



printpack alger

6th International Printing and Packaging Trade Fair for North Africa

11 - 13 March 2018

CIC alger - Centre International de Conférences d'Alger

www.printpackalger.com

Partner Event



STRONG FACTS ON PRINTPACK ALGER

4,360 visitors (+41%) discussed their business with **166** exhibitors from **22** countries *

78% decision makers *

89% of the exhibitors are satisfied with the whole event

100% of the exhibitors recommend the fair

70% of the visitors plan to invest over the next 12 months *

Video **2016** Show
please click

90% of the visitors recommend the fair *

* plast & printpack alger 2016



WHAT'S NEW IN 2018?

MESSE DÜSSELDORF AND FAIRTRADE COOPERATE FOR PLAST & PRINTPACK ALGER



Joint meeting between fairtrade and Messe Düsseldorf and their international sales agents during K on 22 October 2016

Since 2008 plast & printpack alger was organized by fairtrade and its German-Algerian team. Now Messe Düsseldorf enters into cooperation as an equal partner. The cooperation was officially announced by September 2016.



Organisers of the world's No. 1 trade shows K, drupa and interpack, Messe Düsseldorf is the global leader in professional trade fairs for the plastics and rubber, printing and packaging and processing industry. It goes without saying that Messe Düsseldorf can make a valuable contribution to the further development of plast & printpack alger.

WERNER M. DORNSCHEIDT, CEO OF MESSE DÜSSELDORF

Algeria is among the four largest economies in Africa. In terms of technology imports in the fields of plastic, printing and packaging, the 41 million strong country is even among the top 3. As such Algeria and the plast & printpack alger perfectly fit into the portfolio of Messe Düsseldorf around K, drupa and interpack, an important step to expand our activities in this region. The plast & printpack alger has grown steadily in recent years, to 4,360 trade visitors (+ 41%) and 166 exhibitors from 22 countries and is now one of the most important industry platforms in Africa.



MARTIN MÄRZ, MANAGING DIRECTOR OF FAIRTRADE

The expansion of the Algerian automotive, food, packaging and plastics industry is given the highest priority. Since we are operating in Algeria for fifteen years now, we have good market knowledge. Combined with the expertise of Messe Düsseldorf in the plast, print and pack industries we can create interesting synergies to add additional value to the show.



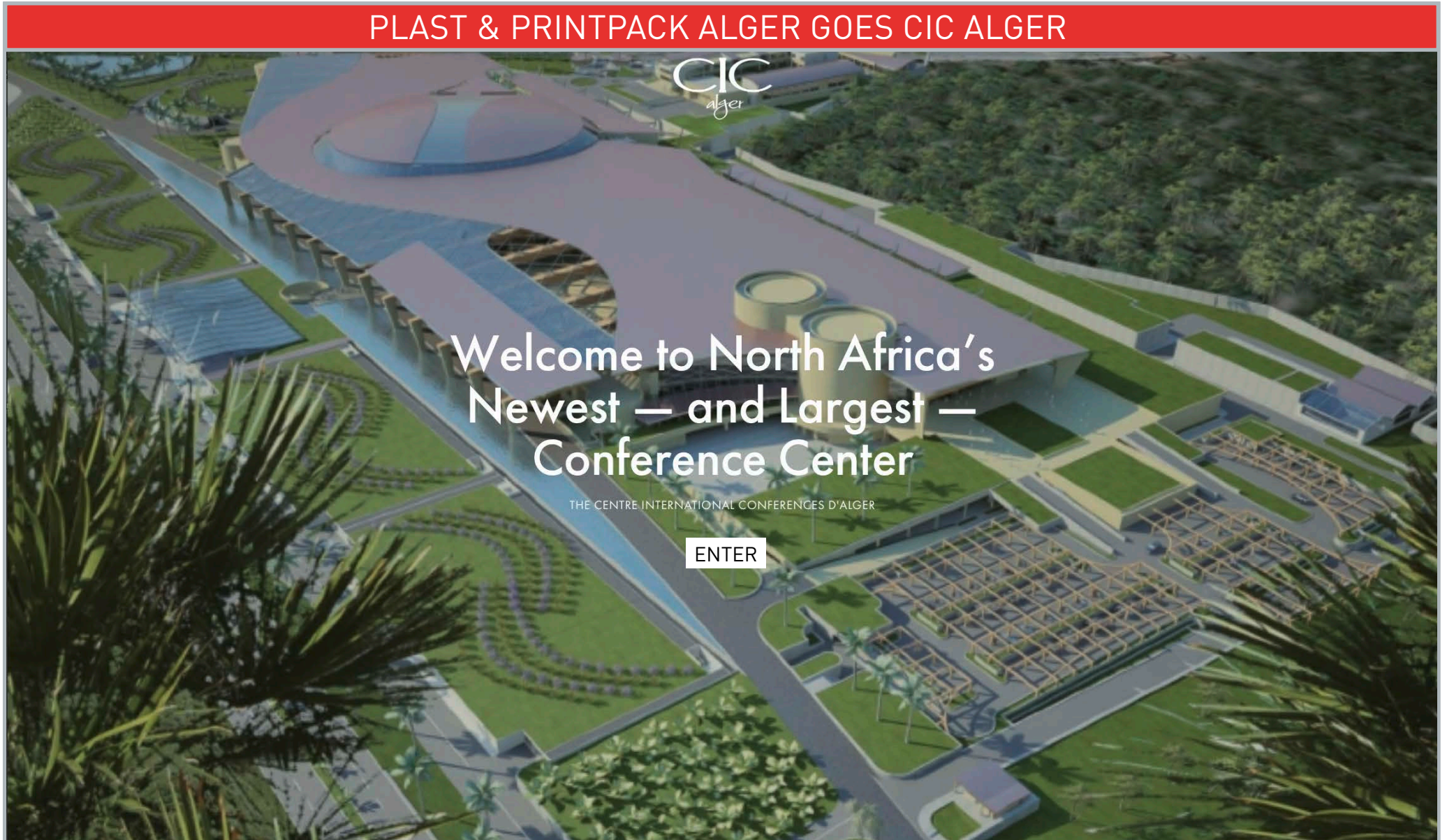
PLAST & PRINTPACK ALGER GOES CIC ALGER

The logo for CIC alger, with "CIC" in a large serif font and "alger" in a smaller, lowercase sans-serif font below it.

Welcome to North Africa's
Newest — and Largest —
Conference Center

THE CENTRE INTERNATIONAL CONFERENCES D'ALGER

ENTER



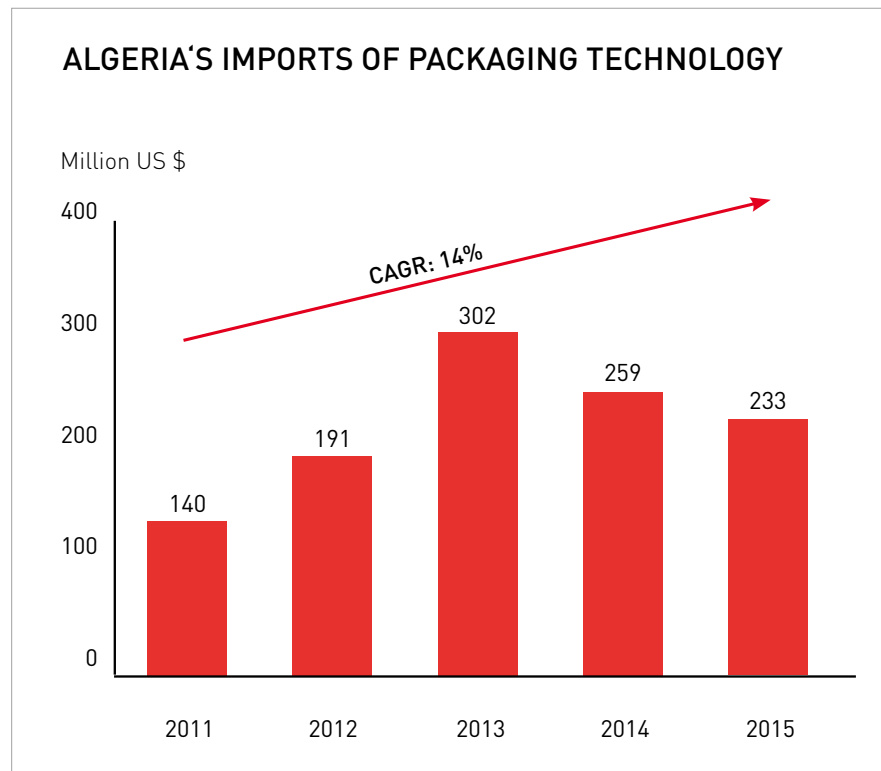
THE ALGERIAN MARKET FOR PACKAGING, PRINTING & PAPER TECHNOLOGY ACHIEVED THE STRONGEST GROWTH IN AFRICA



PACKAGING TECHNOLOGY

Number 1 in Africa:

Algeria is the largest importer of packaging technology in Africa, followed by South Africa, Egypt and Nigeria - with extremely high growth rates.

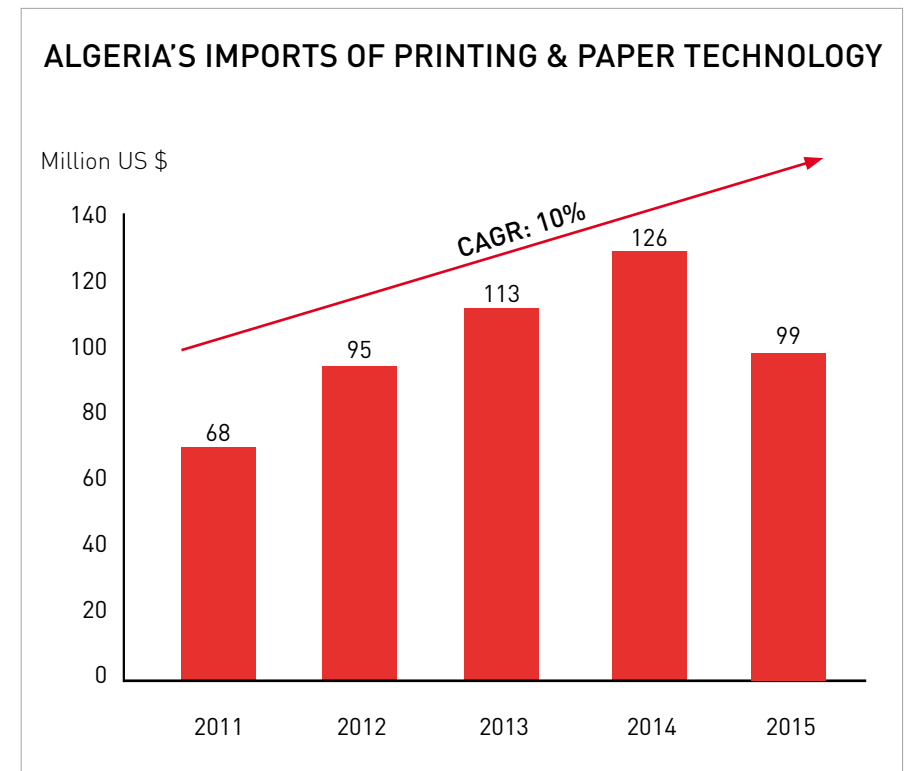


Source: VDMA – The German Engineering Association

PRINTING & PAPER TECHNOLOGY

Number 3 in Africa:

Algeria together with South Africa and Egypt belongs to the three largest importers of printing & paper technology on the African continent - with constantly high growth rates.



Source: VDMA – The German Engineering Association

EXHIBITION PROGRAMME 2017

EXHIBITION PROGRAMME

PRINT

Book binding and print finishing
 Materials and consumables
 Paper converting and packaging production
 Pre-press and pre-media
 Printing machinery, appliances and accessories
 Services

PACK

Packaging appliances
 Packaging devices
 Packaging machines
 Packaging materials
 Packaging means and aids
 Services



TESTIMONIALS



MR LIONEL CASSIANI-INGONI
 PBH France – President:

Our company is active in different sectors: printing, film extrusion and fabrication of flexible packaging. The products are reliable and you get a full service package on site in Algeria. We participate at plast & printpack alger 2016 because we want to promote our machines, we want to meet the decision makers and we want to demonstrate our presence in Algeria. We are very satisfied with the number and quality of the professional visitors.



MS YASMIN OULD HAMOUDA
 CBS – Marketing Manager:

CBS- XEROX is presented in Algeria since 1992. Since then, CBS is the predominant Xerox distributor in Africa. The business needs of the Algerian market are constantly changing. The objective of our participation is to present our latest innovations in the areas of production printing and engraving. We are satisfied with the visitors of the professional sphere at the show, as the quality has exceeded our expectations.

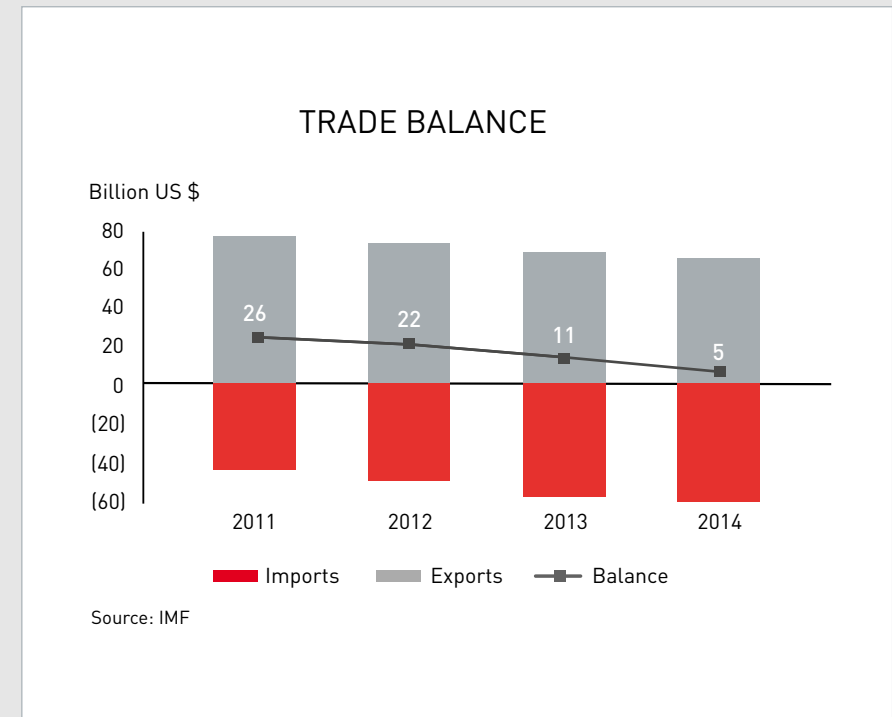
ALGERIA IS AFRICA'S FOURTH-LARGEST ECONOMY INVESTMENTS OF 262 BILLION US \$ IN 2015 - 2019

FACTS ABOUT ALGERIA AT A GLANCE

- Algeria is Africa's fourth-largest economy, after Nigeria, South Africa and Egypt
- Algeria is the fourth largest gas exporter and sixteenth-largest oil exporter in the world
- 41 million inhabitants
- Foreign exchange reserves in the amount of 156 billion dollars (end of 2015)
- Fast-growing market for consumer and capital goods: Algerian imports have increased from 38.9 billion US dollars in 2010 to US\$ 58.6 billion in 2014

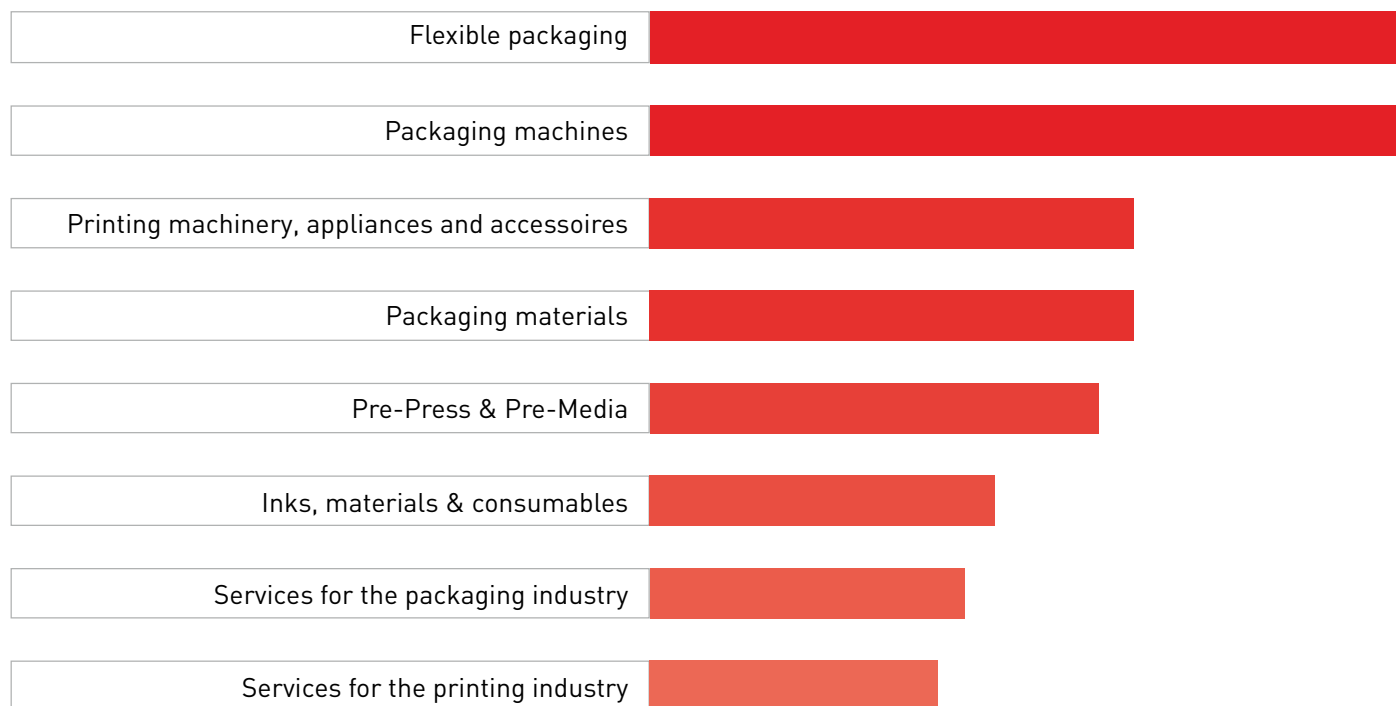
As part of the five-year program from 2015 to 2019, the Algerian government is currently investing \$ 260 billion in the modernization of infrastructure and the further industrialization. The expansion of the automotive, food, packaging and plastics industry is thereby given the highest priority.

[See "The market"](#)



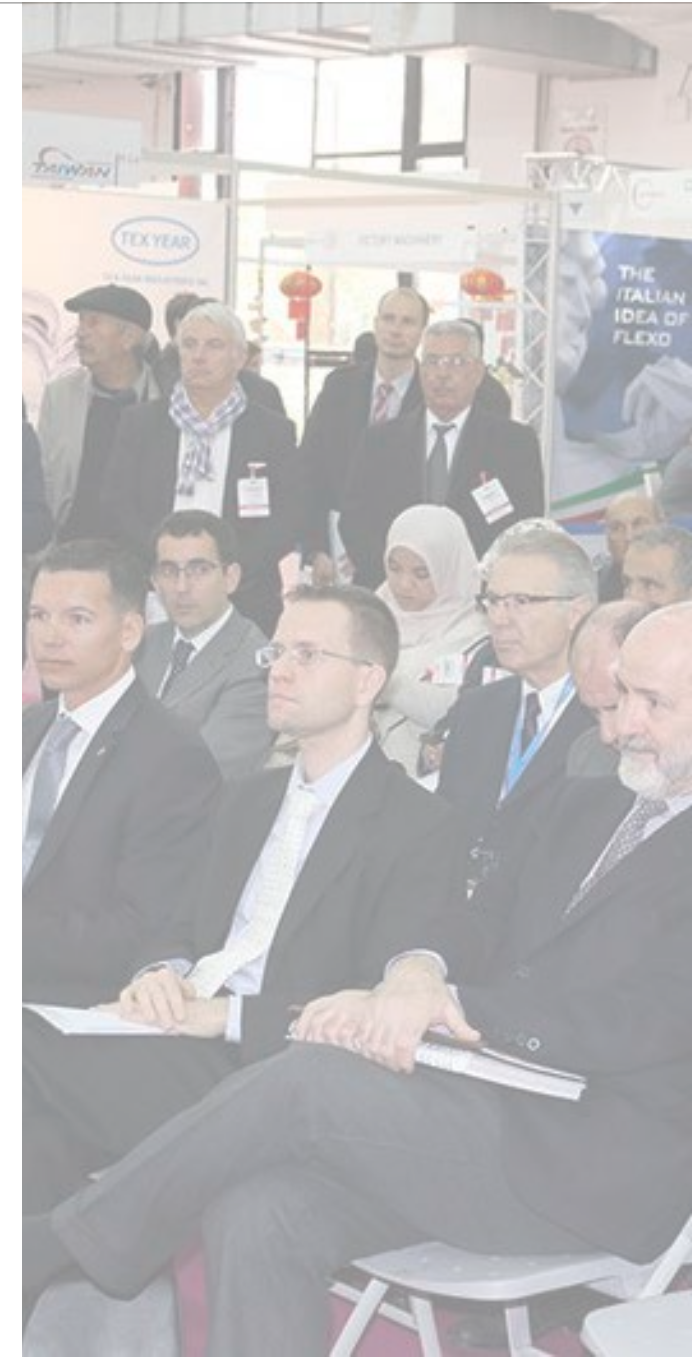
SECTORS OF THE VISITORS' INTEREST

(Multiple responses possible):

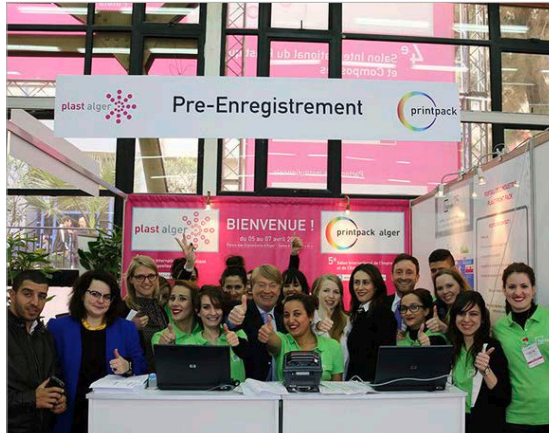


IMPRESSIONS OF PRINTPACK ALGER 2016

OFFICIAL OPENING



IMPRESSIONS OF PRINTPACK ALGER 2016

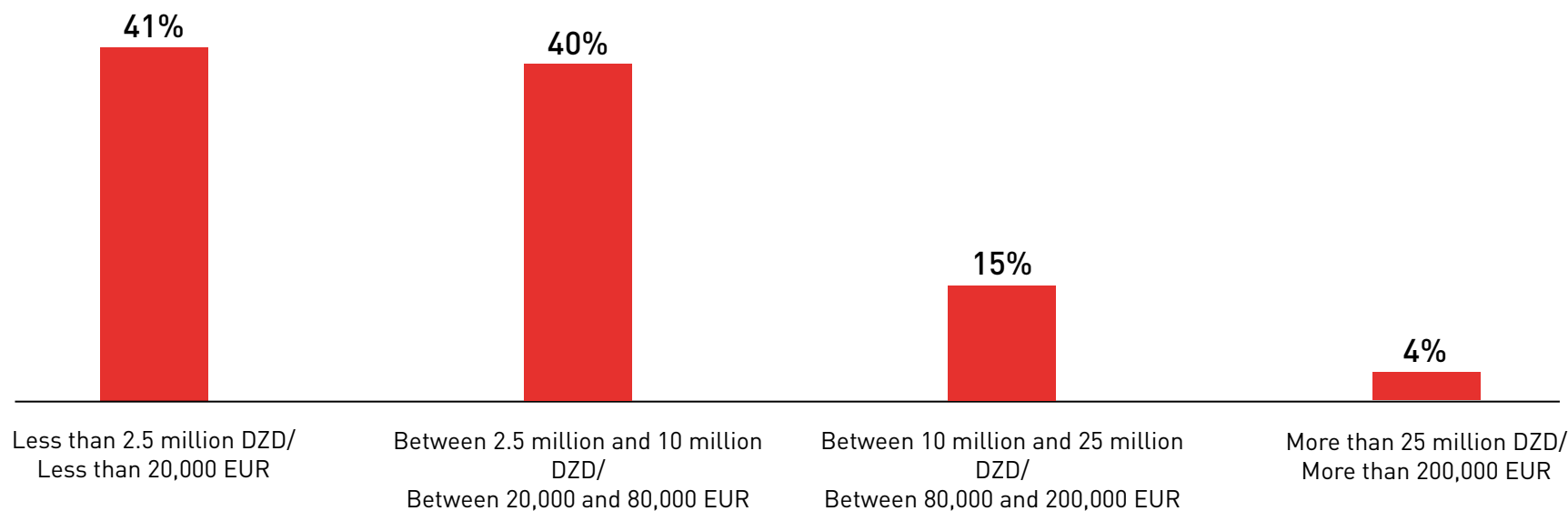


MEET ALGERIA'S TOP BUYERS IN THE PRINTPACK BUSINESS!

4,360 visitors joined the fifth edition of printpack alger in April 2016, amongst them Algeria's Top Buyers in the printpack business.



70% OF THE VISITORS PLAN TO INVEST OVER THE NEXT 12 MONTHS. SEE HERE HOW MUCH THEY PLAN TO INVEST.



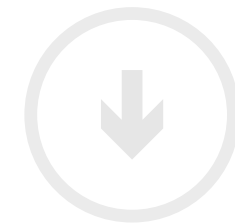
Press Clipping / Coupure de presse 2016

plast & printpack alger 2016



5 – 7 April 2016

Palais des Expositions d'Alger
Algiers, Algeria



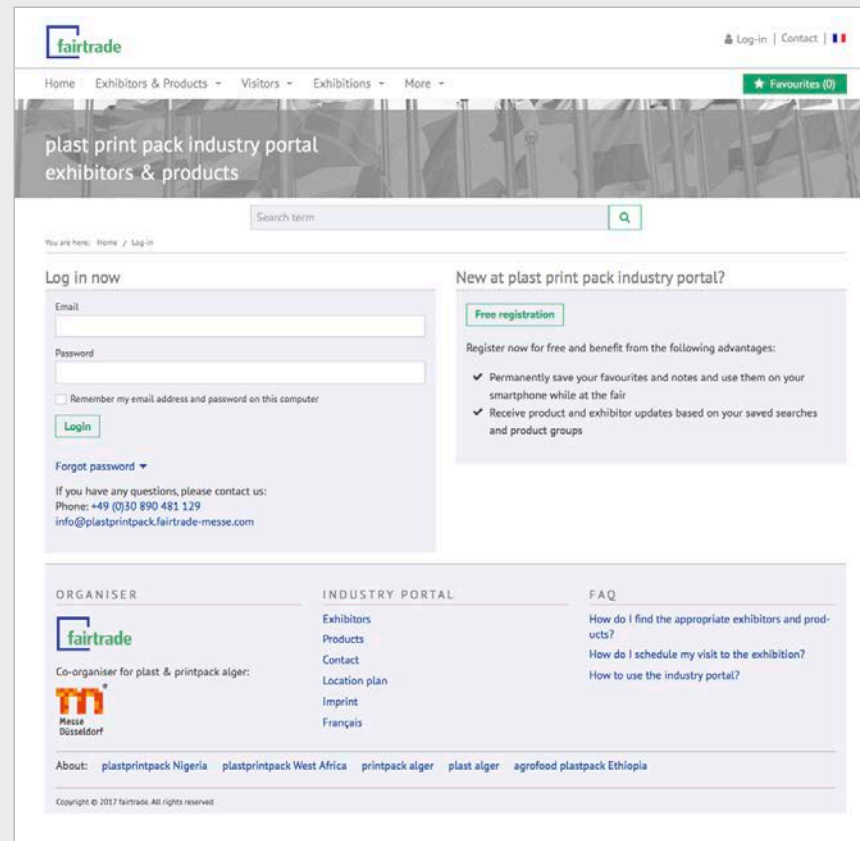
[Read all press clippings here](#)

MEET ALL EXHIBITORS AND VISITORS AT THE PLAST PRINT PACK INDUSTRY PORTAL – 24/7!

- ALL EXHIBITORS AT A GLANCE
- PRODUCT PRESENTATION
- POSSIBILITY TO CONTACT AND TO BE CONTACTED
- SEARCH AND FILTER FUNCTION



See how you can register as user/visitor and get in contact with all exhibitors and more than **4,700 professionals from Algeria**.



The screenshot shows the homepage of the 'fairtrade plast print pack industry portal exhibitors & products'. The page features a navigation menu with 'Home', 'Exhibitors & Products', 'Visitors', 'Exhibitions', and 'More'. A search bar is prominently displayed. The main content area includes a 'Log in now' section with fields for email and password, a 'Remember my email address and password on this computer' checkbox, and a 'Login' button. Below the login section, there is contact information: 'If you have any questions, please contact us: Phone: +49 (0)30 890 481 129, info@plastprintpack.fairtrade-messe.com'. To the right, a 'New at plast print pack industry portal?' section offers 'Free registration' and lists advantages: 'Permanently save your favourites and notes and use them on your smartphone while at the fair' and 'Receive product and exhibitor updates based on your saved searches and product groups'. The footer contains three columns: 'ORGANISER' with the fairtrade logo and 'Co-organiser for plast & printpack alger: Messe Düsseldorf'; 'INDUSTRY PORTAL' with links for Exhibitors, Products, Contact, Location plan, Imprint, and Français; and 'FAQ' with questions like 'How do I find the appropriate exhibitors and products?' and 'How do I schedule my visit to the exhibition?'. At the bottom, there are links for 'About: plastprintpack Nigeria, plastprintpack West Africa, printpack alger, plast alger, agrofod plastpack Ethiopia' and a copyright notice: 'Copyright © 2017 fairtrade. All rights reserved'.

FAIRTRADE - EVENTS



PLASTPRINTPACK



03 - 05 February 2017 • Millennium Hall - Addis Ababa



28 - 30 March 2017 • Landmark Centre - Lagos



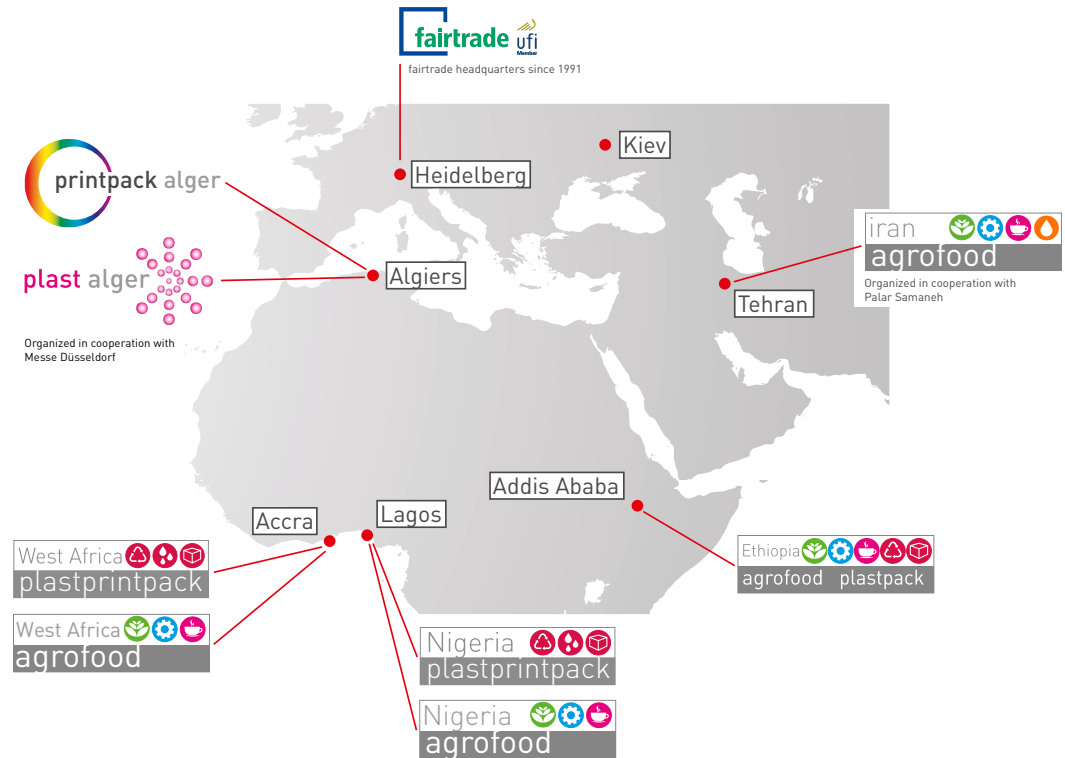
05 - 07 December 2017 • Accra International Conference Centre



11 - 13 March 2018 • Algiers • CIC alger - Centre International de Conférences d'Alger



11 - 13 March 2018 • Algiers • CIC alger - Centre International de Conférences d'Alger



succeed with us all over the world

Open up promising growth markets around the world with drupa, the no.1 for printing technologies and its trade fair partners. Make use of the international trade fair network for your success.

www.drupa.com/drupaglobal-e



2017



Sept 20-23, 2017
Bangkok, Thailand
www.pack-print.de



Nov 7-10, 2017
Shanghai, China
www.pacpro-asia.com

2018



March 11-13, 2018
CIC Alger, Algiers
www.printpackalger.com



Sept 2018
Jakarta, Indonesia
www.indoprint.net



Oct 24-28, 2018
Shanghai, China
www.allinprint.com

2019



2019
Bangkok, Thailand
www.pack-print.de



2019
Shanghai, China
www.pacpro-asia.com

2020



WE'LL BE YOUR BACK-UP TEAM !

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.

THE MESSE DÜSSELDORF GROUP

With a turnover of EUR 302 million in 2015, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies.

During that year to the tune of 25,800 exhibitors presented their products to 1.1 million trade visitors at the events in Düsseldorf. Add to this more than half a million congress delegates.

The Messe Düsseldorf Group is a leading global platform for export. About 50 trade fairs, including 24 number-one events, take place at the Düsseldorf Exhibition Centre in five areas of expertise: machinery, plant and equipment, retail and services, medicine and health, fashion and lifestyle as well as leisure.

In addition, Messe Düsseldorf runs between 80 and 100 proprietary events, international participations and third-party events in other countries. Messe Düsseldorf GmbH ranks first in terms of international capital goods exhibitions.

CONTACT



fairtrade GmbH & Co. KG • Ms Freyja Detjen
Kurfürsten-Anlage 36 • D-69115 Heidelberg, Germany
Tel.: +49-6221-4565-19 • Fax: +49-6221-4565-25
f.detjen@fairtrade-messe.de • www.fairtrade-messe.de



ISO 9001:2008 certified



Messe Düsseldorf GmbH • Ms Anja Zander
Messeplatz • D-40474 Düsseldorf, Germany
Tel.: +49-211-4560-426 • Fax: +49-211-4560-87426
ZanderA@messe-duesseldorf.de • www.messe-duesseldorf.de