

Press release

Algiers, Heidelberg, Düsseldorf - 6 April 2022

New potential in Africa:

The eighth edition of printpack alger is in the starting blocks

Together with plast alger, printpack alger is the industry meeting place for plastics, printing and packaging technologies in Algeria and the Maghreb region. In May, the industry will once again meet here in an exciting market.

Demand is promising, as the market has been on the upswing for years. Algeria offers participating companies at this year's printpack and plast alger an environment with a lot of potential. Because the economy of Africa's largest country and the most populous in the Maghreb states is growing, the Algerian plastics, printing and packaging industry is taking off.

After a break of two years due to Corona, plast und printpack alger will be the re-start for the plastics, printing and packaging industry in the region. Around 3,000 visitors from more than 20 countries are expected at the modern CIC Abdelatif Rahal International Conference Centre in Algiers from 16 to 18 May. As renowned companies in the print industry, Bobst and Konica Minolta, will be present.

Lots of support from all sides

printpack alger has been supported by the world's leading trade fair drupa for years and is jointly organised by fairtrade and Messe Düsseldorf. "We are proud that plast & printpack alger has been perceived as the most important business platform in the region by leading technology and raw material suppliers from all over the world since 2010," says Martin März, founder and managing partner of the organiser fairtrade. "And we thank the Algerian government as well as embassies, institutions and associations from Algeria, the Maghreb, Europe, the Middle East and Asia for their full and continuous support." Among others, ACIMGA, the association of Italian machinery manufacturers for the graphic arts and paper industries, AHK, the German-Algerian Chamber of Industry and Commerce, the Italian Trade Agency ITA and the Ministry of Trade of Turkey are on board.



Focal points of printpack alger 2022

Visitors to printpack alger can expect to find solutions and services for all aspects of printing and packaging, such as printing presses and accessories, materials, prepress and pre-media, bookbinding and postpress, packaging machines, components and materials, as well as packaging materials.

The accompanying conference programme provides information on industrial development in the country and the financing of innovations, Algeria's path to a circular economy for plastic products and the path of the local packaging industry to more sustainability.

Algeria is the leading importer of printing and packaging technologies

With a volume of 211 million euros, Algeria was already the leading importer of packaging technology on the African continent and in the Middle East in 2019, according to VDMA data. Italy, Germany, France, Spain, China, Turkey and Austria are the most important suppliers here.

Algeria is also a promising market for manufacturers of printing technologies and paper. In 2020, the country imported machinery worth 101 million euros. This makes Algeria the second largest importer in the region after Egypt. "Since 2016, imports have increased by 77 per cent, which gives the trade fair added significance," says Sabine Geldermann, Project Director drupa and Print Technologies at Messe Düsseldorf about the upcoming printpack alger. "Exhibitors are expecting a lot of potential for new business in Africa and the Middle East." They will also benefit from a massive investment programme worth hundreds of billions of US dollars by the government, which has been set up to develop the country's infrastructure and improve the living conditions of Algerians.

Taking place in parallel: plast alger 2022

This year printpack will once again form a strong duo with plast alger, the international trade fair for plastics and composites, resulting in valuable synergies for participants. Algeria is the second largest importer of plastics in primary forms in Africa and the Middle East and the largest importer of plastics technology in the Maghreb.

More information on the fair is available at:

www.printpackalger.com

www.plastalger.com



About drupa's global portfolio

With trade fairs around the globe, drupa opens up promising growth markets for its exhibitors and visitors. As the world's No. 1 trade fair for print and cross-media solutions, it brings suppliers and users in exciting markets into direct contact with each other. Numerous international trade fairs will be held in 2022 as part of the drupa portfolio: printpack alger in Algeria (16 to 18 May), PRINT & DIGITAL CONVENTION in Düsseldorf (22 to 23 June), Indoprint in Jakarta (31 August to 3 September), PackPrintPlas Philippines in Manila (6 to 8 October), All in Print in Shanghai (11 to 15 October) and PACK PRINT INTERNATIONAL and Corrutec Asia in Bangkok (19 to 22 October).

www.drupa.de/de/drupa_global

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.

The Messe Düsseldorf Group

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 sqm exhibition centre on the Rhine. In the 18 halls the international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (i.a. drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 75 events and participations. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.



Press contact:

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

Messe Düsseldorf

Anne Schröer

Manager Press & PR

Tel.: +49 (0)211 4560-465

Fax: +49 (0)211 4560-87465

SchroerA@messe-duesseldorf.de

