

Press Release 01

Heidelberg, 08 August 2022

The 7th agrofood & plastprintpack West Africa 2022 covers a fast-growing market**Facts & figures on the West African agrofood & plastprintpack market**

(Heidelberg/Accra) Following the huge success of agrofood & plastprintpack West Africa 2019, its 7th edition will now take place from 29 November to 01 December 2022 at the state-of-the-art Trade Center Arena in Accra.

Organised by the German trade show specialists fairtrade, agrofood & plastprintpack West Africa is the most important platform for the fast-growing West African market.

The Ghanaian and West African agrofood & plastprintpack market

Agricultural technology: The West African market for agricultural technology becomes ever more important. According to the German Engineering Federation VDMA, West African imports of such machinery reach around €200 million annually.

Food & beverage technology: From €496 million in 2015 to €641 million in 2020, West Africa's imports of food & beverage technology show an annual increase of 5.3% between 2015 and 2020. (VDMA)

Food & beverage ingredients: With already well over 420 million inhabitants (2022), which according to the World Bank will rise to 800 million by 2050, West Africa is a huge food market. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the West African processing industry. Accordingly, the demand for food and beverage ingredients is rising continuously.

Food trade with West Africa: According to the World Trade Organization WTO, West African food imports have reached around US\$16 billion and exports US\$14 billion. Thus, food trade with West Africa is a US\$30 billion business.

Plastics technology: West African imports of plastics technology accounted for €217 million in 2020, having increased from €219 million in 2018 to €263 million in 2019. Major West African import markets of plastics technology - apart from Nigeria - are Ivory Coast, Ghana, Senegal, Togo, Guinea and Mali, in this order. (VDMA)

Printing and paper technology: Such technology was imported at a value of €95 million in 2020, €109 million in 2019 and €107 million in 2018 (VDMA), with Ghana, Ivory Coast and Senegal as main importers - apart from Nigeria.

Packaging technology: Imports amounted to €309 million in 2020, up 3.3% from 299 million euros in 2019 - steady growth even in the Corona year 2020. Major West African importers - apart from Nigeria - are Ivory Coast, Ghana, Guinea, Senegal, Mali and Burkina Faso. (VDMA)

Strong institutional support of agrofood & plastprintpack West Africa 2022

The 7th edition of agrofood & plastprintpack West Africa 2022 enjoys the strong support of the following institutions.

Support from within Ghana

- Ghanaian Ministry of Business Development
- The Ministry of Food and Agriculture
- The Ministry of Environment, Science, Technology and Innovation
- The Ministry of Trade and Industry
- AGI Association of Ghana Industries
- FABAG Food & Beverage Association of Ghana
- GIPC Ghana Investment Trade Promotion Centre
- NEIP National Entrepreneurship And Innovations Plan

International support

- AHK Delegation of German Industry and Commerce in Ghana
- DLG German Agricultural Society
- Embassies of Belgium, France, Germany, Italy, the Netherlands and Turkey to Ghana
- German Federal Ministry for Economic Affairs and Climate Action
- GNBCC Ghana Netherlands Business & Culture Council
- NABC Netherlands African Business Council
- Sri Lanka Tea Board
- Turkish Ministry of Trade

The German Pavilion

The German Pavilion at agrofood & plastprintpack West Africa 2022 is presented by the German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry (AUMA). To support the German export industry, the Federal Ministry for Economic Affairs and Climate Action has significantly eased the funding conditions.

Review 2019

The 6th agrofood West Africa in 2019 featured the participation of 87 exhibitors from 17 countries presenting dedicated solutions for hundreds and hundreds of trade visitors and buyers from Ghana and neighbouring West African countries. The exhibitors came from Belgium, China, France, Germany, Ghana, India, Italy, Jordan, Morocco, Netherlands, Nigeria, Poland, Portugal, South Africa, Sri Lanka, Tunisia and Türkiye.

For more information: www.agrofood-westafrica.com | www.ppp-westafrica.com

Characters (incl. blanks): 4,382

About the organiser

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.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

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.

Contact for press and media:

fairtrade Messe GmbH & Co. KG

Mr Luca Leiser

Public Relations

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

l.leiser@fairtrade-messe.de

www.fairtrade-messe.de

Contact for exhibitors:

fairtrade Messe GmbH & Co. KG

Ms Freyja Detjen

Project Management

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 19

f.detjen@fairtrade-messe.de

www.fairtrade-messe.de