

NORTH Africa

FMCG

NORTH AFRICA TRADE EXHIBITION FOR FAST MOVING CONSUMING GOODS

23 - 25 JUNE 2026

EXPO LIBYA EXHIBITION GROUNDS,
BENGHAZI



Why Libya



Robust Economic Growth

Libya's economy is experiencing a significant rebound, with an estimated GDP growth of 10.2% in 2023. This growth trajectory is projected to continue, with forecasts indicating a 13.7% increase in 2025 and 4.1% in 2026. Such robust growth underscores the country's potential for investment and economic expansion.



Access To 16 Markets

Egypt, Nigeria, Tunisia, Algeria, Ghana, Senegal, Cote d'Ivoire, D.R. Congo, Burkina Faso, Chad, Kenya, Rwanda, Niger, Benin, Mauritania and Mali



Supportive Demographics

Population exceeding 7 million and a median age of 27.1 years



GDP Growth Potential

The IMF projects GDP growth of over 6% annually



Massive Trading Opportunities

Libya's imports of goods and services constituted approximately 41.3% of its GDP



Growing Foreign Direct Investment

Investments increasing from USD 1.5 billion in 2018 to USD 4.2 billion in 2025.

Libya... A Market on The Rise

- * Libya's Population reached approximately 7.2 million in 2024, with a 2.3% annual growth rate, presenting a fast-expanding consumer base with increasing demand for essential goods and branded FMCG products.
- * North Africa's FMCG Market (including Libya, Algeria, Tunisia, and Morocco) is valued at over USD 48.6 Billion in 2024, with a projected CAGR of 6.4% through 2030, driven by urbanization, rising disposable income, and youthful demographics.
- * Retail modernization is accelerating in Libya, with the rise of supermarkets and mini-markets replacing traditional souks, creating new supply chain and distribution opportunities for FMCG brands.
- * E-commerce in Libya remains growing steadily, with FMCG categories like hygiene products, baby care, and packaged snacks among the most searched and purchased items online.
- * North Africa's urban population is expected to surpass 140 million by 2027, creating sustained demand for fast-moving, affordable, and accessible branded goods.



NORTH AFRICA FMCG EXPO – The Gateway to the Region's Fast-Moving Consumer Goods Market

Positioned as the leading event for the fast-moving consumer goods sector, North Africa FMCG Expo in Libya serves as a dynamic platform for local and international manufacturers, suppliers, and innovators looking to grow their presence across North Africa and the wider MENA region. The expo is a strategic hub for industry players seeking to explore new market trends, expand distribution channels, and tap into one of the fastest-growing consumer markets in the world.

Bringing together the full spectrum of the FMCG value chain from production and packaging to retail and distribution—North Africa FMCG Expo highlights innovation, efficiency, and adaptability. It's designed to foster business growth by connecting exhibitors with high-potential buyers, retailers, wholesalers, and agents ready to build long-term partnerships across borders.

With a comprehensive showcase of fast-moving products across categories such as food & beverages packaging materials, personal care, home care, hygiene, and packaging solutions, the exhibition is a launch-pad for brand expansion and regional market entry. Exhibitors gain access not only to Libya's emerging trade corridors but also to North Africa's rapidly evolving consumer base and expanding retail sector.

More than just a trade show, North Africa FMCG Expo is a business-driven experience that encourages collaboration, knowledge sharing, and innovation. It provides a forward-looking platform that highlights emerging product lines, sustainable packaging, and evolving shopper preferences creating a smart sourcing environment for buyers across North Africa and the Middle East.

The expo is expected to attract thousands of trade visitors, including distributors, retail chains, wholesalers, importers, and procurement specialists from across Libya, North Africa, and the broader MENA region. With high buyer engagement and targeted B2B matchmaking sessions, North Africa FMCG Expo is set to generate significant commercial activity—enabling exhibitors to secure distribution agreements, negotiate supply contracts, and establish new market footholds. Whether you're a global brand or a regional player, the event offers a high-impact environment to drive real business outcomes and long-term partnerships.





ADVANTAGES OF EXHIBITING AT NORTH AFRICA FMCG

Elevate your brand on a global stage

Unlock unparalleled business prospects

Connect with a diverse and vibrant market

Secure lucrative deals and partnerships

Explore new heights of success

Join a league of industry pioneers

Stay ahead of competition

Strengthen your global presence

Explore new export horizons

Form partnerships and strategic alliances

Collect leads and contacts for potential sales

Develop personal connections with customers and partners.



Exhibit Profile

- Bath & Shower
- Fragrances & Deodorants
- Gifts & Stationary
- Industrial & Professional Care
- Paper & Plastic
- Adult Hygiene
- Household Care
- Skin Care
- Sun Care
- Baby Care
- Hair Care
- Laundry
- Auto Care
- Packaging Materials

Visitors Profile

- Retailers
- Importers, Traders, Wholesalers
- Distributors, Resellers
- E-commerce Companies & Marketplaces
- HORECA, Travel, Tourism
- Sourcing & Procurement
- Private Label Buyers
- Brand Licensing Professionals
- Government & Regulatory Representatives
- Manufacturers
- Consultants
- Packaging & design experts
- Brands owners
- Buying Agents
- Investors

SPECIAL FEATURES



Conference/workshops



Hosted Buyers Program



B2B matchmaking



Networking area

The Venue

Expo Libya Exhibition Grounds is a dedicated space for hosting exhibitions, conferences, & both international & local events in the city of Benghazi. It was inaugurated in September 2024 as a comprehensive commercial hub aimed at boosting the national economy & fostering trade relations between local & international companies.

The venue features modern facilities, a strategic location, and a huge vast area that facilitates the organization of international standard exhibitions & conferences. With a total gross space of around 15,000 sqm, the venue has many facilities like a large car park serving both participants & attendees. Additionally, it provides an ideal environment for hosting various events that contribute to driving the economic & commercial development forward.





Media Campaigns

With over Three decades of experience in promoting a wide range of events in Egypt and looking after the media, we are planning to maximize event coverage for **FMCG** through extensive print & online media campaigns covering listings in both print and online directories, print advertising, online advertising, local press conferences and both print and online press releases.



Online Presence

FMCG will be given added value through an online presence with promotions through the official website, digital channels, online communities, email shots and digital advertisements to ensure that audiences have every opportunity to attend the event.



Radio Advertising

Strategic spots at select local stations will serve as an extra reminder for visitor audiences to get involved with **FMCG** as the unpatrolled event.



Press Releases

Ensuring that key journalists are kept fully informed with this year's content, features and attractions at **FMCG** and making the news through a locally held press conference and schedule of press releases so as to keep the event in the mind of audiences and increase the show's visibility and awareness through announcements and updates.



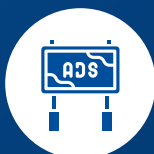
Mobile Marketing

Mobile marketing promotions aimed at industrial visitors will spread the word on **FMCG** keeping audiences up-to-date and fully aware on why **FMCG** is the preferred meeting point for the sector.



Social Media

From daily show updates to sponsored posts, **FMCG** news via social media outlets will reach out to target visitors across all essential channels, reminding them of all that is new and featured at **FMCG** this year.



Outdoor Promotion

The organizers will also ensure that the **FMCG** brand receives maximum exposure through outdoor campaigns including billboard displays in prime locations to ensure that visitors get every incentive to attend the event.



Targeted Trade Invitations

20,000 targeted invitations will be sent out to trade delegates & related members of the Industrial community prior to the event, ensuring they 'save the dates' for **FMCG** and have adequate time to plan their visit in advance and arrange appointments for important discussions.

GO 2 LIBYA
BENGHAZI 2025-2026



www.go2libya.com



www.fmcg-northafrica.com

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