

LIBYAFOOD EXPO COVERAGE,
TRIPOLI - LIBYA

POST SHOW REPORT 2025

Libyafood6



تصميم

تصميم معرض

شامل

سينماتيك

بشكل جيد

على المؤسسات

Designing :

An Outstanding

Overall

Exhibition

Design will

reflect well

on your

organization.

تحتل إلى

لجنة لبيات

Data Base

Access

Access to the

Libya Food

& Beverages

Souvenirs

and Vendors

Database in

Libya

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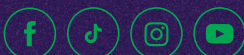
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Libyafood⁶

The biggest international food exhibition in LIBYA
was held in 26-29 January 2025
Tripoli Fair Ground

www.libyafood.ly



ABOUT LIBYAFOOD

The Libya Food Expo is designed and developed to serve as a pioneering platform for national and international food exhibitors.

Welcome to Libya Food Expo, the premier international food exhibition in Libya. This pioneering platform brings together national and international food exhibitors, showcasing a diverse range of products, services, and innovations. Discover new flavors, build business connections, and explore opportunities in the Libyan food industry



General information

SHOW NAME



LIBYAFOOD

VENUE



TRIPOLI FAIR GROUND
TRIPOLI - LIBYA

FREQUENCY



Annually
4 Days Exhibition

TOTAL SPACE



+8000 sqm
Total Exhibition Space

WEBSITE



www.libyafood.ly

ORGANIZER



IEC
ELDAWLIA FOR
Exhibitions and Conferences

POST SHOW REPORT

LIBYAFOOD EXPO
COVERAGE,
TRIPOLI - LIBYA

HEADLINE STATS

+17,000

Registered Visitors

+300

Companies Exhibited
Their Products

+3000

Brands Displayed

+14

Countries Represented

+500

Media, Journalists,
photographers &
influencers



Scan The Qr To Visit
Facebook Page

LIBYAFOOD Featured a number of live events that introduced guests to the latest trends in the industry.

Visitors were able to attend live cooking sessions by celebrity chefs, sample their delicious cooking.

After this year's success, the preparations for the next year edition have already begun. We are planning to increase the number of participants and expand our market scope to include more visitors.

The key element to the success of the exhibition remains its excellent organization that was all handled by a highly professional team and the specialized public that came looking for the latest trends and possible business ventures.

We are optimistic about the vast growth potential of Libya's food sector in the coming years. As a pivotal event, the Libya Food Exhibition is poised to play a catalyst role in driving this growth, fostering business connections, and showcasing the latest innovations and trends. By bringing together local and international stakeholders, we aim to create a vibrant platform that stimulates investment, trade, and collaboration, ultimately contributing to the sector's prosperity and development.

Exhibitors Profile



+300

COMPANIES EXHIBITED
THEIR PRODUCTS



+3000

BRANDS DISPLAYED



62%

INTERNATIONAL EXHIBITORS



62%

LOCAL EXHIBITORS



98%

THE EXHIBITOR SATISFACTION
RATE EXCEEDED



+300 B2B

REGISTERED B2B
MEETINGS AND COMMERCIAL
DISCUSSIONS



What are your top four reasons to exhibit

- 1 Increasing product sales and brand awareness.
- 2 Meeting existing customers or suppliers and networking.
- 3 Generating high value sales leads.
- 4 Find a distributor / dealer / importer



Represents numerous product & service categories



Food Products
& Frozen Food

18%



Bakery, Sweets
& Chocolates

11%



Catering

2%



Tea & Coffee
Products

7%



Meat, Chicken
& Sea Food

6%



Dairy Products
& Ice Creams

6%



Technology,
Services & Logistics

7%



Packaging &
Plastic Products

11%



Water, Juice
& Syrups

5%



Fruits &
Vegetables

3%



Hospitality
Services

2%



Rice, Nuts
& Spices

4%



LIBYA
ITALY
EGYPT
MALTA
TUNISIA
TURKEY
ALGERIA
JORDAN
LEBANON
EMIRATES
SRI LANKA
MOROCCO
SAUDI ARABIA

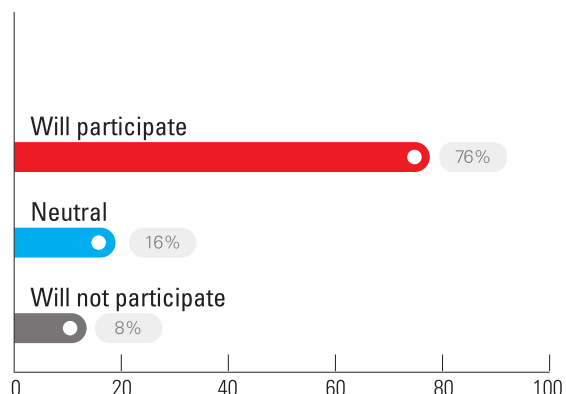
**Participating
Countries**

Exhibitor Survey

How do the exhibitors rate the exhibition overall?



Do exhibitors intend to participate the next edition?



82%
Of Exhibitors

Said that they were satisfied with the quality and numbers of visitors to the show



76%
Of Exhibitors

Said that they will participate in the exhibition 2026 edition



34%

Introduced new products into the market



51%

Evaluate the potential demand for new products



How would you rate the exhibition management?

82% of exhibitors rated the Exhibition Management as "Very Good" or "Good"



How would you rate the quality of visitors?

90% of exhibitors were satisfied or very satisfied with the quality of visitors at the show



Given the above reasons to exhibit, how satisfied were you with the exhibition?

89% of exhibitors were satisfied or very satisfied with the exhibition overall



How would you rate the number of visitors?

85% of exhibitors were satisfied or very satisfied with the number of visitors



How would you rate the nature on your investment in exhibition?

91% of exhibitors were satisfied with the nature of this investment

Visitors Overview

Over **17,000** visitors networked and discovered new products and opportunities at the exhibition over the 4 days. There was strong support from local visitors and significant attendance from interstate and international buyers.

Note, Exhibitors are not include these figures although they often conduct significant business with other suppliers at the show.

87%

Visitors evaluation Of the show

Of visitors who agree that This event is fully Representative if the industry

90%

Level of purchase Influence

Of visitors said they have some influence The purchase of product for their business

88%

Source of information

Of visitors said trade shows are the most Credible source of information for purchasing And services

89%

Reason to visit

Of visitors said it was very important or important For them to find new product and suppliers for Their business at the show



Visitors role in decision making



58%

Decision-making / Authorizing

24%

Specifying

13%

Recommending / Influencing

5%

Others



+17,000
Registered Visitors





Sponsors & Supporters

The show could not have been delivered without the support of our sponsor & supporters



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ABUSDERA GROUP

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الهيئة العامة
للمعارض
GENERAL BOARD OF FAIRS



الإتحاد العام لغرف التجارة
و الصناعة و الزراعة ليبيا
Libyan General Union of Chambers of Commerce



وزارة
الاقتصاد والتجارة
Ministry of Economy and Trade



المركز الوطني للمواصفات
والمعايير القياسية



مركز الرقابة عن
الأغذية والأدوية



معرض طرابلس الدولي
TRIPOLI INTERNATIONAL FAIR

THE ORGANIZER



الدولية
للمعارض والمؤتمرات
Adawlia
Conferences & Exhibitions

(IEC) Al-Dawlia for exhibitions and conferences an accomplished event organizer with a rich experience of over 30 years and more than 100 exhibition and event with local and worldwide recognition.

Al-Dawlia organize LIBYAFOOD, Libya's biggest event in the food sector.

Designed to be ideal platforms for foreign and local companies doing business in Africa, Middle East, and South Europe, seeking exposure among top regional buyers and decision-makers.

*Thank
you!*