




INTERNATIONAL FOOD - FOOD PROCESSING  
PACKAGING TECHNOLOGY -  
HOSPITALITY AND AGRIFOOD FAIR



***SIPAL 2015- DAKAR- SENEGAL 8 - 11 APRIL***



*With the 2nd edition, which took place from 15 to 18 April 2014, the International Food Exhibition (SIPAL) 2015 - Senegal returns for its third edition with new ambitions to add new sectors of activities to better enrich the Fair.*

*SIPAL wants to be an event especially for the professionals in the Food Industry, Agriculture and derivatives, the promotion of their activities and their products, on the one hand and on the other hand, strengthen relations between professionals and promote the African Agribusiness industry.*

*Regarded as an international business hub for professionals Agro-Food and Agro-industrial, the "SIPAL" dug a furrow to be installed in the forefront of African exhibitions dedicated to this sector.*

*This International meeting is an ideal framework for cooperation and competition in order to promote economic growth, encourage business development, increase business information activities and strengthen the economic partnership between the participants, pulse and extension Agro -food sector for better improvement of supply and demand.*

*SIPAL is a show where producers and manufacturers can promote and showcase their products, meet businessmen from different continents, have the privilege to extend or strengthen business relationships between the participants and have access to a sub regional market more than 300 million consumers.*

*This plateau has installed a partnership framework between actors, to lead to better coordination to solve critical problems export local products and establish a mechanism for monitoring and evaluation which we assign the task.*

*SIPAL now fixed as challenge to make Senegal a cluster meetings industry professionals Agro - Food in the exchange of information, experience, relationship building and business partnership in Biotechnology, Distribution, Machinery and mechanical equipment, Hospitality, Transport and Logistics, the raw material, etc.*

### **PATRONAGE:**

*The International Food Exhibition is under the patronage of the Ministry of Commerce, Entrepreneurship and the Informal Sector in Senegal.*



## ***CONDITIONS OF PARTICIPATION***

*Any company operating in the sector of:*

- *All industrial in the Food sector,*
- *Manufacturers of dairy products, chocolate, biscuits, tea and coffee, pasta, etc*
- *Suppliers of spare parts and maintenance of machinery,*
- *Business manufacturers of packaging products,*
- *vocational schools and restoration specialists,*
- *companies and catering services,*
- *Fast products*
- *Agro-industry,*
- *Agriculture and derivatives,*
- *Seeds and Fertilizers,*
- *Livestock,*
- *Enterprises manufacturers of packaging products,*
- *Suppliers of hotel: refrigerators, kitchen equipment, dress, blouses and suit for the hotel staff, hotel furniture, etc..*
- *vocational schools and restoration specialists and hospitality,*
- *business and catering services,*
- *Beverages - all kinds of drink,*

- *Companies of production and processing of local products,*
- *Engineering companies,*
- *The representatives of brands, dealers and sellers of raw materials,*
- *Producer associations,*
- *Institutes of quality controls,*
- *Associations of processing units of products,*
- *The republican institutions: Ministry of Commerce and Industry, Chambers of Commerce, the supervisory agencies of exporting companies, employers,*
- *maritime Companies of transport and logistics,*
- *associations of producers out of West Africa and Central*
- *The national and international NGOs that are involved in the field,*
- *Cooperation institutions and coaching etc...*

## **BOOK STAND**

Companies that want to expose have the option to book: either a stand equipped or unequipped space.

### **The minimum of stand is 9sqm**

The equipped stand includes the following:

- Modules of the desired surface, partition Wall,
- Floor Equipment : Carpet,
- Stand signage
- The furniture:(1 table, 2 chairs)
- Electricity: a spot, outlet, switch
- Maintenance of stands,
- An insertion in the official Exhibition catalog,
- Wireless Internet connection.





## EXHIBITION CENTER

The International Food Exhibition will be held at the International Trade fairs of Senegal (CICES). This park is the largest exhibition Center of West Africa.

The exhibition center has 6 large pavilions with areas ranging from:

800 to 7.400 sqm,

## HOW TO PARTICIPATE

*You must return the application form filled and scanned by email and a deposit of 50% so that participation could be taken into account.*

## CURRENCY

*Senegal uses the CFA.*

*The exchange rate against the Euro: 1 Euro = 650Fcfa*

*The exchange rate against the Dollars 1USD = 500Fcfa (but the USD is not stable according to CFA)*

## Panels

*Alongside the exhibition, we organize panel discussions, Conferences, seminars on very selective Theme. The Participation in these panels is free for all exhibitors.*

*This will allow the Senegalese experts, to present the various technical services serving exporters, to help businesses access to all markets and thereby ensure the sustainability and competitiveness of the packaging industry by providing it with significant competitive advantages.*

*It will enable each other; ask questions of understanding, which will focus on issues that operators in the industry will face in their future collaboration.*

*Recognizing the benefits of cooperation and support in the pursuit of mutual goals including strengthening cooperation between the partner, (organizations, or companies), the establishment and maintenance of a positive economic environment and development of commercial and business opportunities between states.*

*Open markets of ECOWAS and the promotion of products and services among partners will be treated and discussed by the experts present. These discussions will inform contribution of stakeholders in the partnership and international cooperation and partnership.*

*It will also build on:*

- Business opportunities in the cooperation,*
- Legal certainty for investment in African countries*
- Strategies for Export Development*
- The approach by identifying potential sectors for growth etc.*
- The various technical services serving exporters, to help businesses access to all markets and thereby ensure the sustainability and competitiveness of the sector by providing it with significant competitive advantages.*

*All these themes will be reinforced by a fruitful discussion that will focus on the problems faced by all operators.*

***B to B***

*As part of the research, sustainable partnership there is provided a B to B meeting, between exhibitors and trade visitors to the fairground.*

*This B to B is free and available to all exhibitors who want it. An application form will be sent to each exhibitor.*



## ***THE PARTICIPANTS***

### ***The Exhibitors***

*The International Food Exhibition has allowed us to select all the leading suppliers worldwide to enable them:*

- *Out of traditional markets and to discover a new type of partner,*
- *Extend or strengthen business relationships,*
- *To enter a totally virgin market, emphasizing quality of products and their competitiveness,*
- *Access to a sub-regional market of over 300 million consumers,*
- *To present the various technical services and / or services to participants,*
- *To bring their expertise to companies very receptive,*
- *Create and generate a new application with them,*
- *To create a chain in Food through this exhibition, capable of providing sub-Saharan countries, through the expertise of partners.*

*The specificity of the Food Exhibition will contribute effectively to the African side to:*

- *Identify new supply chains,*
- *Establish a framework for cooperation in order to promote economic growth,*
- *Encourage business development,*
- *Increase the activities of market information and strengthen the economic partnership*
- *between the companies (companies or institutions), present at the exhibition,*
- *Old the export sector through the acquisition of new technologies available,*
- *Solve problems that operators of food sector in Africa are facing,*
- *To present their products and services to a wide audience.*

- ***The Trade visitors***

*It began a campaign of awareness and mobilizing all the African countries concerned, (even the invited countries).*

*These visitors now listed around 13.000, will have permanent access cards, which give them opportunities to meet partners with whom they can build relationships of partnership, to participate in the conferences and the B to B meeting.*

- ***Public***

*The exhibition is also open to the public.*

***NB:*** *The public hours are channeled so as not to interfere with the professional nature.*

- *Hotels are listed and traded at reduced rates as desired by the exhibitor.*
- ***Translators.***

*Bilingual and trilingual hostesses will be available to any exhibitor who wishes.*

***ORGANISATEURS:***

***INTERNATIONAL SALES***



*CO-ORGANIZER*

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