



FOOD & BEVERAGE
GHANA - WEST AFRICA

FOOD & BEVERAGE GHANA

23 - 25 March 2022
Accra International
Conference Centre,
Accra, Ghana

www.agritechwestafrica.com/FoodBeverage

Co-located with

AGRITECH
WEST AFRICA 2022

ACCRA GHANA



Organized by

WegVoraus
MOVING BUSINESS AHEAD

ABOUT THE SHOW

FOOD & BEVERAGE GHANA, is a co-located event with Agritech West Africa in Ghana, a platform for Food beverage and Processing Packaging industries & enterprises to meet the Ghanaian and West African business partners, manufacturers and value adding industries to meet, introduce and discuss new products and introduce their innovations and offers of partnerships.

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5000+ Visitors



10+ countries



120+ Exhibitors
including brands
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Dedicated B2B
with prefixed
meetings



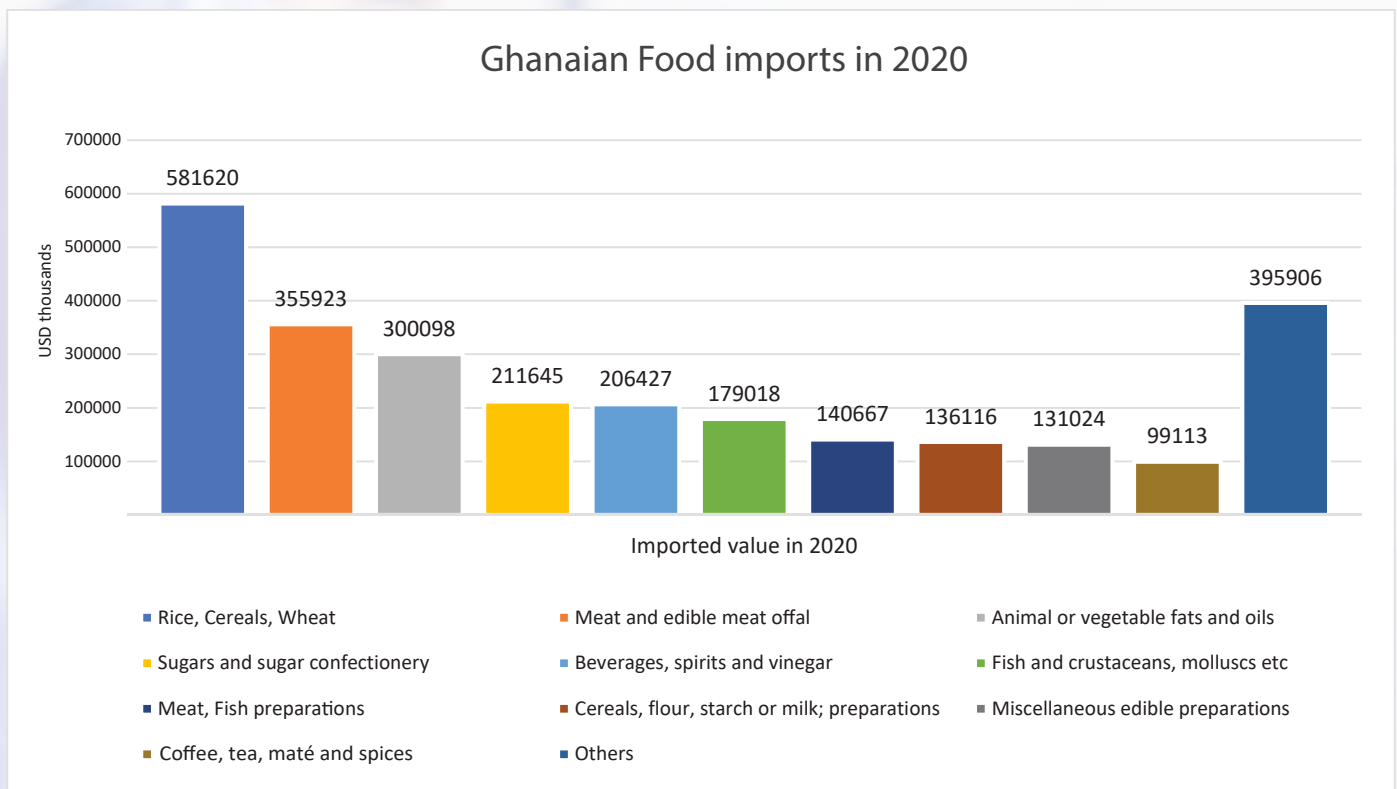
Seminars on key
topics & investors
meeting



GHANAIAN FOOD & BEVERAGE MARKET

- In 2020, food imports for Ghana were USD 2.7Bn approx. accounting to 17.1% roughly of the total imports during the year, Though Ghana food imports fluctuated substantially in recent years, it tended to increase through 2000 - 2020 period.
- In Ghana, population growth is increasing, bringing with it a sharp expansion of the country's middle class. More than half (51%) of the population live in urban areas, a figure that is expected to increase by 3.1% per annum in the coming years.
- This new trend in economic and demographic shifts has had interesting influence on the dietary preferences of Ghanaian consumers - the preference for processed foods. Given time, demand and need for convenience, the growing middle-class consumers are prioritizing diversity, nutrition and safety in their food purchases, resulting in the increased demand for healthy ready-to-eat meals and processed products.
- Despite the growing demand from consumers, Ghana's food processing sector remain largely underdeveloped. Although one would find a retail shop stocked with vast variety of processed foods, only a small percentage of the food consumed in Ghana are processed locally. The reality is that Ghana's processing industry remains low in capacity, with a wide gap that is filled by imports.
- Although poultry produce is the most affordable source of protein in Ghana, the sector is faced by its own challenges and opportunities. Despite the rise in consumption of poultry meat, the growth in demand does not benefit local producers as there is a huge gap that is filled by imports.
- Rice is one of the major food staples consumed in Ghana, but the production is way behind its actual consumption requirements. In 2017 Ghana produced 721,610 tons of rice but consumption, at 1.3Mn tones, far outstripped it and left a deficit of 580,300 tones. In 2020 the rice demand in the country is estimated to be 1.5Mn tones.
- In Ghana, 70% of the domestic consumption represents fruit & vegetable market. Vegetable consumption in Ghana is still relatively small but is expanding rapidly. Most important vegetables are tomato, pepper (both sweet and hot chilies), onion, and okra and their market and production has boomed recently.
- Despite being agriculture-centric, Ghana is not able to cater to its own domestic demands and has to import large number of crops to satisfy its domestic needs. Cereals crops are the most imported commodity in Ghana, and among them, rice and wheat are the leading imports.

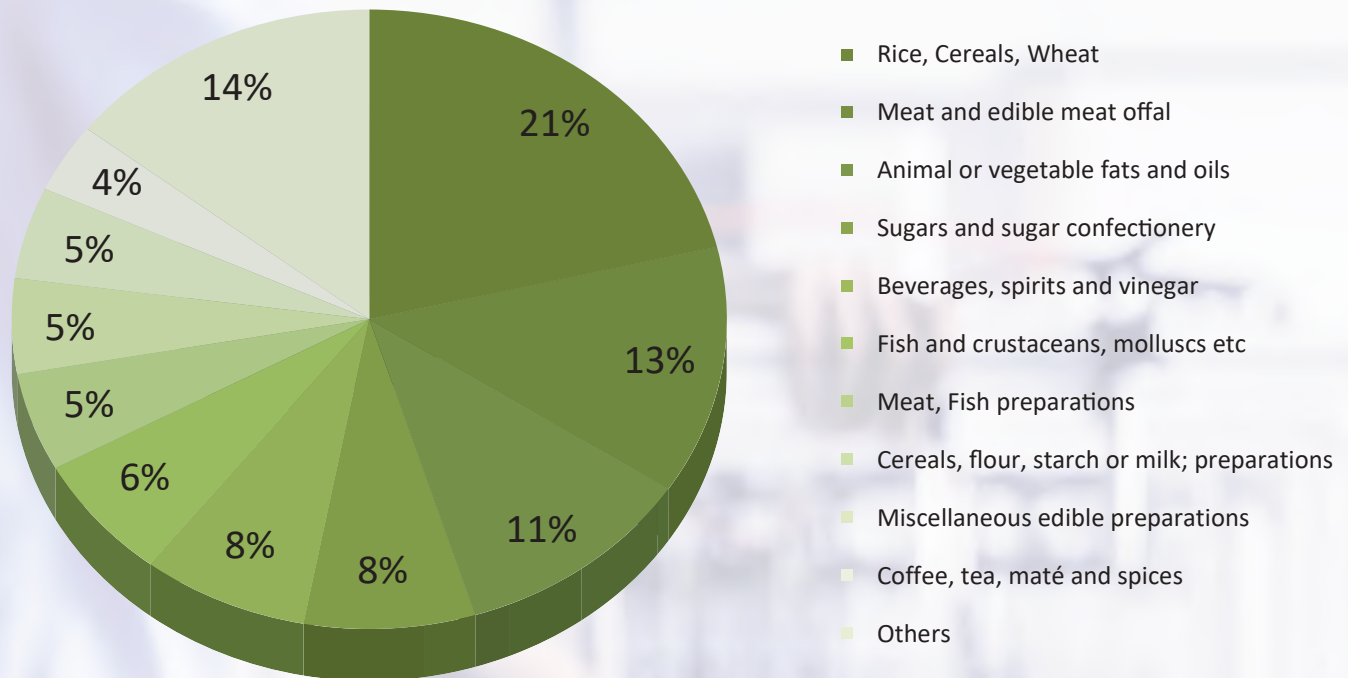
GHANAIAN FOOD IMPORTS IN 2020



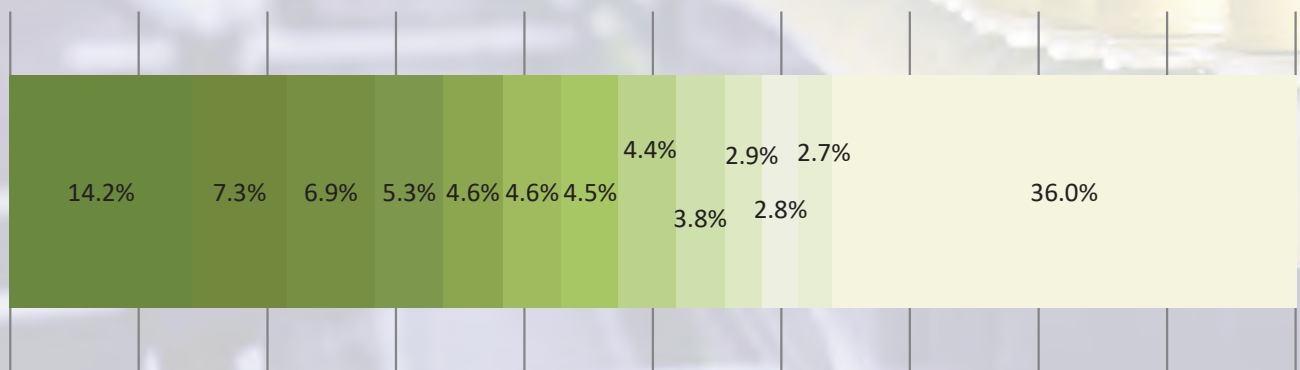
- Rice and cereals is the largest imported food commodity in Ghana touching USD 581Mn imports in 2020 – almost one-fifth of the Ghanaian food importation meeting the country's deficit rice demand. Other major food items include meat, fats & oils, confectionery sugar and processed food items.
- Vietnam is the largest supplier of food items to Ghana with over 14% share in Ghanaian food imports, followed by Canada, Belgium, China, Malaysia, USA, Russia. Thailand, Vietnam, India and Pakistan are the largest rice suppliers to Ghana.
- Rising middle class population has attributed very much on the growing demand for processed food items in Ghana which is largely met by imports, evidently the processed food items and edible preparations constitute about 50% of the food importation of Ghana.

GHANAIAN FOOD & BEVERAGE MARKET

Ghanaian Food & Beverage Imports Composition in 2020



Ghana Food Imports Composition by country



- Viet Nam
- Canada
- Belgium
- China
- Malaysia
- United States of America
- Russian Federation
- Mauritania
- Thailand
- Brazil
- Netherlands
- India
- Others

EXHIBIT PROFILE / VISITOR PROFILE

EXHIBIT PROFILE

- Rice, Wheat & Cereals Flours
- Meat Dairy, Poultry Honey
- Edible Oils & Fats
- FMCG & Packed Food
- Beverage Vinegar
- Juices & Soft Drinks
- Fruits & Vegetables, Oil Seeds
- Food Ingredients, flavors & preservatives
- Bakery & Confectionary
- Tea Coffee Spices
- Snacks and ice cream, Specialty food
- Food Processing Machinery & Packaging
- Food Packaging Material and Technology
- Edible Oil Technology & Machinery
- Bottle Filling, Ceiling Wrapping machinery
- Labeling and Packaging
- Warehousing and Storage
- Refrigeration & installations
- Retail Equipment, Restaurant equipment
- Toasters, Juicers



VISITOR PROFILE

- Food importers & Traders
- Dealers Distributors and Agents
- F& B Supply Chain & Retails Stores
- Trade Associations, Consortiums
- Catering, Restaurants & Hotels
- Local industries, Manufacturers
- General Public, Government officials
- Media and Promoters



Dedicated Food & Beverage meeting place with Ghanaian Partners

About the Organizer



WegVoraus is a Business Promoter & Exhibition Organizer Headquartered in New Delhi, India. We work for prospect industry sectors to help them reach out to the right target audience as well as deliver business expansion solutions. We host 1000+ exhibitors annually since its inception with 4 flagship events and 30+ represented events globally. To know more visit us @ www.wegvoraus.com

Venue: Accra International Conference Centre, Accra, Ghana

AICC is one of the most preferred destinations for hosting large scale business events and conferences, especially due to its attractive location being near to International Airport and also being close to a number of luxury accommodation options in the city.

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For any queries, please contact

Mr. Thomas James
Project Director & Head Business Promotions
Mob: +91 78272 02718
Email: thomas@wegvoraus.com

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MINISTRY OF AGRICULTURE & FOOD, GHANA



HIGH COMMISSION OF GHANA INDIA