

# BOOSTING TRADE WITH WEST AFRICA

## West Africa plastprintpack



2nd International Trade Show & Conference | Plastics - Printing - Packaging

**08 - 10**  
October 2024

Parc des expositions  
Abidjan - Ivory Coast  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



# 2024



## plastprintpack West Africa is finally back in Abidjan!

After the great success of plastprintpack West Africa in Abidjan in 2018 and a long Covid-related break, fairtrade and their local Ivorian partners 2A are now coming back to Côte d'Ivoire and Francophone West Africa with plastprintpack West Africa 2024.

plastprintpack West Africa will take place in conjunction with [agrofood West Africa](#) in the brand-new Abidjan Parc des Expositions.

In addition to Côte d'Ivoire, fairtrade in West Africa serves Nigeria with the [plastprintpack Nigeria](#) and Ghana with [plastprintpack Ghana](#).

→ [Find out more](#)

### Global technology leaders

showcase adapted solutions for the West African market

→ [See exhibitors 2018](#)

→ [Show gallery 2018](#)

→ [Show video 2018](#)

### Review plastprintpack West Africa 2018

Remarkable number of high quality visitors\*: 1,461

80 exhibitors from 17 countries\*

50+ speakers from around the globe at high-profile conferences

53% of the visitors plan to invest over the next 12 months - 100% recommend the event

\*together with its partner event agrofood West Africa 2018

→ [Post show report 2018](#)



# 3-day conference



## Learning & networking at the conferences

A high-level 3-day conference will be held in parallel with the exhibition, much like the last edition of plastprintpack & agrofood in Abidjan when more than 50 speakers from around the world participated in the following events:

- Bosch seminar on processing & packaging of local high added value products (coffee, cocoa, cereals, etc.) for the food and confectionery industries
- VDMA symposium on how European plastic and rubber machines can make a valuable contribution to the West African plastic, packaging and recycling industries.

→ [Full programme](#)



# Valuable institutional support



**Mr Souleymane Diarrassouba**  
**The Minister of Trade, Industry and Promotion of SMEs**

“Côte d’Ivoire is engaged in a process of structural transformation of its economy through industrialisation.

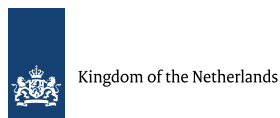
As part of our industrialisation policy, our Government has put forward 7 priority clusters around which the industrial dynamics will develop. These include

- agro-industry
- chemicals, plastics
- packaging
- construction materials
- pharmaceuticals
- textiles
- car assembly and spare parts”

## plastprintpack West Africa enjoys the strong support of the following institutions and institutional partners

- Ministry of Commerce, Industry and SME Promotion of Côte d’Ivoire
- Ministry of Agriculture and Rural Development of Côte d’Ivoire
- Embassies of Austria, France, Germany, Italy, the Netherlands and Türkiye

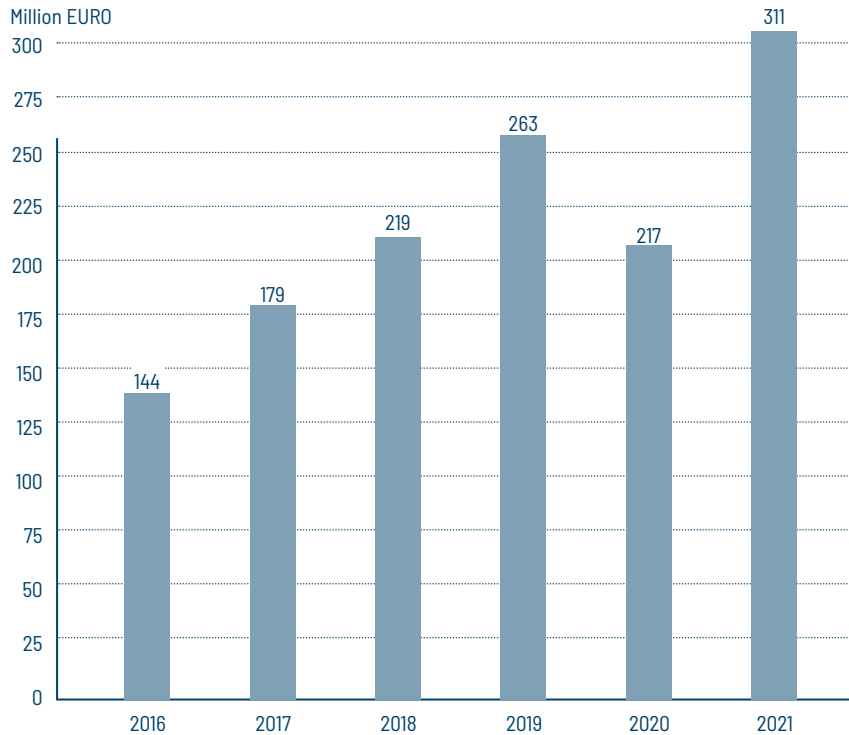
## Institutional partners



# Why exhibit?

## West Africa plastprintpack

### West African imports of plastics technology increase to €311 million in 2021



Source: VDMA

From €144 million in 2016 to €311 million in 2021: West Africa's imports of plastics technology increased by 16.7% annually. Ivory Coast's investments in such technology increased by 12% annually, from €27 million in 2017 to €43 million in 2021.

Major West African import markets of plastics technology - apart from Nigeria - are Ghana, Ivory Coast, Senegal, Guinea and Togo, in this order.

### Voices of the exhibitors



**Julian Banse**  
**W&H Windmüller & Hölscher - Regional Manager Technical Sales**

Windmüller & Hölscher is based in Germany and a world leader for machinery and systems for the manufacturing and converting of flexible packaging.

Ivory Coast is one of the main drivers for the development in West Africa, and we target to participate in and support this development.

plastprintpack is the first exhibition in francophone West Africa for our industry. It enables us to get in touch with producers and investors from the Ivory Coast and the region. Especially from Senegal and Cameroon. Together these countries form an important group of potential and exciting customers.



**Vincent Pietsch**  
**Advantage Austria - Project Manager**

The Trade Department of the Austrian Embassy offers support to Austrian companies interested in export.

Within this region, Ivory Coast is one of the most important markets, with great potential in many economic sectors.

The country itself already has a good industrial base. We particularly liked the constant presence of the trade fair organiser with its excellent services and the consistent conference programme.



**Mario Maggiani**  
**AMAPLAST - General Manager**

AMAPLAST, Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association, representing about 170 important Italian manufacturers, promotes worldwide the knowledge of the Italian processing technology.

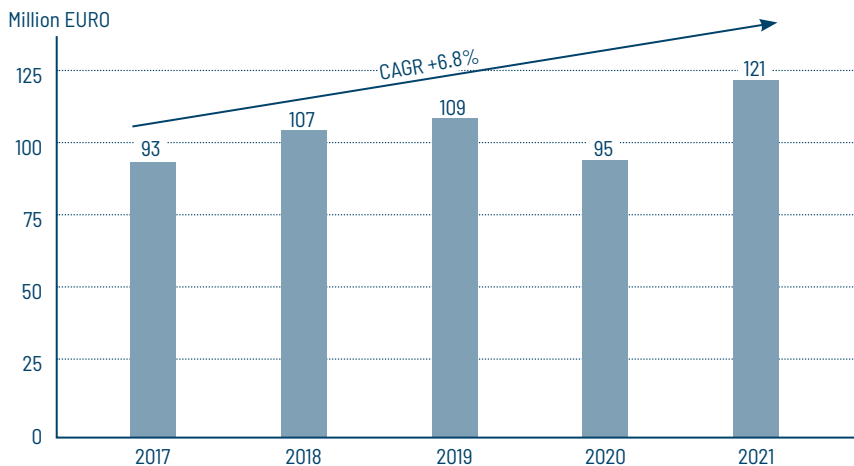
We consider West Africa as one of the fastest growing areas for the plastic industry, that's why we look at Ivory Coast and all the other countries with a great interest.

We were positively surprised about the high quality and professional visitors at the plastprintpack West Africa. It's challenging to organize an exhibition in a new country but fairtrade was absolutely successful. We are looking forward to the next edition of the exhibition.

# Why exhibit?

## West Africa plastprintpack

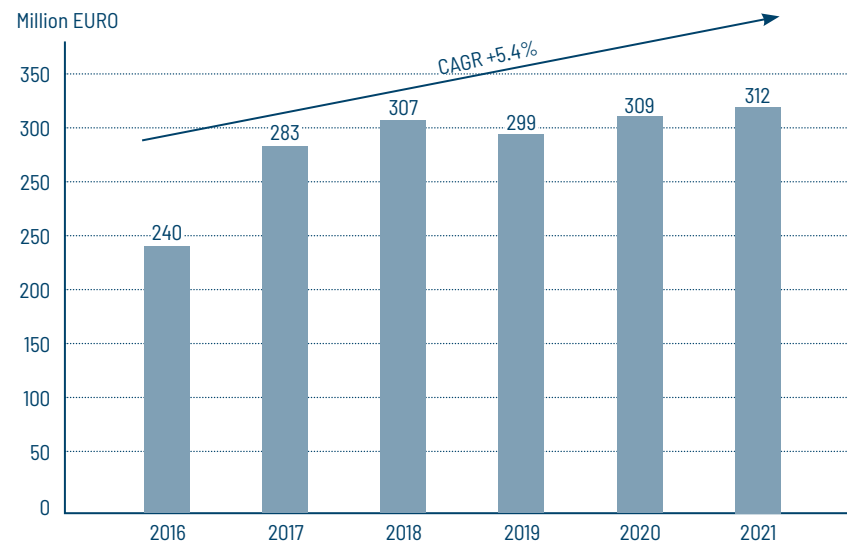
### West Africa's imports of printing and paper processing technology increase to €121 million in 2021



Source: VDMA

Printing and paper technology: From €93 million in 2017 to €121 million in 2021: West Africa's imports of printing and paper processing technology show an annual increase of 6.8% with Nigeria, Ghana, Ivory Coast and Senegal being the major buyers.

### West Africa's imports of packaging technology amount to €312 million in 2021



Source: VDMA

From €240 million in 2016 to €312 million in 2021: West Africa's imports of packaging technology show an annual increase of 5.4%. (VDMA)

Major West African import markets of packaging technology - apart from Nigeria - are Ghana, Ivory Coast, Senegal, Burkina Faso, Guinea and Togo, in this order.





# Visibility Content Network

exportal

**Get connected!**

**Check out all exhibitors and products**

→ <https://exportal.fairtrade-messe.de>

## Your benefits

**all exhibitors • all products • all visitors • networking & matchmaking**



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

# The venue

## The brand-new Abidjan Exhibition Center

Abidjan, the political and economic capital of Côte d'Ivoire, is considered the gateway to West Africa.

With its brand-new and ultra-modern Exhibition Center, scheduled to open in late 2022, the city now offers the best possible conditions for national and international trade fairs, congresses and conferences at the highest level.

Built near the Félix Houphouët Boigny International Airport, the Exhibition Center is part of the Eco-Aérocité project developed by the Ivorian Ministry of Trade and Industry to meet this need.

In addition to the Exhibition Center, the Eco-Aérocité will also house offices, hotels, shops and flats, all set in a wooded environment that respects the immediate surroundings.

The Exhibition Centre consists of a central hall, „the Nave“, of approximately 8,100 m<sup>2</sup> surrounded by satellite halls of various sizes. The central dome is housed under a large three-dimensional sheet that extends to the satellite halls to link them together and form a sheltered circulation space.

The Nave and the roof form what is known as the „Canopy“, which extends for almost 170m with a peak height of 35m and a covered exterior surface area of approximately 19,000m<sup>2</sup>.

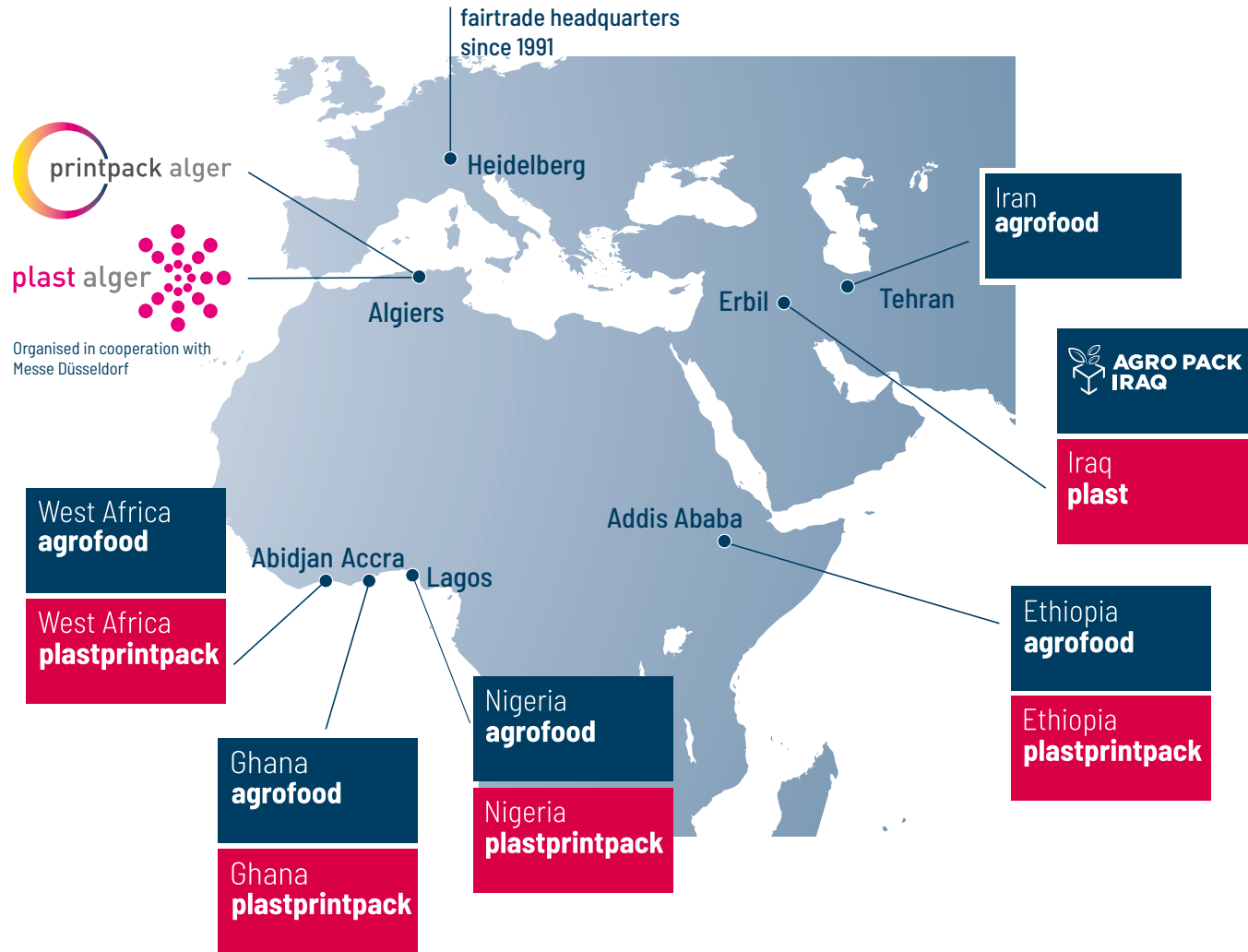
Source: T/E/S/S engineering workshop, Paris

Pictures: Samuel Nageotte Architectures | [www.samuelnageotte.fr/](http://www.samuelnageotte.fr/)





# Grow your business - upcoming events!



**Ghana** **21 - 23** **Accra**  
 Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

**Algeria** **04 - 06** **Algiers**  
 March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28** **Lagos**  
 March 2024  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **16 - 18** **Addis Ababa**  
 May 2024  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** **Tehran**  
 June 2024  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **17 - 19** **Erbil**  
 Sept. 2024  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **08 - 10** **Abidjan, Ivory Coast**  
 Oct. 2024  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



# We'll be your back-up team!



## fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



### Organiser and international contact

fairtrade GmbH & Co. KG • Ms Freyja Detjen  
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Tel.: +49-62 21-45 65-19  
f.detjen@fairtrade-messe.de • www.fairtrade-messe.de

## 2A Consulting - An agency with a proven track record

2A Consulting is an event and marketing consulting agency founded in 2013. Our expertise and the quality of our work are recognized in Côte d'Ivoire and in the sub-region. Our head office is located in Abidjan. 2A Consulting is approved by the Conseil Supérieur de la Publicité (CSP).

We design unforgettable experiences for your participants through original events and innovative field marketing actions that take into account your sales and communication objectives.

The 2A Consulting team is made up of 24 people from different backgrounds who share a passion for their work. These professionals have built up a solid experience in communication, events and marketing, in agencies or with advertisers. Our team is solid, dynamic and operational in all circumstances.



### Contact for West Africa

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