



The Restaurant & Food Show

4 - 7 November 2024
Sidi Faraj Exhibition Centre, Sidi Faraj Road

2024

Post Show Report

www.rnfshow.com

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Show Overview

The second edition of the Restaurant and Food Show 2024, held from 4 to 7 November 2024 at the Sidi Faraj Exhibition Centre in Benghazi, concluded with outstanding success. The event has firmly established itself as a premier platform for the food industry in North Africa. This year's edition recorded an impressive growth of 108% compared to the inaugural edition. 83 participating companies showcased their brands and products, solidifying reputation as the leading trade show for the restaurant and food sector in Libya.

Building on the first edition's success, the 2024 show attracted over 23,064 visitors, covering a total area of 35,000 square meters as part of the co-located event with Pharma Libya Expo and Libya Build 2024. The audience included industry professionals, buyers, distributors, and key decision-makers, making it a pivotal gathering for stakeholders across the food and hospitality ecosystem.



Co-Located Event Statistics



Restaurant & Food Show 2024 Statistics

6,046 SQM

Total Exhibition Space.

80+

local and international companies

170+

Brands

4,816

Visitors

100+

VIPs, Media & Press

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Exhibitor Overview

We hosted over 80+ companies, both local and international, representing a diverse range of sectors and industries at the Restaurant & Food Show. Here’s what our exhibitors shared about their experience.

Reasons for Exhibiting



Exhibitor Testimonial

"Participating in the Restaurant and Food Show 2024 provided us with an excellent opportunity to connect with key industry stakeholders and showcase our products and services to a diverse audience.

We are pleased with the opportunities this platform has created and look forward to the next edition."

Mohammed AL Hemmally

Senwan Holding "The Main Sponsor of the Restaurant & Food Show 2024 "
Group Marketing Manager.



Exhibitor Survey



Agreed that the exhibition contributed positively to their marketing strategy.



Plan to participate in the exhibition next year.



Rated the organization of the exhibition as outstanding.



Rated the number of visitors as adequate.



Rated the quality of media coverage as satisfactory



Considered the quality of visitors to be excellent.



Exhibitors by Industry



Exhibitor by region



Marketing Activities



Compromises of Exhibitor, Visitor, Delegate, and VIP email campaigns sent out 6-7 months before the event.



Media coverage during the event across TVs, Radios.



Advertisements on relevant high-ranking websites.



Personalized invitation VIP cards sent to potential attendees by post.



Partnership with relevant TV and online channels to cover the event.



Partnership with radio and podcast stations to cover the event.



Comprehensive advertisements and event promotions on various social media platforms.



WhatsApp Podcast invitations to potential attendees.

Digital & Social Media

1,430,000

Total Impressions

106,502

Social Media Page Visits

914,916

Total Reach

1,595

Website Visits

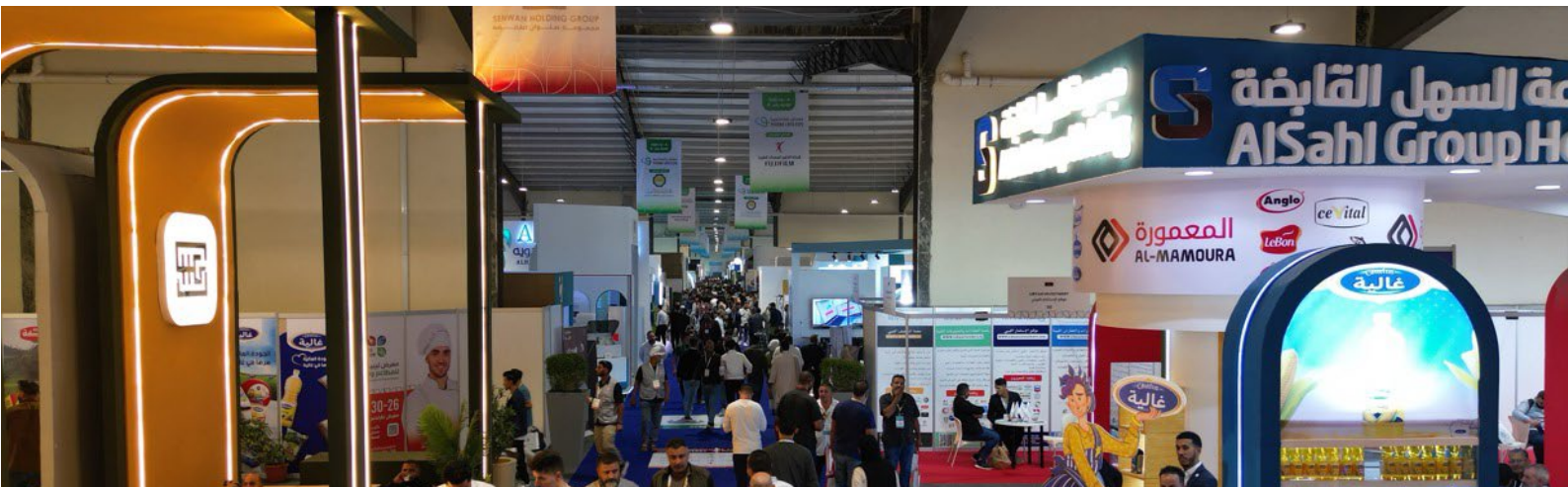
2,280.120

Total Page views

With the success of 2024 edition, preparations for the Restaurant and Food Show 2025 are already underway.

The next edition promises even more opportunities for exhibitors, visitors, and stakeholders to thrive in the dynamic Restaurants & Food sectors.

Gallery



Book Your Stand Today!



For more information about The Restaurant & Food Show 2025
Contact us at info@rnfshow.com



**The Restaurant
& Food Show**

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