

## Press Release

29<sup>th</sup> January 2018

### **agrofood & plastprintpack West Africa 2017 closed on a positive note**

**Record participation of 93 exhibitors from 21  
countries**

**New: agrofood & plastprintpack West Africa  
2018 goes Abidjan, Ivory Coast**

(Heidelberg / Accra) Organized by the German trade fair specialists fairtrade the 4<sup>th</sup> edition of agrofood & plastprintpack West Africa took place on 05 to 07 December 2017 at the Accra International Conference Centre in Accra, Ghana. 93 exhibitors from 21 countries including 5 national pavilions from Algeria, France, Netherlands, Poland and Sri Lanka, made the 2017 edition the biggest ever. They discussed their business with 883 visitors from 29 countries, 82% being decision makers. Surveys conducted by the organiser confirmed that 79% of the exhibitors and 88% of the visitors would recommend the show to their peers.

**New: The 5<sup>th</sup> agrofood & plastprintpack West Africa goes Abidjan! At the request of exhibitors and international associations, the next show in 2018 will be held in Abidjan, Ivory Coast.**

“In 2017 we had a record participation of 93 exhibitors from 21 countries”, so Leonie Ganser, project manager at fairtrade. “They came from Algeria, China, Egypt, France, Germany, Ghana, India, Iran, Italy, Korea, Netherlands, Nigeria, Poland, South Africa, Spain, Sri Lanka, Taiwan, Thailand, Turkey, United Arab Emirates and United Kingdom.”

### Exhibitors satisfied with the fair



Ms Anais Fabre, adepta

Ms Anais Fabre, Area Manager Sub-Saharan Africa of adepta pointed out: “Our French member companies realize a great potential and dynamic in West Africa, interesting projects. Our offer includes everything “from field to fork”, complete solutions. We find agrofood West Africa 2017 really well organized and we have seen good quality visitors on the stands of our members.”

And Mr Stephan Zarzecki, Managing Director at SMF Maschinenfabrik GmbH added: “The Ghanaian/West African market is important for our company. We have the right machines for Ghana. Our main target here at agrofood West Africa 2017 is to meet new customers. Yes, we are satisfied with the event and with the quality of the professional visitors.”



Mr Stephan Zarzecki, Managing Director

### Institutional support

agrofood & plastprintpack West Africa 2017 was supported by the Ghanaian ministries of food and agriculture and of trade and industry, the Delegation of the German Industry and Commerce



in Ghana AHK, the French agrofood association adepta and AVEP – Asociación Valenciana de Empresarios de Plásticos.

**New in 2018: agrofood & plastprintpack West Africa goes Abidjan!**

At the request of exhibitors and international associations, the 5<sup>th</sup> agrofood & plastprintpack West Africa will be held on 20-22 November 2018 in Abidjan, the capital of Ivory Coast. In the future, the show could take place alternately, in the even years in Abidjan, in the odd years in Accra.

The agrofood & plastprintpack West Africa is aimed both at francophone and anglophone West African countries, whether the event is held in Abidjan or Accra.

For more information:

agrofood & plastprintpack West Africa 2017 in Accra

[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)

[www.ppp-westafrica.com](http://www.ppp-westafrica.com)

agrofood & plastprintpack West Africa 2018 in Abidjan

[www.agrofood-westafrica.net](http://www.agrofood-westafrica.net)

[www.ppp-westafrica.net](http://www.ppp-westafrica.net)

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Pictures in high resolution can be requested by [email](#).

### **fairtrade - Valuable business contacts**

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. A member of UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001: 2008 certified.

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