

Gulfood360
AFRICA
Kenya

4-6 MAY 2027
NAIROBI

KENYATTA INTERNATIONAL
CONVENTION CENTRE

ENDORSED BY
GOVERNMENT
OF KENYA



Ministry of
Investments
Trade &
Industry

Ministry of
Agriculture
& Livestock
Development

Office of
the Special
Envoy on
Technology



Agriculture &
Food Authority
Kenya

FARM



FACTORY



FUTURE

**AFRICA'S BIGGEST 360 ECOSYSTEM
POWERING FOOD, TECH & TRADE**

GULFOOD360KENYA.COM | #GULFOODKENYA

A DEFINING **MOMENT**. A JOINT **VISION**.

THE WORLD'S BIGGEST F&B SOURCING EVENT MAKES ITS DEBUT IN AFRICA

Kenya and **Gulfood** unite to accelerate Africa's food ecosystem, connecting policy, production, trade and technology at scale.



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The launch of Gulfood360 Africa/Kenya signals a decisive step in Kenya's trade and investment journey. Anchored by the Kenya-UAE Comprehensive Economic Partnership Agreement and supported by structural reforms, this moment reflects a country mobilising its full value chain for global trade. Kenya is positioning itself as Africa's gateway – connecting farms, factories, & supply corridors to the world.

**HON. LEE
KINYANJUI**

Cabinet Secretary
Ministry of Investments,
Trade & Industry (MITI)

ENDORSED BY

**GOVERNMENT
OF KENYA**



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Agriculture sits at the heart of Kenya's economy, contributing over a quarter of our GDP and supporting millions of livelihoods across the country. Gulfood360 Africa/Kenya reflects our commitment to converting this agricultural strength into global opportunity, connecting Kenyan and African producers with the rest of the world.

**SEN. MUTAHI
KAGWE, EGH**

Cabinet Secretary
Ministry of Agriculture and
Livestock Development



BROUGHT TO YOU BY

THE WORLD'S LARGEST AND MOST SUCCESSFUL F&B & TECH TRADE FAIRS SPANNING ACROSS 4 CONTINENTS

Gulfood360
AFRICA
Kenya



40+
YEARS

Facilitating Global
F&B & Tech Trade
& Innovation

1m+

F&B + Tech
Professionals
Network

195+

Countries
Participating

WHY

AFRICA

A Global Hotbed For F&B & Agritech Investment

USD **1 TRILLION**

Market opportunity and growth potential with the right investment

USD **10.6 BILLION**

Earmarked by The World Bank in food and nutrition security financing for East Africa alone.



KENYA

Top African AgriFoodTech Hub attracts **53% of the continent's sector funding.**



MOROCCO

Over **\$8B in annual agri-food exports**, with strong trade links to Europe and Africa.



UGANDA

Scaling cold-chain – **\$88 M fresh produce exports to Europe, UAE and the region.**



TANZANIA

\$24M cold-chain initiative to cut post-harvest losses.



EGYPT

\$20B+ in annual food imports. Africa's highest-demand food market.



NIGERIA

Saudi-backed **SALIC injects \$1.24B into Olam Agri** – one of Africa's largest-ever agri deals.



SOUTH AFRICA

DP World commits **\$3B to African port & logistics upgrades.**



ETHIOPIA

African Development Bank commits **\$2B+ to transform agricultural productivity** and food infrastructure.

USD
54.6
BILLION

food market, growing near double-digit creating continuous demand for new brands, ingredients, and technology.

AFRICA'S SILICON SAVANNAH

#1 in Africa for Startup Investment in Agritech, Cleantech & AI.

WHY NAIROBI, KENYA?

RAPID FOODSERVICE GROWTH

Restaurants & dine-out sector
+9-10% CAGR to 2028.

MOMBASA PORT HANDLES 2.0M TEUs AND 41.1M TONS OF CARGO ANNUALLY,

serving as the primary gateway to East and Central Africa.



THROUGH THE EAC AND AFCFTA, KENYA OFFERS ACCESS TO 300M+ CONSUMERS

in East Africa & around 1.3-1.4B consumers across Africa



EXHIBITING SECTORS

Showcase your products and solutions and turn Kenya's strategic gateway into real business opportunities across the entire F&B ecosystem.



**FOOD
&
BEVERAGE**



**AGRITECH,
AI &
FOOD TECH**



**FOOD SERVICE
& HOSPITALITY
EQUIPMENT**



**LOGISTICS
WAREHOUSING
COLD CHAIN
TRACEABILITY**



**PROCESSING
PACKAGING &
INGREDIENTS**

FARM > FACTORY > FUTURE



EXHIBITION



GULFOOD
BIG DEAL
HUB



GULFOOD
Startups

EVENT AT A
GLANCE

Gulfood360 Africa, Kenya connects the entire food value chain at the moment Africa's food economy is ready to scale.

Whether you're a global corporation or an ambitious startup, it's the place to build partnerships, unlock trade and grow across the continent.



CONFERENCE



Tastes of the World



AFRICA IS ENTERING AN UNPRECEDENTED ERA OF AGRICULTURAL ACCELERATION.

Africa's agriculture is **scaling toward a \$1 trillion economy by 2030**, fueling demand for data-driven, AI-enabled AgriTech to optimise yield, efficiency and resilience, with **Gulfood360 Africa Kenya** connecting innovators directly to farms, agribusiness networks, and government-backed procurement channels.

CLIMATE & RESOURCE OPTIMIZATION

A clear pathway for climate-smart agriculture.



A rain-dependent system leaves **95%** of Africa's farmland exposed to climate shocks.



Studies project **20-30%** yield losses by 2050 without adaptive measures.

SOIL HEALTH AND INPUT EFFICIENCY

Soil remains one of Africa's most valuable agricultural assets, but also one of the most under-optimized.



65% of agricultural land is degraded through nutrient loss and erosion.



Fertilizer use in East Africa is just 15-20 kg/ha vs 100+ kg globally, with widespread nitrogen and phosphorus deficiencies.

FOOD SECURITY



Africa's population is set to reach 1.7 billion by 2030, driving rapid food demand growth.



Over 40% urbanization by 2030 is intensifying food security pressure and driving AgriTech supply chains.

GOVERNMENT-BACKED TRANSFORMATION

Food security and agricultural productivity are national priorities, backed by policy, funding and public-private partnerships.



Climate risk is accelerating **AGRITECH DEMAND ACROSS A \$100B+ EAST AFRICAN AGRICULTURE SECTOR**, driving resilience and efficiency.



PRECISION AGRICULTURE ADOPTION is below 15%, creating strong growth potential for AI, IoT and digital farming platforms.

Bring **DATA AND DECISION-MAKING TO SMALLHOLDER FARMERS**, where <15% currently access soil testing



IRRIGATION AND POST-HARVEST TECH are transforming East African farming, opening access to a \$100B+ agriculture market with rising demand.

MARKET OPPORTUNITIES for AGRITECH INNOVATION



BREAKING THE SILOS OF AGRITECH

SHOWCASE TECH THAT DRIVES SMARTER, DATA-POWERED FARMING

- Precision farming & AI-driven agriculture
- Smart irrigation & water efficiency technologies
- Farm-to-market digital platforms
- Crop monitoring & satellite analytics
- Cold chain & post-harvest technology
- Sustainable inputs & soil health solutions



DIRECT ACCESS TO AFRICA'S

HIGH-VALUE BUYERS

Meet a powerful network of trade visitors from across Africa, all actively sourcing, investing and forming high-value partnerships.

Driven by urgent sourcing gaps, African buyers come to secure supply, diversify products, and build reliable supplier relationships.

VISITOR PROFILES



Wholesalers



Distributors & Resellers



Retailers, Supermarkets & Hypermarkets



Importers & Exporters



Agricultural Professionals & Enterprises



Hotels, Restaurants, Hospitality & Catering Companies



F&B Startups, Investors, Venture Capitalists, Consultancies & Entrepreneurs



Government & Trade Organisations



Franchisees

SECURE YOUR SPACE TODAY

Position your brand at the forefront of Africa's food transformation

Gulfood360
AFRICA
Kenya

SHELL SCHEME

USD 690

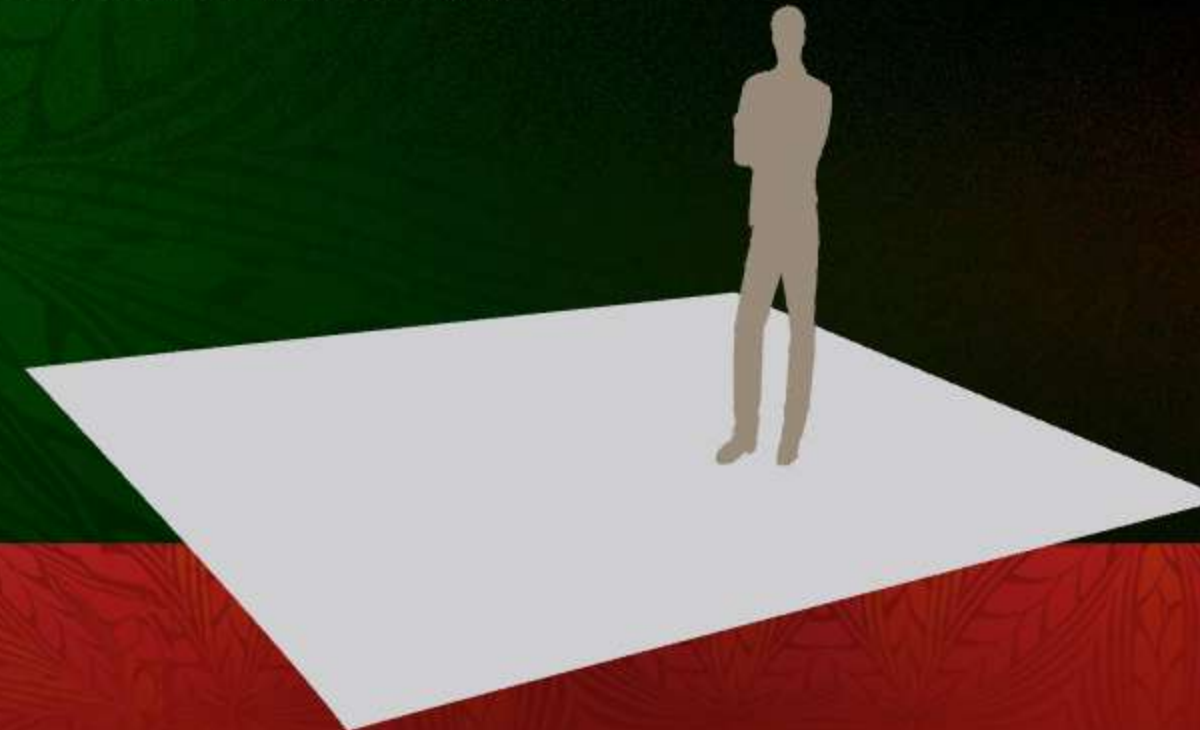
PER SQM (MIN 9 SQM)



SPACE ONLY

USD 595

PER SQM (MIN 24 SQM)



STARTUPS PODS

USD 415

EXCLUSIVELY FOR STARTUPS ONLY



COMPULSORY FEES - REGISTRATION AND MARKETING PACKAGE : USD 952

APPLICABLE TO EACH EXHIBITING COMPANY AND/OR STAND SHARER

JOIN US IN

KENYA

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AFRICA
Kenya

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Development

Office of
the Special
Envoy on
Technology



Agriculture &
Food Authority
Kenya

4-6 MAY 2027
NAIROBI

KENYATTA INTERNATIONAL
CONVENTION CENTRE

OPENING HOURS

4-5 MAY : 10AM TO 6PM
6 MAY : 10AM TO 5PM

GET IN TOUCH WITH THE TEAM

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