CÔTE D'IVOIRE
FoodExpo
FOOD | PACKAGING | AGRICULTURE | POULTRY | HORECA

CÔTE D'IVOIRE
HoReCaExpo
HOTEL | RESTAURANT | CAFE



2nd INTERNATIONAL

FOOD, PACKAGING, AGRICULTURE, & POULTRY

EXHIBITION

2026

POST SHOW REPORT

ABIDJAN, CÔTE D'IVOIRE

ATLMEXPO 25th year

www.ivorycoastfoodexpo.com | www.ivorycoasthorecaexpo.com

Co-Located With:

West Africa agrofood | West Africa plastprintpack

AFRIK'EMBAL

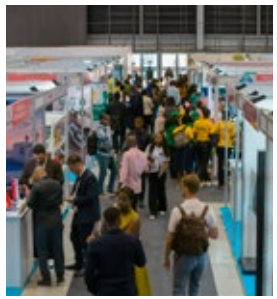
AN INTERNATIONAL MEETING PLACE FOR TRADE IN WEST AFRICA

Held from 8 to 10 October 2026 at the Parc des Expositions d'Abidjan, Food Expo Côte d'Ivoire and HoReCa Expo took place alongside **agrofood West Africa, plastprintpack West Africa and Afrik'Embal**. Together, the exhibitions brought together more than **180 exhibitors, with 25 countries represented**, spanning agriculture, food and beverage, packaging, plastics and the HoReCa sector.










CAFÉ CONTINENT

Hadi Beydoun - Founder of Café Continent

We took part in this show to meet quite a lot of people, both B2C and B2B. We had interesting encounters with players from the sub-region and even international players. We're delighted to be part of this show, and we'll certainly develop even more interesting business opportunities going forward. And I think we'll take part in the show again next year.

APECI

Hervé Gobou - Consultant

The Ivorian market has great potential, and the African market's potential is even greater. The expo has been really great because the show drew a big turnout, both in quantity and quality. So for us, it's a great experience that deserves to be built on further. That's all the satisfaction we can express, and a big thank-you to all the partners who contributed to the success.

KEY FIGURES

180
Brand

25
Participant Country

4500+
Professional Visitor

150+
Hosted Buyer Program & B2B

12
Countries Represented

25+
Professional Conference

SOLIBRA

Karen Yao Gnahoui - Communication Manager

This expo was an opportunity for us to present our various services and the quality of our products. We were able to reconnect with the general public and also build partnerships with potential organizations from the sub-region, as well as other organizations. We'll certainly be delighted to take part in the next edition of this show, which drew big crowds and was a truly wonderful opportunity for every company here.

WITH SPECIAL THANKS TO OUR SUPPORTERS & PARTNERS

Organized with the valuable support and collaboration of the **Ministry of Commerce, Chambre Nationale d'Agriculture de Côte d'Ivoire, Centre de Promotion des Investissements en Côte d'Ivoire, Chambre de Commerce Italie Sénégal Afrique de l'Ouest, GUDE-PME, Sustainable Food Solutions SARL, ADERIZ, Côte d'Ivoire Export, APAPCI , FENOUTOURCI, CCILCI, CCI-CI, CCI TCI, Ivoir Rapid, La Boutique Paysanne, Do Eat, Groupe Hôtel Fadym and Palais d'Akwa**, Food Expo Côte d'Ivoire 2026 brought together key industry stakeholders and contributed to strengthening business connections across the food and hospitality sectors.

We also extend our sincere appreciation to our media partners ; **Tam-Tam Magazine, BAAB, l'EcoDiplomate Magazine and Go Africa Online** for their valuable support, media coverage and contribution to the success and visibility of Food Expo Côte d'Ivoire 2026.

OFFICIAL PARTNERS

MEDIA PARTNERS





HOSTED BUYER PROGRAM
& B2B MEETINGS FROM WEST AFRICA

Bringing together 265 professional buyers from 13 countries, the **Food Expo & HoReCa Expo 2026 Hosted Buyer Programme** strengthened the exhibitions' international and commercial scope. It provided exhibitors with a dedicated setting to showcase their products and solutions, meet new business contacts and explore opportunities in the West African market.



Buyer recruitment was supported by an outreach campaign combining **field visits, SMS campaigns, WhatsApp messages, telephone calls and targeted digital advertising**. This approach enabled direct contact with professionals and helped identify their sourcing needs.





Ahead of the exhibition, a review of participating companies' profiles, products and preferred business partners helped guide outreach and prepare targeted business conections. Logistical support, including accommodation, group transport for some participants, and access to a dedicated VIP Lounge, also helped facilitate attendance and enhance the overall participant experience.





B2B meetings encouraged discussions between exhibitors and buyers on sourcing requirements, distribution opportunities and potential cooperation across the food and beverage and HoReCa sectors.

AN OFFICIAL OPENING WITH SENIOR DIGNITARIES

The opening ceremony welcomed senior government and diplomatic representatives, including:

- H.E. Mr Ibrahim Kalil Konaté, Minister of Trade
- H.E. Mr Matthias Veltin, Ambassador of Germany
- H.E. Ms Roberta Di Lecce, Ambassador of Italy
- H.E. Ms Deniz Erdoğan Barım, Ambassador of Türkiye



Mr Ibrahim Kalil Konaté, Minister of Trade


Ibrahim Demir, ATLM EXPO



Paul Marz, Fairtrade


Joseph Nyemah, President of FAO





The ceremony was also attended by representatives of the ministries, **Chamber of Commerce and Chamber of Agriculture**, as well as **İbrahim Demir**, ATLM Expo's Director of Exhibitions in Côte d'Ivoire; **Paul Marz**, CEO of fairtrade Messe GmbH & Co. KG; and **Ismael Boga-N'guessan**, President of APECI.









Leading companies and brands in the sector also participated in Food Expo and HoReCa Expo, including **BOSCH, BUHLER, FRIESLAND CAMPINA, SOLIBRA, CARRE D'OR, NBCI, SOLEVO, GIG, SATAKE, OZEOH, NESPRESSO and CAFE CONTINENT**. Their presence enriched the range of products, equipment and solutions presented to professionals over the three days of the exhibition.

















Over three days, this international gathering enabled professionals to showcase their products and solutions, discuss key issues affecting their industries and **explore new opportunities for commercial cooperation in Côte d'Ivoire and across West Africa.**

Closely followed by leading media outlets and industry influencers, the event established itself as one of Côte d'Ivoire's **major gatherings for the food and beverage and HoReCa sectors.**

GALLERY



BUHLER

Alain Sosa - Sales Manager

What brings us to this region most, our main interest, is of course food security, which is truly close to our hearts at Bühler, and for which we're strengthening our presence in the region. And we're happy with the quality of the exchanges we've had at this FoodExpo show, with a lot of interest in the food sector, and we hope to keep doing our work, satisfying our customers and ensuring food security in the sub-region.

SATAKE

Kassem Nameh - CI General Manager

During this edition, I had the chance to meet visitors from the sub-region, Côte d'Ivoire of course, but also Ghana, Burkina Faso, Nigeria, and even potential investors from India who came and know Satake well, with the aim of getting into rice processing in the coming years. Of course, I thank the organisers of the FoodExpo and Agrofood show. It's been a very important edition for me. I had many meetings with existing processors but also potential investors. I intend to take part in the next show, hopefully next year.









BOSCH

Yassin Costawi - Marketing & Business Partner

In Africa, Bosch is doing excellent work by offering a wide range of steam solutions and supplying steam to all industrial sectors across the continent. In Morocco, we have the first training centre dedicated to industrial boilers. This enables us to increase the number of experts in this field. Steam is essential for many processes, particularly in the food processing industry. A reliable steam supply is therefore necessary to produce good products. The participants from the surrounding nations have been excellent. Attendance is fairly high, and a decent organization has been put up. We had great hopes for this area. Thank you.







YAKGAZ / ALPENDY

Ömer Buharalı - Export Manager

At the Food & HoReCa Expo, we are present in West Africa as Alpendy. It's our first time taking part. It was a great event, with many customers from West Africa here. Most of the expectations we had before coming were met. Many thanks to ATLM Expo and ICF Fuarcılık for the services they provided here. We hope this partnership will last much longer. See you again in West Africa.

CONFERENCE SESSIONS WITH **EXPERTS**

Held over three days, from 8 to 10 October 2026, the Food Expo & HoReCa Expo conferences and panel discussions brought together **ministry and institutional representatives, prominent chefs, experts and industry professionals** to explore key issues affecting the food, packaging and hospitality sectors in West Africa.

Representatives of the **Ministry of Trade, Industry and Handicrafts and the Ministry of the Environment and Ecological Transition, alongside executive chef and consultant Grâce Houffouet and Chef Aziz Agbo-Panzo,** culinary promoter, enriched the discussions. Contributions from **Alain Kouassi, Technical Adviser to the President of the National Chamber of Agriculture, and Victor Nono, President of AS-FOOD SAS**, added further institutional perspectives and practical industry experience.

Sessions covered skills and financing for **food processing, sustainable agriculture, food security and adding value to local raw materials**. Packaging featured prominently, with discussions addressing the circular economy, innovation, industrial investment and changing market requirements.

The HoReCa sessions explored production efficiency, food safety and alignment with international standards through professional service development, design, equipment and new concepts. **Combining expert insights with practical approaches,** the three-day programme provided a forum for dialogue between public and private stakeholders to support industry development across West Africa.



OUR PROFESSIONAL SPEAKERS



M. INZA DIABATÉ
Ministry of Trade,
Industry and Handicrafts



M. ONAMOUN DJEDJI
Ministry of Environment
and Ecological Transition



M. STÉPHANE VRIGNON
BOBST–Jetpack



M. EDOUARD YAO
CODINORM



ESTER DJÈ
Freeandiz Confiserie



YAO SILVÈRE KONAN
PMEA



MOBIO MARC LOBA
CI Export



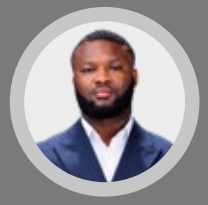
YAYA OUATTARA
GUDE-PME



ABDOUL KARIM SANOGO
GIZ



M. RENAUD VISMARA
Managing Director at HORECAF



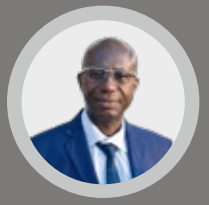
M. JEAN RONALD KOUAKOU
Sales Representative for th
Agri-Food and Kitchen Sectors



MME DIARRA GOUEDAN FATOU
Managing Director at JUS PUR



M THIERRY BADOU
CEPICI



M BAKARY COULIBALY
Enval Group



M GOUGANOU KOPIEU
CECP



GUY PACOME ADOU
Sales Director at
Thorium Group



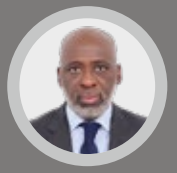
M WILLY GABRIEL MBOUKEM II
Cocoa Expert and Host of the
"Autour du Cacao" Podcast



MME OLIVIA ATCHE
Mycophyto Regional Manager



M STANE BLEGBO
Co-founder & Chief Operating
Officer at Djoli



M ALAIN KOUASSI
Technical Advisor to the
President of the National
Chambe of Agriculture



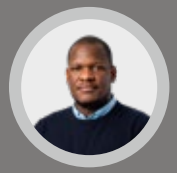
MME NINON LAMOTHE
Senior Advisor - Tourisme
& Hôtellerie



MME GRÂCE HOUFFOUET
Executive Chef and
Managing Director,
Grâce Houffouet Consulting



M DENIS GOURDIN
Managing Director at VATEL



M HENRI JOEL SASSO
Managing Director
of Wadi Côte d'Ivoire



MME SARAH DIAWARA
Directeur Général Wadi
Côte d'Ivoire



M AZIZ AGBO PANZO
Culinary Entrepreneur



M MEHDI SAYEGH
Founder and CEO of
Confiserie Moderne d'Afrique (CMA)



MME JULIA VENN
Founder and
Managing Director at Bii



MME AÏCHA DOUMBIA
Operations and Business
Development Manager
Kumasi Commodity Innovations



M VICTOR NONO
President of AS-FOOD SAS



M DÉNIS KOUADIO
Quality Manager
at SOLIBRA

GALLERY



SOLEVO

Marcelle Yeti N'klo - Key Account Manager

Taking part in FoodExpo was an extraordinary, enriching experience for us. We were able to interact with our partners and also to meet new partners with whom we could start new collaborations. And being at FoodExpo put us in touch with some market players we hadn't had the chance to meet, and let us show Solevo's know-how in food ingredients. Our thanks go to ATLM for all their know-how and the skill they put into organising this FoodExpo show.

GIG / AKWABAO / BASSAM

Yahaya Cisse - Marketing Director

Our participation in FoodExpo and HoReCa Expo is of course an opportunity to boost the visibility of our brands, Akwabao and Bassam, and to create a space for exchange with suppliers and with people interested in selling our products, and naturally to create as much visibility as possible for our brands. We've had several types of visitors at this stand, at our stand: visitors interested in selling our products, and suppliers who are naturally interested. So FoodExpo and HoReCa Expo remain a huge opportunity, one that is not yet fully appreciated, to build a powerful network with all the players in catering and food in Côte d'Ivoire.









APAPCI

Chef Anderson - Professional Chef

We came to this fair to promote our raw materials, that is, our local ingredients: flour, maize, bananas.And we came to Abidjan to exhibit, to show Côte d'Ivoire that we, the professional pastry chefs, are ready for our people, through our local products. So far, we've met Americans and Germans who were amazed to see that we pastry chefs take our local products and transform them. They're really amazed. They even took our contacts; they really want to work with us. First of all, I wanted to thank the organisers of the expo, for everything they've done for us, because they gave us the chance to express ourselves and to exhibit. What we take away from the experience: through them, we were able to meet people, make contacts, present our products, and show people what we, the professional pastry chefs of Côte d'Ivoire, can do for our people.







APM

Eda Erdoğan - Export Specialist

In Africa, in this region, we already have customers. Small-scale customers. Because we saw potential in the market, we took part in the fair held here in Côte d'Ivoire. The expo is lively overall, and we think our product ranges have potential here. We expect good feedback from visitors overall, and if we start a cooperation, we may consider taking part again next year. From Mali, Burkina Faso, Togo and other neighbouring countries, buyer delegations came. We met with them as well. Overall, as a company, we can say it was an effective fair.

MARKETING COMMUNICATIONS

Food Expo 2026 was supported by an extensive communications campaign combining citywide visibility, media exposure and outreach through professional networks. Billboards across Abidjan showcased the exhibition, while invitation distribution in the city's busiest locations brought the event directly to potential visitors. Invitations and roll-up banners in well-known restaurants and cafés complemented this local outreach. VIP invitations were also sent to ministries, leading professional associations and companies in the relevant sectors. An intensive television and radio advertising campaign, accompanied by appearances on television and radio programmes, strengthened promotion of the event. Collaborations with recognised influencers, digital campaigns and full-page advertisements in newspapers and established magazines, including Tam Tam and BAAB Magazine, extended the campaign's reach. Partner institutions and organisations also shared exhibition announcements through their networks, contributing to visibility among professionals and the wider public.



OUTDOOR BILLBOARD & AIRPORT ADVERTISING









80 BILLBOARDS

A campaign featuring 80 billboards was deployed across Abidjan. Located along traffic routes and in busy areas of the city, these displays highlighted the dates, venue and identity of the exhibitions.

VIP & GENERAL INVITATIONS







A total of 10,000 flyers and invitations were distributed in Abidjan's busiest locations and to targeted audiences. These street-level activities were complemented by invitations and roll-up banners placed in well-known restaurants and cafés.

A programme covering the distribution and dispatch of 2,000 VIP invitations targeted ministries, institutions, professional associations, companies and decision-makers in the relevant sectors to encourage their participation in the exhibitions.





TELEVISION & RADIO ADVERTISING WITH 120 SPOTS







The television campaign comprised 20 spots on RTI1, 70 on NCI and 30 on Life TV, each lasting 30 seconds. This presence across several channels communicated essential information and promoted the event to their audiences.

The radio campaign included 26 spots on Radio CI, 26 on Fréquence 2, 80 on Radio Nostalgie and 30 on Life Radio, all lasting 30 seconds. These broadcasts complemented the television campaign and reinforced message repetition.







PROGRAMME APPEARANCES AND DIGITAL COVERAGE

Two appearances on RDV du Midi complemented the audiovisual campaign, providing an opportunity to introduce the exhibitions and their highlights. Two digital publications were also included in the Life TV and Life Radio package.







PRESS RELATIONS AND MEDIA COVERAGE

Press outreach accompanied the event, with attendance and publications tracked throughout. The media monitoring record includes television coverage by RTI, NCI, 7 Info and Business 24, as well as articles in Notre Voie, L'Inter, Le Jour and L'Expression. Coverage was also recorded through outlets and platforms including L'Infodrome, AIP, Presse CI, Acturoutes, Ivoirinter, L'Économie and Phoenix.









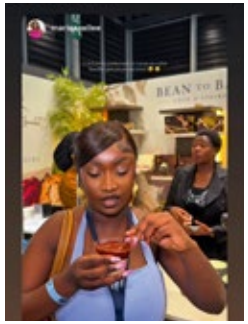
NEWSPAPER AND MAGAZINE ADVERTISING

Full-page advertisements in the press and established magazines, including Tam Tam and BAAB Magazine, complemented the campaign. These placements promoted the exhibition to their readerships alongside editorial coverage.

COLLABORATIONS WITH 9 INFLUENCER ACCOUNTS

The influencer programme brought together nine Instagram and TikTok accounts: **@news_adresses, @raphaelnesp, @nadrey_bonsplans, @kawai.nanami, @amy.togola, @marieaxellee, @alex_juniorfood.travels, @anges_amourelle and @chef_aziz_cowaf.** These collaborations complemented the exhibitions' communications among their respective communities.














DIGITAL CAMPAIGNS & DIRECT OUTREACH

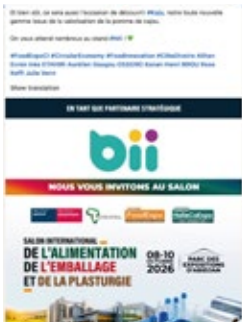
Digital campaigns, social media publications and dedicated Hosted Buyer activities supported outreach to professional visitors and buyers. An SMS campaign with Go Africa Online and follow-up calls by the call centre complemented this direct approach.

PARTNER COMMUNICATIONS

Partner institutions, associations and organisations supported promotion of the exhibitions. By sharing announcements and invitations through their networks, they helped reach targeted professional communities and encouraged participation by industry stakeholders.











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FoodExpo

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3rd INTERNATIONAL

FOOD, PACKAGING AGRICULTURE & POULTRY

EXPO



07-09 OCTOBER 2027

Parc des Expositions d'Abidjan

Burkina Faso | Mali | Senegal | Gabon | Cameroon | Liberia

Ghana | Benin | Togo | Guinea | Sierra Leone | Niger

ATLMEXPO

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