

Kenya's Window on the World to Open again FPPE - Food Processing & Packaging Exposyum returns for its second edition

Held from 18th to 20th November 2014 at the Kenyatta International Conference Centre (KICC) in Nairobi will already be the second Food Processing & Packaging Exposyum (FPPE) realised by the organiser StarlingExpo in co-operation with Messe Düsseldorf.

Last year's exhibitors from Germany, India, Italy, Kenya, South Africa, Switzerland, Turkey and the United Kingdom who already made the FPPE premiere a truly international top event praised the results of their participation highly. It is therefore only a consequence of continuing the defined successful strategy.

The Food Processing & Packaging Exposyum selectively targets machinery, equipment and process suppliers as well as food producers and processors representing the complete process chain from the initial process steps such as filling and packaging to logistics. BOSCH Packaging Technology, Multivac, Fawema, IMA and Sacmi are five market leaders who have already opted for participation among several others.

„With the Food Processing & Packaging Exposyum we are tapping into an enormous market potential for our customers while at the same time providing access to urgently needed technology for food producers, which can make an important contribution to curbing food losses there. This is why the SAVE FOOD Initiative supports this step towards concrete measures in a country especially seriously affected by food losses in the early stages of the production chain,“ explains Bernd Jablonowski, Director interpack and co-organiser of FPPE.

The Food Processing & Packaging Exposyum explicitly addresses small and medium-sized enterprises with the aim of enabling them to make targeted contacts for building distribution and service networks in Eastern Africa.

“The special format of the Exposyum takes exhibitors by the hand and is ideally suited to a market like East Africa because, in particular, it offers exhibiting companies not yet active locally the valuable information they need for successful market entry combined with uncomplicated participation,“ explains Urs Albert Ingold, CEO at StarlingExpo Ltd. and founder of this format.

As part of the conference programme the Food and Agriculture Organisation of the United Nations (FAO), the partner of Messe Düsseldorf in the SAVE FOOD Initiative, jointly with the United Nations Environment Programme (UNEP) will present their results of a current on-going study on the extent of and reasons for losses of maize, fish, banana and dairy products in Kenya. In this way companies in the process and packaging technology are given pointers

for mitigating the problem of these food losses with the help of their products and the corresponding know-how while developing promising sales markets at the same time.

Visitors may expect the leading international manufacturers presenting tailor-made solutions for the East African Market and besides exhibition stands also a lively and educational conference. The event services are rounded off by a B2B area providing an ambiance for intimate dialogues in a relaxed atmosphere.

FPPE 2014 will again be held at the KICC-Kenyatta International Conference Center. Nairobi, where the venue is located, is the leading communication and business centre in Kenya. With 3 million inhabitants the city is also home to numerous international organisations. Kenya is considered one of Africa's most promising markets. Posting five to seven per cent growth annually and as the business hub of the region this market is already developing very dynamically today. FPPE will also be promoted through the East African Business Community (EABC). Member countries besides Kenya are Burundi, Rwanda, Tanzania and Uganda. Currently, EABC has 54 Associations and 102 corporate Members and its structure includes National Focal Points (NFPs) – who are all currently the national private sector apex bodies. The EABC region represents a total population of 135 mio. inhabitants.

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