

West Africa plastprintpack



plastprintpack West Africa 2018: Quality of business contacts initiated leaves exhibitors highly satisfied

Post Show Report 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

Watch all highlights of
plastprintpack West Africa 2018:



plastprintpack West Africa 2018 leaves exhibitors highly satisfied

exhibitors

80 exhibitors from **17** countries*

100%
recommend the
show

95% are
satisfied with
the event as a
whole

95% intend to participate again in 2020

82% are satisfied with the business prospects
after the fair

visitors

1,461 visitors from **17** countries*

93% were
satisfied with the
quality of the bu-
siness contacts

88%
recommend
the fair

66% decision makers

*together with its partner event agrofood West Africa 2018



plastprintpack West Africa 2018 was officially opened in the presence of:

- Mr. Mamadou Sangafowa Coulibaly, Minister of Agriculture and Rural Development
- H.E. Mr. Michael Grau, Ambassador of Germany
- H.E. Mr. Robert van den Dool, Ambassador of the Netherlands
- H.E. Mrs Esra Demir, Ambassador of Turkey
- Mr. Frédéric K N'Da Mougo Komenan, Director General of Industrial Activity - Ministry of Commerce, Industry and SME Promotion
- Mr. Nalaka Sanjeeva, Market Analyst Tea Promotion Division - Sri Lanka Tea Board
- Mrs. Isabelle Kouamo - adepta
- Mr. Mario Maggiani, General Manager - Amoplast
- Mr. Paul März and Mr. Martin März, Managing Directors - fairtrade Messe & Mr. Augustin Akou, Managing Director - 2A



A quality conference programme

The exhibition was accompanied by top quality conferences and events featuring 50+ speakers from around the globe.

In conjunction with plastprintpack West Africa 2018 the VDMA German Plastics and Rubber Machinery Association organized a symposium focusing on West African needs.

Theme of the symposium: How European plastic and rubber machines can make a valuable contribution to the West African plastic, packaging and recycling industries
Representatives of the following companies were present:



Bosch seminar on processing & packaging of local high added value products such as coffee, cocoa, cereals, ...

BOSCH Group (Packaging Technology & Thermotechnology), in association with BÜHLER, two worldwide industry leaders, held a seminar to discover the processing and packaging technologies adapted to West African markets.



See the full programme [here](#) and more fotos [here](#).



Cocktail at the German Embassy

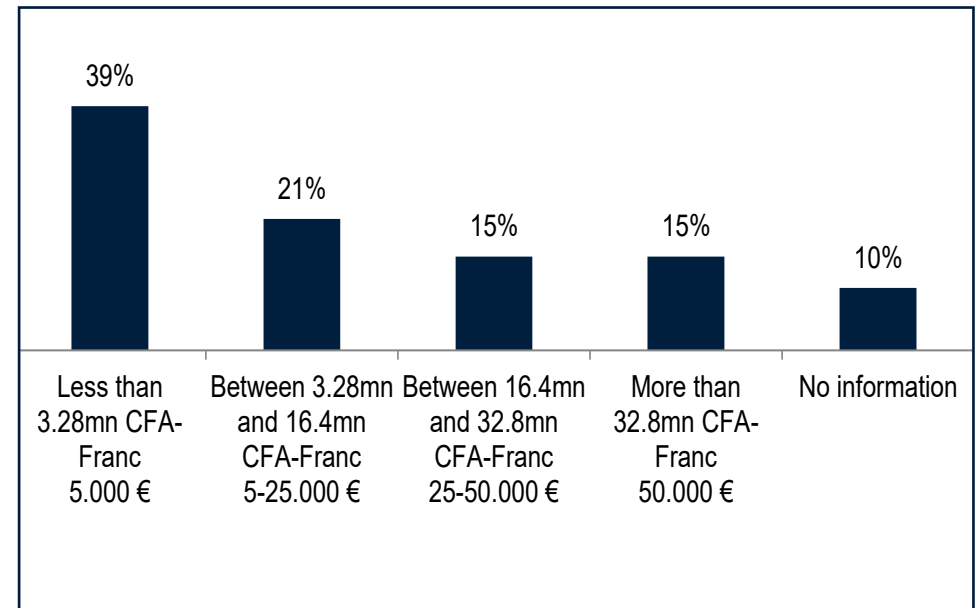
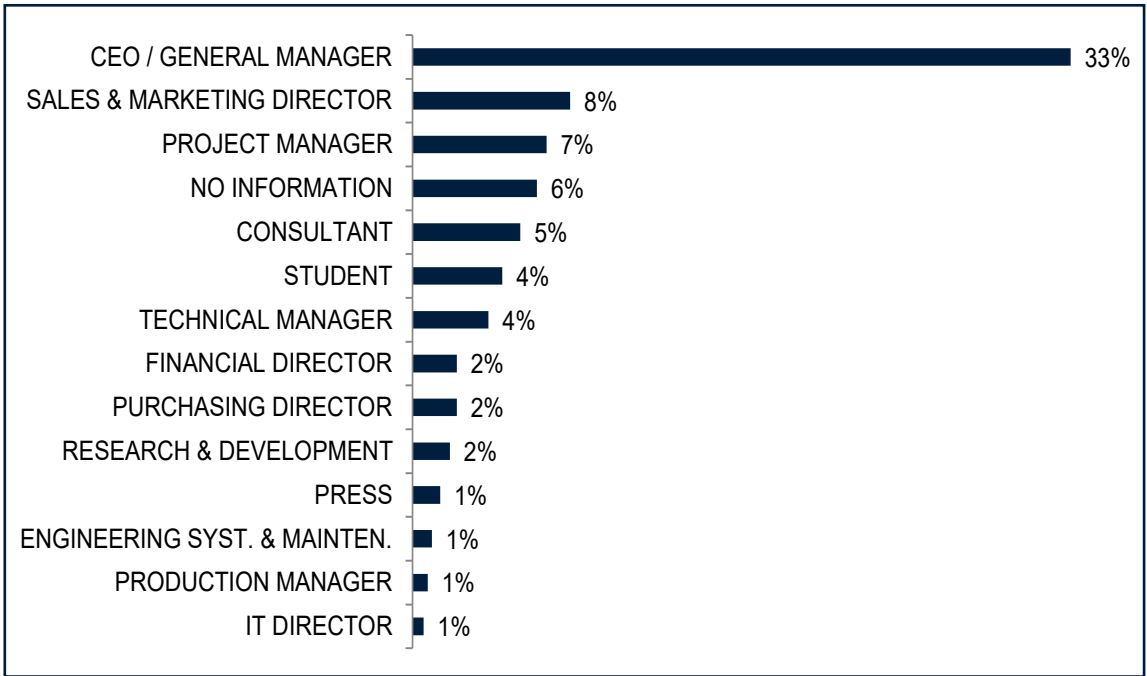


EVALUATION OF THE VISITOR STATISTICS

The following data is based on this survey.

66 % of the visitors were decision makers!

53 % plan to invest over the next 12 months!

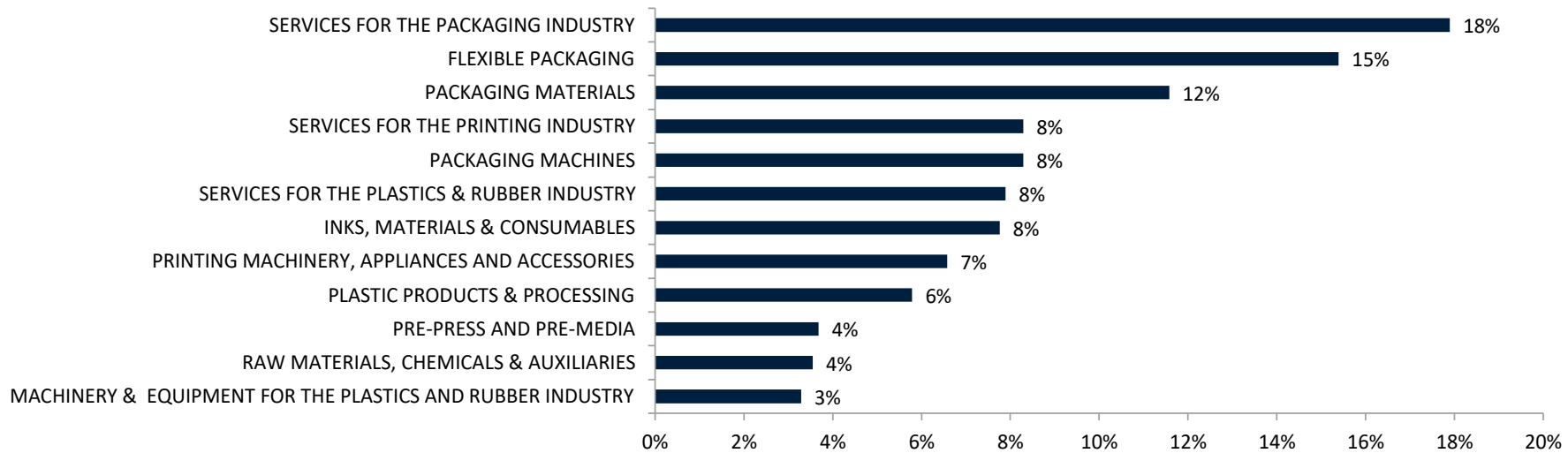


94% OF THE VISITORS WERE IVORIAN,
6% FROM ALL OVER THE WORLD.



See more impressions [here](#).

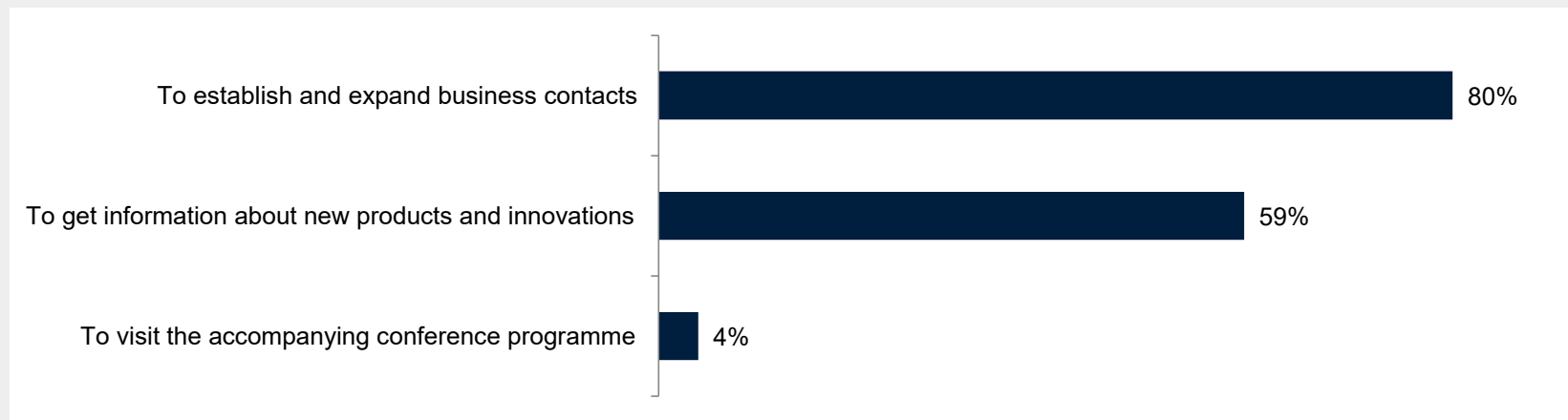
SECTORS OF THE VISITORS' INTEREST



Evaluation of the **visitor statistics**

The following data is based on an on-site visitor survey and an online post-show survey.

What was the main reason to visit the fair? (multiple responses possible)



88% of the visitors recommend the fair!

Assessment of the exhibitor satisfaction

Exhibitors were required to fill in a questionnaire on the last day of the event.
The following evaluation is based on this survey.



And this is what they said ...



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.



Chalhoub Zeina
EOLE-CI - Deputy Director

EOLE-CI is a popular company that has been proving its worth on the Ivory Coast since 2013 in the field of industry, crafts and trade thanks to its internationally renowned partners: KAESER Compressors, JUNGHEINRICH Forklift Trucks and WINDMASTER.

Ivory coast is a promising market. In this exhibition we meet all kind of people, professionals, but also students. That is what we like.

THANK YOU

- Ministry of Agriculture and Rural Development
- Ministry of Commerce, Industry and SME Promotion
- Embassies of Germany, Austria, France, Italy, the Netherlands and Turkey

Institutional partners



Symposium partner



Co-organizer for agroAgroTech



Official carrier



Official hotel partner



Media partners



Organizer



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