



Food & Beverage West Africa 2027

Lagos, Nigeria
June 8-10, 2027

**Set up day is June 7*

The Food & Beverage West Africa Trade Show is the region's largest industry event, attracting over 6,000 attendees annually in Lagos. It serves as a key platform for international businesses seeking to expand in West Africa, connecting them with buyers and distributors from countries like Ghana, Benin, Togo, Senegal, and Cameroon. With a rapidly growing middle class, urbanization, and evolving consumer preferences, demand for high-quality food and beverage products is increasing. Ghana and Nigeria, as major trade hubs, provide strong distribution networks for suppliers looking to enter the market.

For U.S. exporters, key opportunities lie in beverages, processed foods, condiments, and specialty ingredients, supported by the region's expanding quick-service restaurant and hospitality sectors. The Trade Show offers exhibitors direct engagement with industry players through targeted B2B meetings and networking sessions, providing valuable market insights. Beyond showcasing products, participants gain access to regulatory guidance and strategic entry pathways, positioning themselves for long-term success in one of Africa's fastest-growing consumer markets.

Participation Fee:

- **Corner Booth:** \$1,561; **Early Bird Special:** \$1,361 (if you register and pay before January 9, 2027)
- **In-Line Booth:** \$1,351; **Early Bird Special:** \$1,151 (if you register and pay before January 9, 2027)

Fee Includes:

- 9 sq m booth space
- Pre-arranged one-on-one meetings
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder, Winn Expo (Denise Winn at denise@winnexpo.com)*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: April 8, 2027 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

Industry Focus: Retail Products, Food Service Products, Ingredient, Organic, Natural/Health

Product Description: Snack Foods, Ingredients, Beverages, Dairy, Frozen Foods, Cereals, Alcoholic Beverages, Healthy and Organic Products, Sauces, Convenience Foods, Pasta, Ready-Made Meals

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers

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If you have a question about an event, feel free to contact us at events@susta.org

SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#)

and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

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