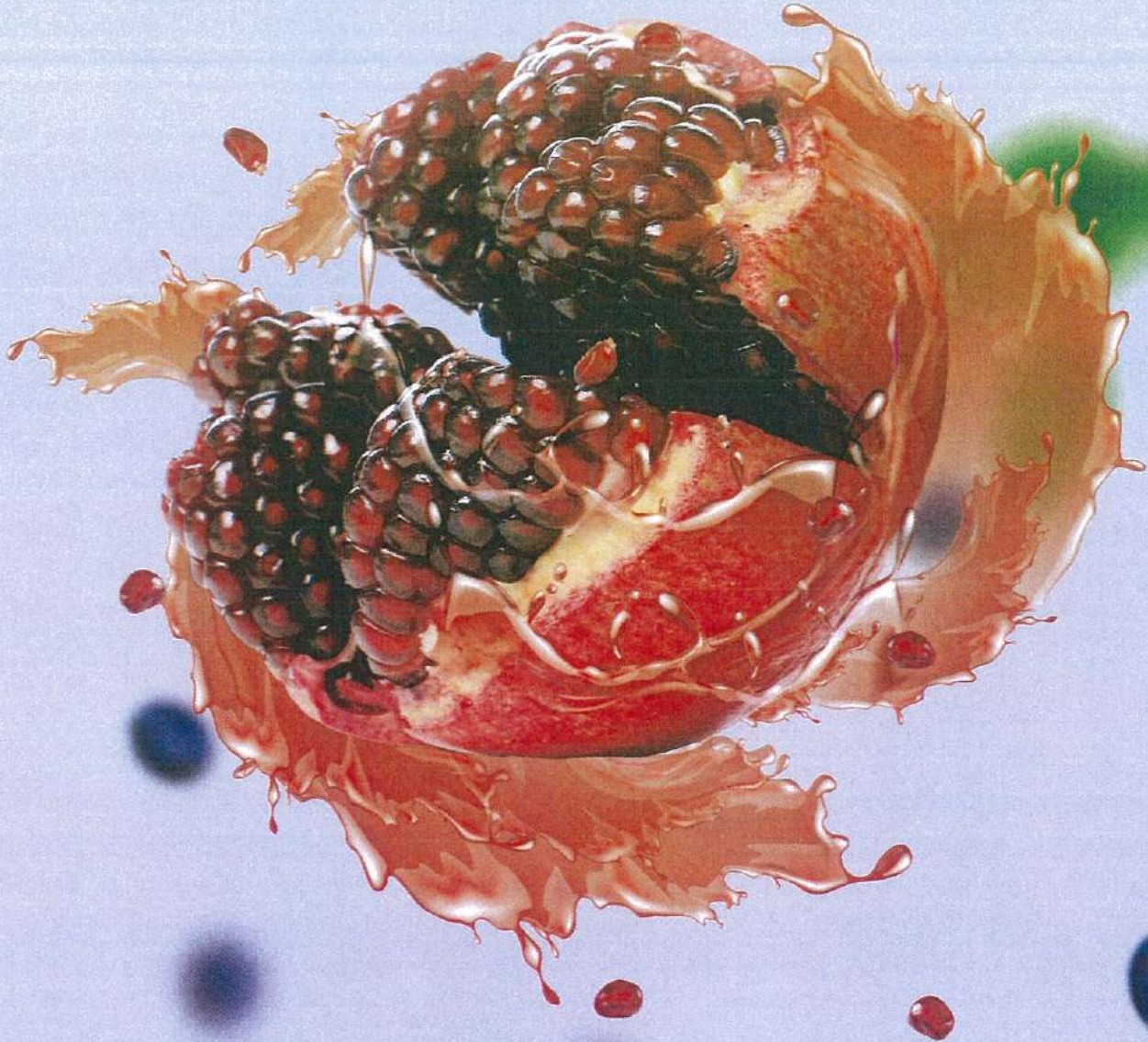
Q/ This agreement shall be governed by and construed according to Tunisian Law. Any dispute between the parties under this Agreement hereby submit to the jurisdiction of the Tunisian Courts.

IFSA
INTERNATIONAL
FOOD SHOW AFRICA



Under the patronage of the
**Ministry of Trade
and Export Development**

**20 - 23
JUNE
2023**
KRAM EXPO TUNISIA



Serving Food Industries Across Africa
Food & Beverage | Food Processing | Packaging | HORECA

DRIVING COMMITTEE



TAKE PART IN THE AFRICAN FOOD NETWORK

IFSA Africa unites the entire food community and showcases all food and beverage categories, innovative packaging solutions and industrial machinery to key importers, food service companies, distributors, retailers, and wholesalers.



Specialised pavilion

Bring together local and international producers and brands

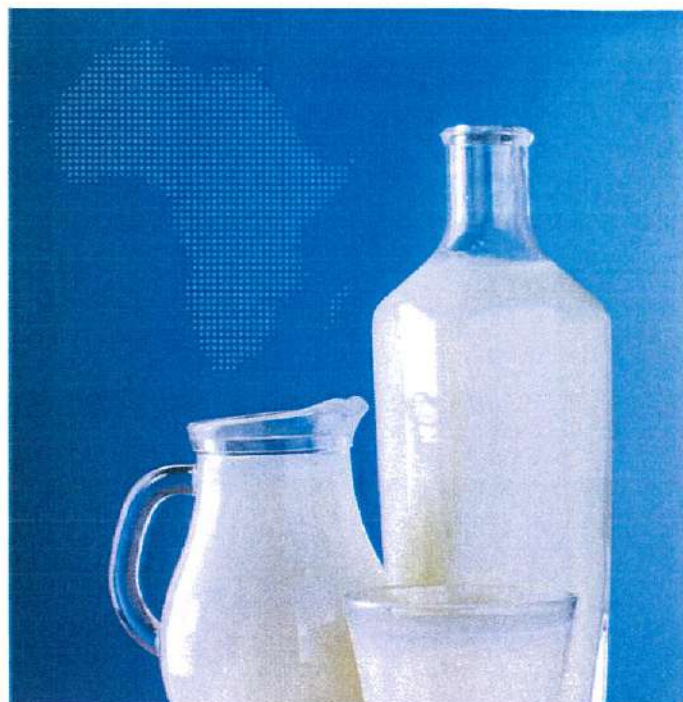


IFSA 2023 – A REAL AFRICAN-WIDE FOOD INDUSTRY SHOWCASE

This first time, REGIONAL event is poised to become the ideal meeting place in North Africa between the players in the agro-industry and food packaging sector players across all African and Mediterranean countries.

Tunis has a strategic geographical and political location placing it at the heart of innovation and competitiveness issues ensuring influence in both Tunisia and all African countries

IFSA covers the entire spectrum of food & beverage processing & packaging technology, cold-chain, warehousing and logistics solutions, IFSA is the go-to place for manufacturers, retailers, food service professionals, importers and distributors to source for solutions and new products.



Focus on the Agri-food & Agro-industry sector in Africa

The agribusiness sector in Africa is a strategic issue for the industrialization and development of all countries on the African continent. For African economies, the agri-food sector is a real windfall; representing nearly **USD\$313 billion dollars**. The growth of this sector is credited by the involvement of the entire value chain: agricultural production, secondary processing, distribution and sales to consumers.

Retailing is currently experiencing an unprecedented boom in Africa. This is leading to an increase in available resources and an increase in demand for high quality food and agricultural products.

By 2030, companies operating in the agribusiness sector are likely to generate a one thousand billion dollar market. This growth highlights the many opportunities available to companies operating in this sector and to the various players involved in the value chain.

Meeting the needs of the African market.

The development of the agri-food sector makes it possible to increase food self-sufficiency, stimulate the African economy and create jobs. However, despite Africa's wealth of resources, there is a serious lack of the business expertise needed to unleash the full potential of the agri-food sector.

The impediments to the development of this sector are due to the lack of human capacity and skills.

African industries do not have sufficient experience in terms of management and development of enterprises operating in the agribusiness sector.

It is also essential to control the different elements of the value chain to ensure the success of the agro-food sector.

With IFSA you can connect with potential business partners and make valuable connections within the international-African food industry.



WHO EXHIBITS AT IFSA 2023?

Covering the entire spectrum of food & beverage processing & packaging technology, cold-chain, warehousing and logistics solutions, the IFSA is the go-to place for manufacturers, retailers and importers / distributors to source for solutions and new products.

FOOD & BEVERAGE



- Additives
- Canned / Processed Food
- Chilled / Frozen Food
- Chocolate / Cocoa / Pralines
- Concentrates / Cocktails / Mixes
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- Super Foods
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- Fresh Fruits / Vegetables
- Gelato / Ice Cream

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- Controlling and Regulation
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- Outdoor Furniture and Fittings
- Silverware
- Spa and Fitness Equipment
- Uniforms
- Accounting / Billing Systems
- Audio Systems
- Bar Coding / Scanners
- Broadband Access Network Technologies
- Point-of-Sales Systems
- Property Management Systems
- Robotics
- Security Systems
- Yield / Revenue Management



IFSA 2023 aims to

- Provide the exhibitors with an invaluable platform to share their products.
- Bring together local and international producers and brands.
- Offer a tempting opportunity to meet large numbers of targeted African visitors.
- Attract more national pavilions and supporting SME in their development .
- Welcome major agri-food and decision makers: Trade associations, agro industry operators, producers, services suppliers, buyers.
- Offer a technological and economic monitoring allowing the heads of companies to apprehend and commit in the best conditions the evolutions of their production system.
- Promote the development of companies offering equipment and services related to these activities: Materials processing, packaging, traceability, hygiene, safety ...
- Enable the create African networks.
- Facilitate meeting with regional and national organizations and institutions.
- Enable wider dissemination of information through thematic conferences / debates.



Why exhibit at IFSA 2023?

- Build new business relationships
- Meet existing and prospective customers
- Network with industry professionals
- Learn about new trends, projects, and practices
- Participate in the IFSA Conferences
- Benefit from complimentary marketing at every stage of the exhibition
- Introduce your know-how and innovations to agri-food decision-makers: more than 8000 visitors expected (processors, food and catering trades, distributors, central purchasing organizations ...)
- Benefit from pre-programmed individual business meetings with targeted principals
- Develop your visibility, your network and your business opportunities
- Meet with processors looking for new technologies and ingredients

IFSA 2023 is the guarantee of a comprehensive and exhaustive relationship between customers and suppliers of agro-industrial equipment for a purposeful development

RETAILERS / FOODSERVICE

IFSA is committed to attract more of the right profile of regional visitors that really matters to your business.

Grab the opportunity to meet key decision makers, buyers and influencers who will be at IFSA to hunt for interesting and new food products that will appeal to and excite the taste buds of retail and foodservice consumers in Africa.

Connect with the right buyers

Target Visitor Profile

- Importer / Wholesaler / Distributor:
 - Food & Drinks
- Institutional Catering
- Logistics – F&B
- Manufacturer:
 - Bakery / Confectionery
 - Food & Drinks
- Airline / Cruise Liner / Rail
- Bar / Pub / Nightspot Operator
- Café
- Convenience Store / Grocery Store
- Country Club
- E-Retailer
- F&B Management Service / Consultancy
- Fast Food / Quick Service Restaurant
- Hotel / Resort
- Property Management
- Restaurant / Bistro
- Serviced Apartment
- Specialty Food Retailer
- Supermarket / Hypermarket
- Venue Operator

Business Networking

With IFSA Networking you can contact potential business partners and make valuable connections within the international-African food industry.

HOSTED BUYER PROGRAM

Be our guest and enjoy a VIP experience with free flights and accommodations

IFSA Africa aims to offer exceptional service to those who are looking to grow their business within the African market.



VIP buyers benefits include

- Free flight tickets, accommodation, visa, and transfer to and from the airport.
- Buyers access: free access for buyers to the event on all three days.
- Entry to an exclusive Hosted Buyer Lounge with complimentary lunch, snacks, and internet access.
- 1:1 meetings: manage your meetings in advance with select exhibitors and arrange your schedule through the platform ahead of the event.



Our hosted buyer program helps you make the business connections that matter, all in one place.

There are two ways to become an IFSA's hosted buyer – you can apply directly to us, or you may receive an invitation from an intermediary, an intermediary is an exhibitor who invites their key clients to IFSA Africa. If you have received an invite from an intermediary simply complete the online form they've sent you. Once completed it will be verified by our team, and when it's approved you'll receive an email.

With a targeted invitation program bringing together central purchasing agencies, import-export companies, industrials and professional groups from THE 54 AFRICAN COUNTRIES, IFSA is therefore, a real shop showcase of the new technologies of the food-processing industry and the important platform of meetings and debates in the service of the professionals of the sector.

**ARE YOU INTERESTED IN EXPLORING
NEW OPPORTUNITIES?**



**IFSA WILL SHOWCASE THE LATEST IN FOOD
PROCESSING TECHNOLOGY & PACKAGING**



WHY IFSA IN TUNISIA?

The food-processing industry represents one of the driving industrial sectors of the Tunisian economy. It occupies a place of choice in the industrial fabric and represents the third manufacturing sector providing employment, illustrated by more than 1,060 companies, 201 of which are totally exporting, 2,048.8 million Tunisian dinars (MTND) of exports and 60.4 MTND of foreign direct investment flows.

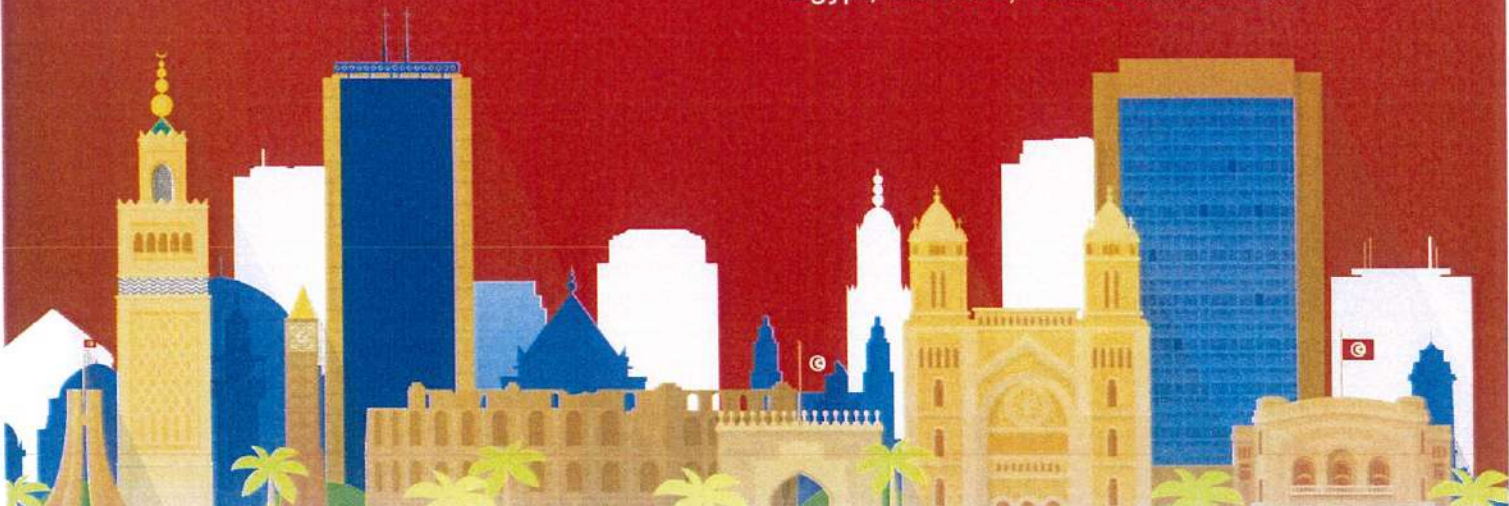
Since 2011, Tunisia has been following the international standard for food safety management systems developed by ISO (ISO 22000). In addition, a specific system of control and prevention, known internationally as "Hazard Analysis Critical Point" (Hacp), has been adopted. In addition to the airport, maritime, road and telecommunications infrastructure, where Tunisia is among the most modern countries in Africa, Tunisia also has a quality technological infrastructure dedicated to food processing.

With the strong demographic growth in Africa, the AFI sector in Tunisia is inclined to play a strategic role:

- To modernize upstream the agricultural production sector in a Mediterranean country facing global warming. The setting up of integrated production chains or territorialized agricultural ecosystems is an indispensable prospect for progress;
- To contribute to food security in the Sahel and sub-Saharan African countries.

Tunisia is a member of the Common Market Eastern and Southern Africa (COMESA), the Community of Sahel-Saharan States (CENSAD), Pan-Arab Free Trade Area (PAFTA), the Arab-Mediterranean Free Trade Area (AGADIR) & the Arab Maghreb Union (AMU).

- COMESA has 21 member states, 17 of which are part of the COMESA FREE Trade Area - the DRC and Somalia are yet to join and Eritrea & Ethiopia are in the process of accession.
- CENSAD currently has 24 member states aspiring to establish an Economic Union which includes the free movement of goods, services and commodities. There is currently no free trade agreement in place.
- PAFTA is an FTA between 18 Arab countries (Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates, and Yemen).
- AGADIR provides for trade liberalisation among Egypt, Morocco, Tunisia and Jordan.



IFSA

INTERNATIONAL
FOOD SHOW AFRICA



20th-23th JUNE, 2023

LE KRAM EXHIBITION CENTER OF TUNIS - TUNISIA