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

<table>
<thead>
<tr>
<th>Exhibitors</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>80 exhibitors from 17 countries*</td>
<td>1,461 visitors from 17 countries*</td>
</tr>
<tr>
<td>100% recommend the show</td>
<td>93% were satisfied with the quality of the business contacts</td>
</tr>
<tr>
<td>95% are satisfied with the event as a whole</td>
<td>88% recommend the fair</td>
</tr>
<tr>
<td>95% intend to participate again in 2020</td>
<td>66% decision makers</td>
</tr>
<tr>
<td>82% are satisfied with the business prospects after the fair</td>
<td>*together with its partner event agrofood West Africa 2018</td>
</tr>
</tbody>
</table>
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 Sanjeeewa, Market Analyst Tea Promotion Division - Sri Lanka Tea Board
- Mrs. Isabelle Kouamo - adepta
- Mr. Mario Maggiani, General Manager - Amaplast
- 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!

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEO / GENERAL MANAGER</td>
<td>33%</td>
</tr>
<tr>
<td>SALES &amp; MARKETING DIRECTOR</td>
<td>8%</td>
</tr>
<tr>
<td>PROJECT MANAGER</td>
<td>7%</td>
</tr>
<tr>
<td>NO INFORMATION</td>
<td>6%</td>
</tr>
<tr>
<td>CONSULTANT</td>
<td>5%</td>
</tr>
<tr>
<td>STUDENT</td>
<td>4%</td>
</tr>
<tr>
<td>TECHNICAL MANAGER</td>
<td>4%</td>
</tr>
<tr>
<td>FINANCIAL DIRECTOR</td>
<td>2%</td>
</tr>
<tr>
<td>PURCHASING DIRECTOR</td>
<td>2%</td>
</tr>
<tr>
<td>RESEARCH &amp; DEVELOPMENT</td>
<td>2%</td>
</tr>
<tr>
<td>PRESS</td>
<td>1%</td>
</tr>
<tr>
<td>ENGINEERING SYST. &amp; MAINTEN.</td>
<td>1%</td>
</tr>
<tr>
<td>PRODUCTION MANAGER</td>
<td>1%</td>
</tr>
<tr>
<td>IT DIRECTOR</td>
<td>1%</td>
</tr>
</tbody>
</table>

Investment plans:
- Less than 3.28mn CFA-Franc:
  - 39% (5,000 €)
- Between 3.28mn and 16.4mn CFA-Franc:
  - 21% (5-25,000 €)
- Between 16.4mn and 32.8mn CFA-Franc:
  - 15% (25-50,000 €)
- More than 32.8mn CFA-Franc:
  - 15% (50,000 €)
- No information:
  - 10%
94% OF THE VISITORS WERE IVORIAN, 6% FROM ALL OVER THE WORLD.

See more impressions [here](#).
SECTORS OF THE VISITORS’ INTEREST

- SERVICES FOR THE PACKAGING INDUSTRY: 18%
- FLEXIBLE PACKAGING: 15%
- PACKAGING MATERIALS: 12%
- SERVICES FOR THE PRINTING INDUSTRY: 8%
- PACKAGING MACHINES: 8%
- SERVICES FOR THE PLASTICS & RUBBER INDUSTRY: 8%
- INKS, MATERIALS & CONSUMABLES: 8%
- PRINTING MACHINERY, APPLIANCES AND ACCESSORIES: 7%
- PLASTIC PRODUCTS & PROCESSING: 6%
- PRE-PRESS AND PRE-MEDIA: 4%
- RAW MATERIALS, CHEMICALS & AUXILIARIES: 4%
- MACHINERY & EQUIPMENT FOR THE PLASTICS AND RUBBER INDUSTRY: 3%
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)

- To establish and expand business contacts: 80%
- To get information about new products and innovations: 59%
- To visit the accompanying conference programme: 4%

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.

- **Services of the organizers**: 95%
- **Whole fair**: 95%
- **Quality of business contacts initiated**: 75%
- **Number of visitors**: 70%
- **Business prospects after the fair**: 82%
And this is what they said ...

Julian Banse
W&H Windmöller & Hölscher - Regional Manager Technical Sales

Windmöller & 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.

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.

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.

Chalhoub Zeina
EOLE-CI - Deputy Director

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THANK YOU

Organizer

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D-69115 Heidelberg - Germany
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info@fairtrade-messe.de
www.fairtrade-messe.de

Local organizer

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+225-22-00-81-06
contact@2aconsulting-ci.com
www.2aconsulting-ci.com

Institutional partners

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

Media partners

Symposium partner

Co-organizer for agroAgroTech

Official carrier

Official hotel partner

MAGAZINE D'INFORMATION SUR L'AGRICULTURE, L'ÉLEVAGE, LA PÊCHE ET LA FORÊT EN AFRIQUE