

The Restaurant & Food Show

POST SHOW REPORT

**02-05
OCTOBER
2023**



**BENHAZI,
BENINA AIRPORT**

+218 91 446 25 25
info@alwaslevents.com

Tripoli - Gurgi, the street
after Alrahla Gas Station

www.alwaslevents.com

Organized by:



الوطن للمعارض
AlwaslEvents

Show Overview

The 1st edition of the Restaurant and Food Show took place from 2-5 October 2023 at the Benina International Airport, Benghazi, Libya, hosting 220+ local and international brand trademarks in just 4 days. The Restaurant and Food Show has proven to be the leading event for the food industry, attracting industry professionals, experts, buyers, distributors, and key decision makers in the public and private sectors to come together and do business. Benefit from the upsurge in the food segment and reap the rewards of unparalleled exposure to key decision makers from the industry. Be a part of the 2nd edition of the Restaurant and Food Show, which will premier in 22-25 May 2023 at [Location To Be Announced]. With an active social media and digital presence, the Restaurant and Food Show generated over 50 million impressions in its social media platforms and digital campaigns, making it possible to reach thousands of key decision makers and industry professionals in North Africa.

Exhibitor Reasons for Exhibiting

- Generate new customer leads and business partners: 87%
- To look for a local or regional dealer & distributor: 78%
- Introduce new products / services: 74%
- Brand awareness: 65%
- To raise company profile / image: 60%
- To generate sales onsite: 51%
- To meet with existing partners and colleagues: 42%
- To discuss products & services with end-users: 27%

The Restaurant & Food Show Breakdown

- 1.Food Ingredients and Raw Materials: 10%
- 2.Processed Foods: 42%
- 3.Beverages: 13%
- 4.Packaging and Labeling (including Packaging & Printing Companies): 9%
- 5.Restaurant Services (Food Court): 14%
- 6.Healthy and Organic Products: 6%
- 7.Food Safety and Hygiene Solutions: 3%

Visitors



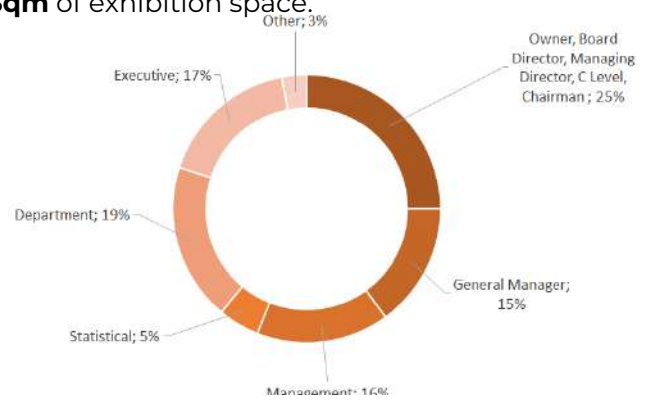
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Visitors

Over **8,000** visitors participated in the co-located event with **Libya Build & Pharma Libya Expo 2023**, held across a total of **12,000+ Sqm** of exhibition space.

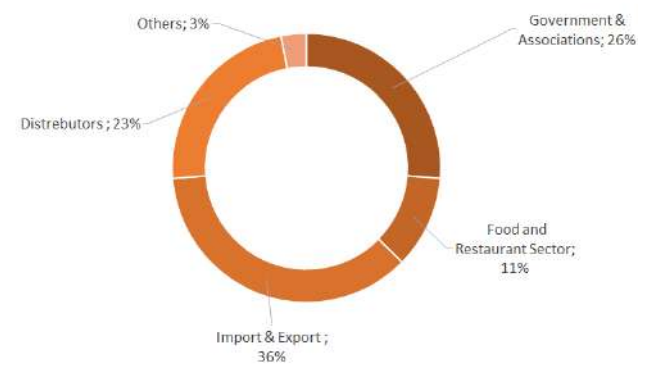
Visitors

- Owner, Board Director, Managing Director, C Level, Chairman: 25%
- General Manager: 15%
- Management: 16%
- Statistical: 5%
- Department: 19%
- Executive: 17%
- Other: 3%



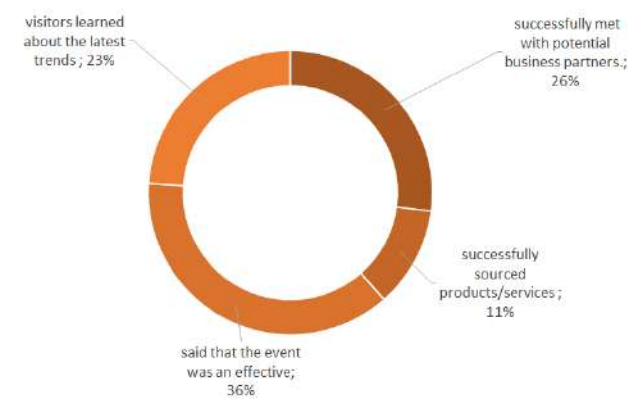
Visitors by Industry

- Government & Associations 26%
- Food and Restaurant Sector 11%
- Import & Export 36%
- Distributors 23%
- Others 5%



Visitors Survey

- 60% of the visitors successfully met with potential suppliers, manufacturers, and business partners.
- 72% of the visitors successfully sourced products/services for ongoing and future projects.
- 95% of the visitors said that the event was an effective platform to do business.
- 80% of the visitors learned about the latest trends through live product demonstrations and service presentatic





The Restaurant & Food Show Gallery



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Press & Marketing

- Email Campaigns: Email campaigns to over 30,000+ visitor and exhibitor database.
- Online Advertising: Monthly advertisements on leading newspapers, radios, press, and magazines.
- Press Releases: 100+ Press Releases on leading industry websites, newspapers, press, and magazines.
- Radio: Partnership with local and international radio and podcast stations to cover the event.
- Social Media: Over 50 million reaches on Facebook, YouTube, Twitter, Instagram, and LinkedIn.
- coverage during the event across major English and Arabic TVs, radios, and publications.
- Personal Invitation: Personalized invitation cards sent to potential attendees by post.
- Print Advertising: 71 billboards, street banners, and posters.
- SMS / Whatsapp: SMS and WhatsApp notifications and invitations to potential attendees in the region.
- TV & Online Channels: Partnership with relevant TV and online channels to cover the event.

For more information about the Restaurant and Food Show 2023, contact us at
info@alwaslevents.com.

Organized by Alwasl Events, Powered By ATEX International.