

Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Record in all parameters: Visitors, exhibitors & quality

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

78% decision makers

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

90% of plast alger exhibitors satisfied, 94% recommend it

Organized by [fairtrade's](#) German-Algerian team **plast & printpack alger 2016** closed on an **extremely positive note** with **records in all parameters**, visitors, exhibitors and quality.

During the three exhibition days 5 to 7 April 2016 the **number of professional visitors** increased by **41% to 4,360**, compared to 3,083 visitors in 2014. The high quality of the visitors was proved by a **78% decision makers' rate**.

166 exhibitors from 22 countries participated and showed themselves extremely satisfied as **94% would recommend** the show to their colleagues.



Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

plast & printpack alger 2016 was officially opened with the participation of:

- H.E. Mr. Alejandro Polanco, Ambassador of Spain
- Mr. Axel Roy Zeissig, Attaché Commercial of the German Embassy
- Mr. Markus Haas, Conseiller Commercial of the Austrian Embassy
- Mr. Kamel Silhadi, Chef du Pôle, Industrie of the French Embassy
- Dr. Hakim Cheniti, Trade Analyst, ICE-Agence italienne pour le Commerce Extérieur
- Mr. Marko Ackermann, Directeur Général, AHK Algérie-Chambre Algéro-Allemande de Commerce et d'Industrie
- Mr. Salvador Benedito Gómez, Président de l'AVEP-Association Valencienne des producteurs de Plastique, Spain



Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Read what they said:



H.E. Mr. Alejandro Polanco, Ambassador of Spain

It is actually not surprising that plast & printpack alger sees a strong Spanish participation. It needs to be stressed that Spain is one of the main trading partners of Algeria: Spain was the No. 1 trading partner of Algeria in 2013 and 2014 and the second most important in 2015. The Spanish plastics industry has been present at this fair also since several years - also with a significant representation. The important Spanish participation demonstrates the interest and commitment of these companies and of Spain.

Mr. Markus Haas, Conseiller Commercial of the Austrian Embassy

The Austrian participation at plast alger is the expression of the continuing commitment of Austrian companies to invest more in the technology support of their Algerian partners.

Over the years, Algeria attaches great importance to the plastics industry. Also, investments in the areas of building and water resources encourage and energize the plastics industry by the high demand for plastic products. Moreover, the recycling of plastic waste is also a segment where Austrian companies offer high technology for application.



Dr. Hakim Cheniti, Trade Analyst, ICE-Agence italienne pour le Commerce Extérieur

For this 4th edition of plast alger, 23 Italian companies are present and represented. You should know that Italy is a privileged partner of Algeria in this sector. The major part of small businesses in Algeria in the plastics sector are equipped with Italian machinery, in injection molding, extrusion, blow molding or other techniques and processes.

Italy is also the second supplier of Algeria in machines, plastic products and rubber - behind China. In 2015, Italian exports in this sector to Algeria were estimated at \$ 24.5 million according to the data of CNIS. Therefore, Italy holds a market share of nearly 22%. Even as ICE agency we promote the Made in Italy in Algeria due to the great importance of this sector. Historically and particularly in recent years, we organized in collaboration with ASSOCOMAPLAST, several seminars and workshops in this direction. I am sure we will be more and more present at this important plast & printpack alger in the years to come.

Mr. Martin März, Managing Director of the organisers fairtrade

According to VDMA-German Engineering Federation, the Algerian plastics industry achieved the highest growth in Africa. Algeria together with South Africa and Egypt is one of the Top 3 importers of plastics technology in Africa. Different motors are contributing to this growth: public large-scale investments in infrastructure, the industrial outsourcing and the demand for packaging materials.



Post Show Report 2016

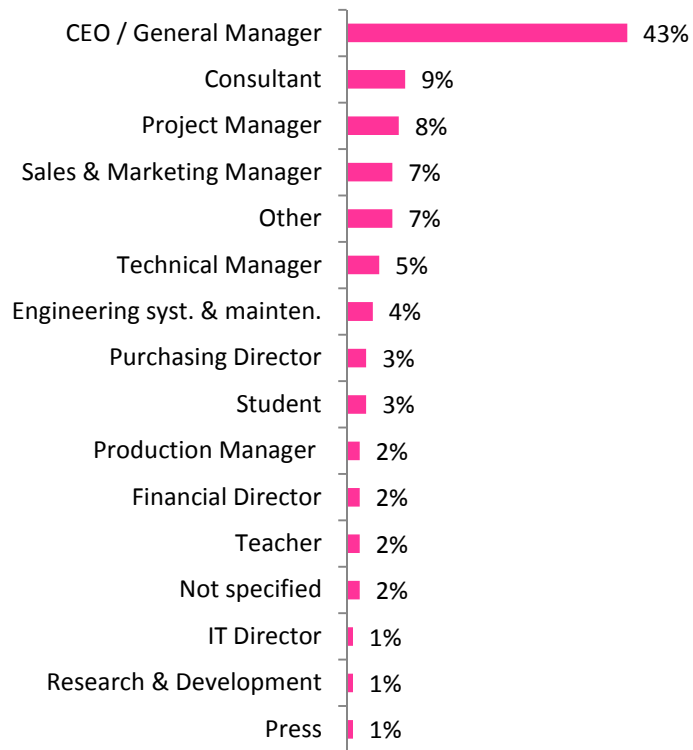


5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Evaluation of the visitor statistics plast & printpack alger 2016

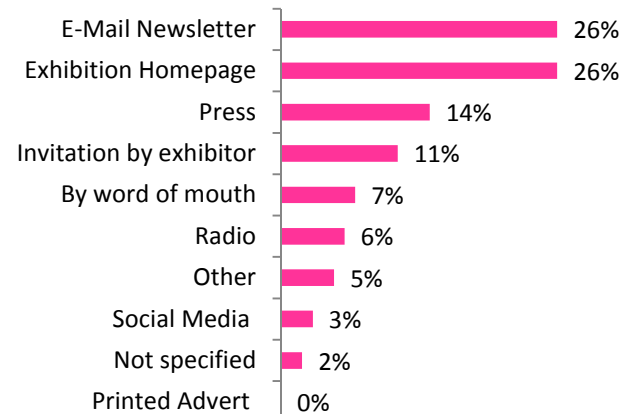
All 4,360 visitors of **plast & printpack alger 2016** were required to register electronically and fill in a questionnaire. The following data is based on this survey.

78 % of the visitors were decision makers!



Where did you learn about this exhibition?

(multiple responses possible):

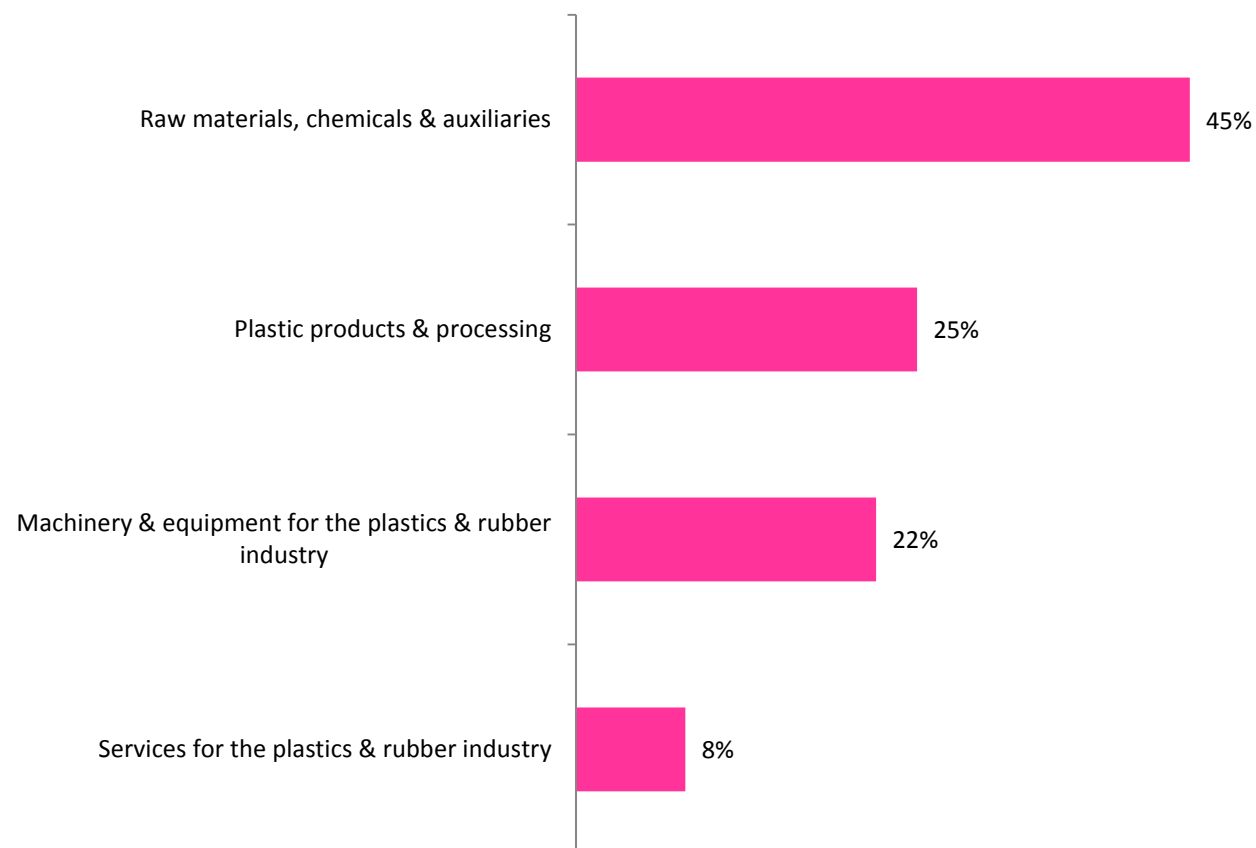


Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Sectors of the visitors' interest related to the plastics industry – multiple responses possible:



Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

97% of the visitors were Algerian, 3% from 20 countries



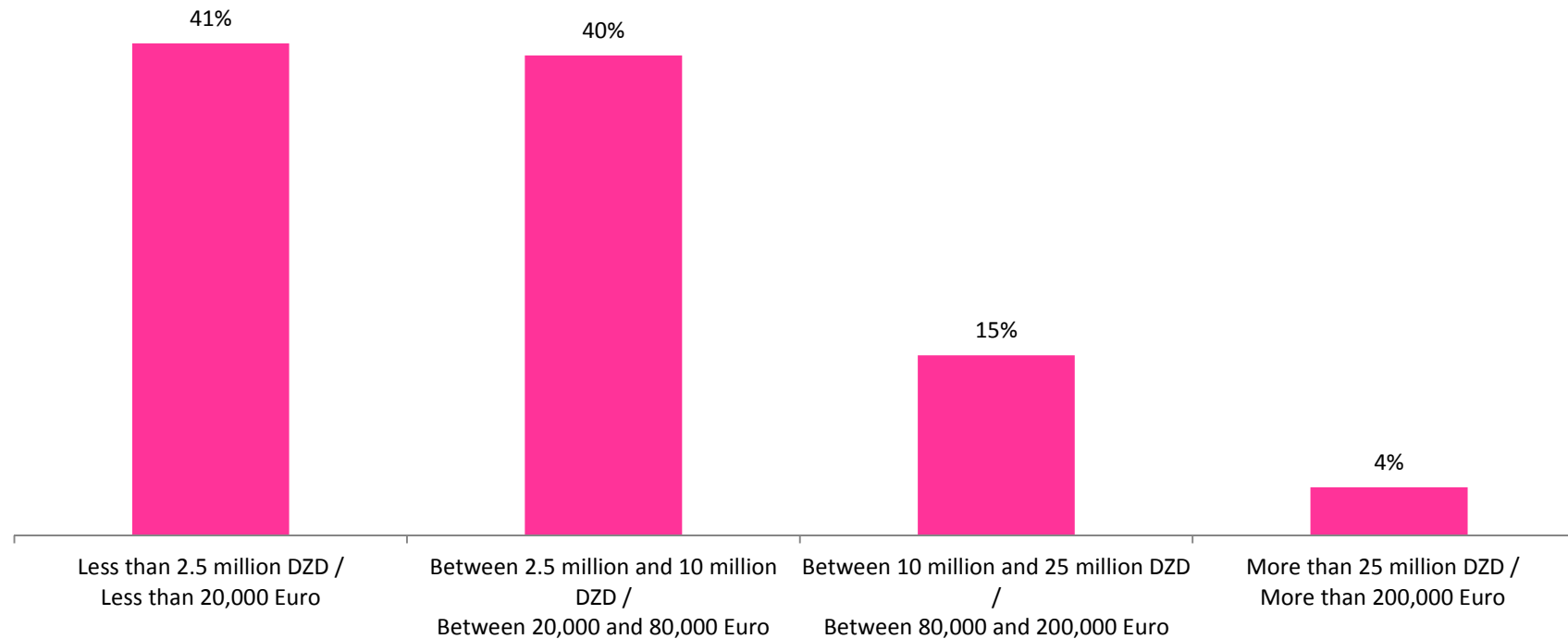
Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

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

Value of the planned investments:



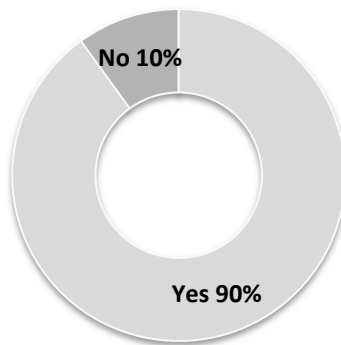
Post Show Report 2016



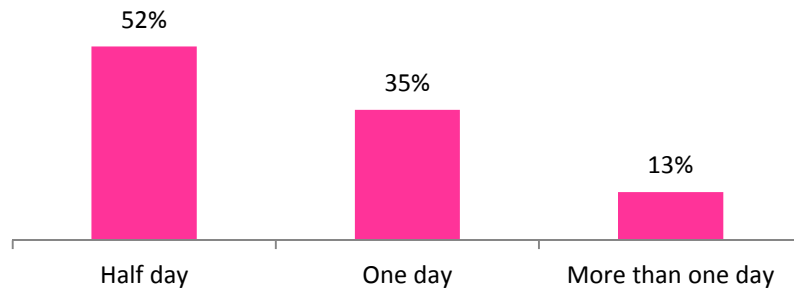
5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

After the event the visitors of **plast & printpack alger 2016** were asked to participate in an online survey. The following data is based on this survey.

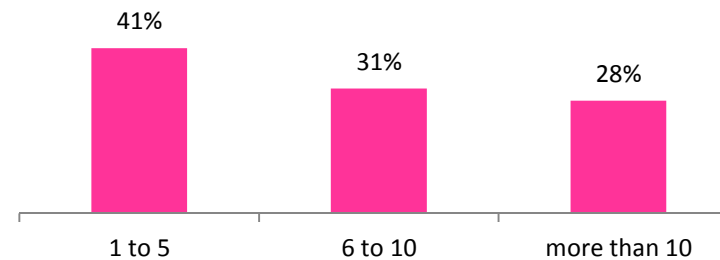
Will you recommend visiting the fair to your colleagues?



How much time did you spend on the fair?



How many exhibitors did you contact?



Post Show Report 2016

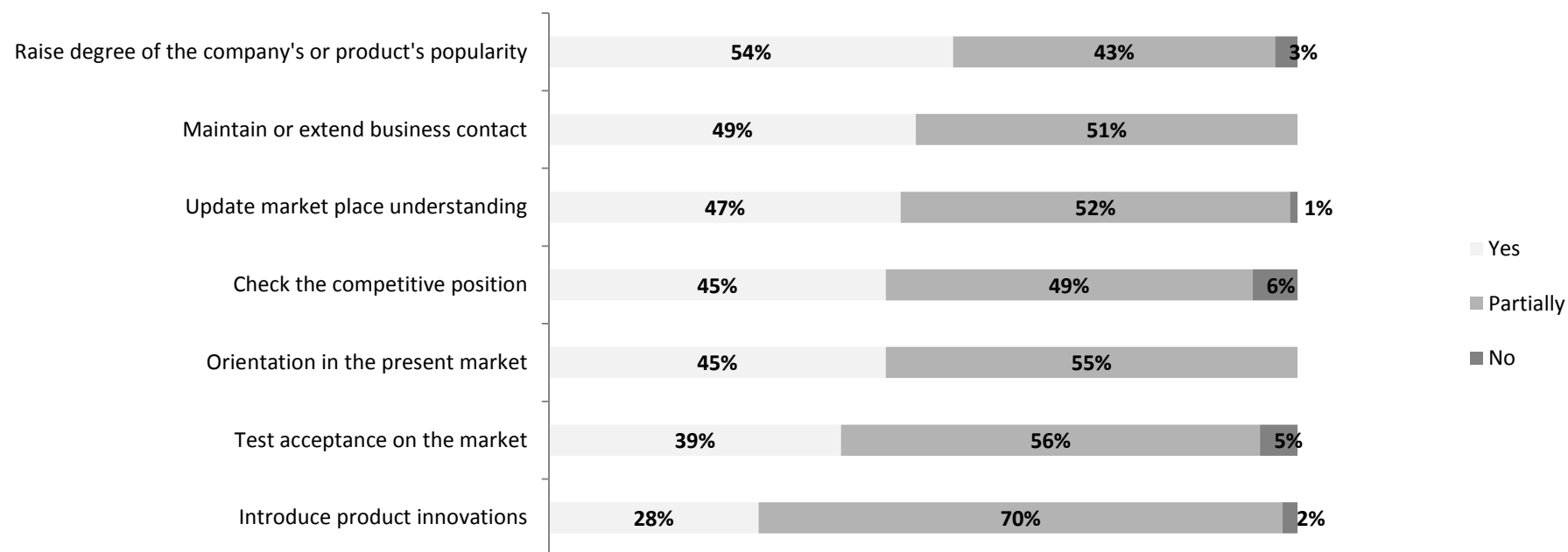


5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Evaluation of the exhibitor survey of **plast alger 2016**:

Exhibitors were required to fill in a questionnaire on the last day of the event. The following evaluation is based on this survey.

Achievement of main targets for participating:

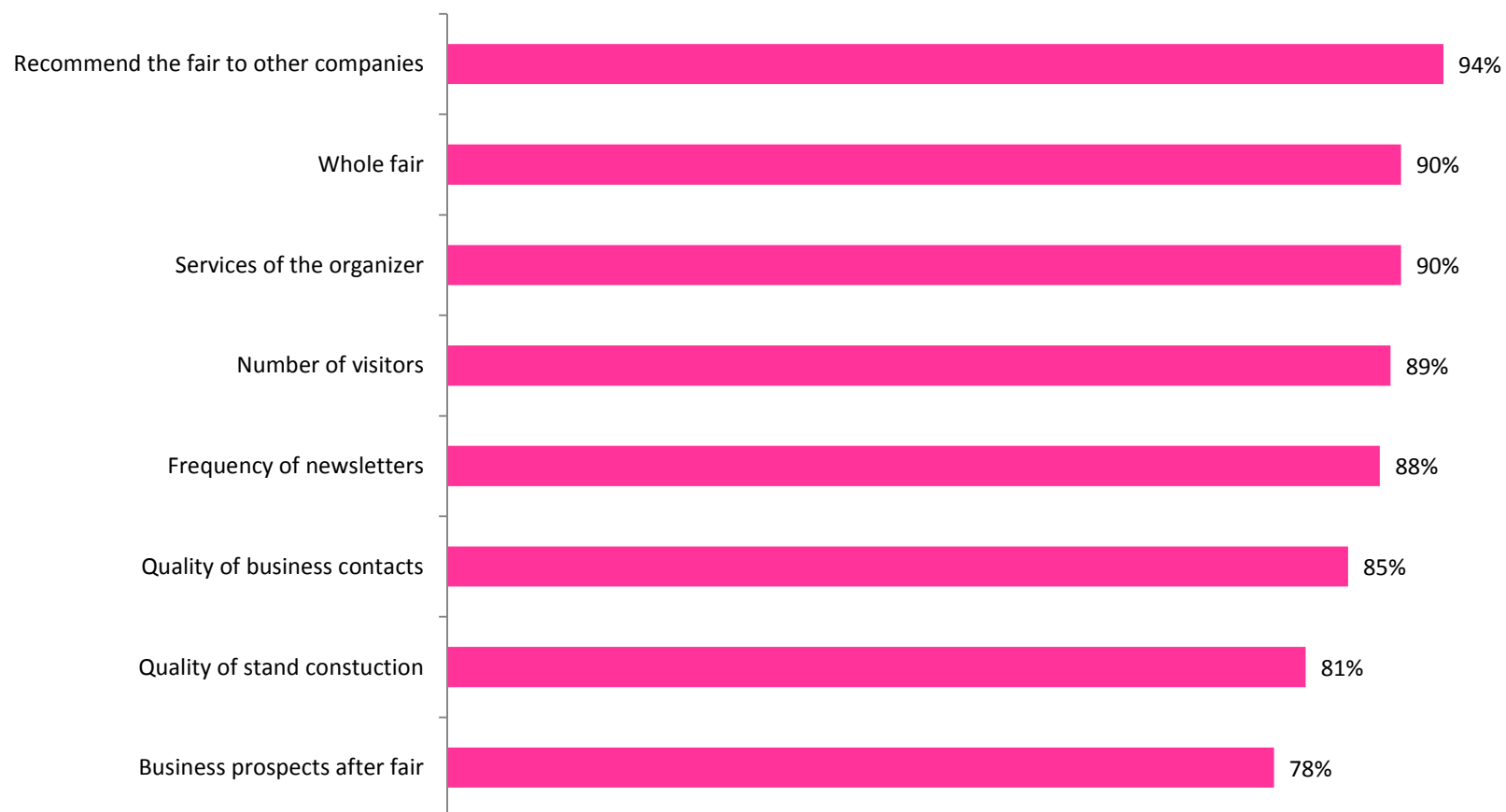


Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Satisfaction rates of the exhibitors of **plast alger 2016**:



Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

And this is what the exhibitors of **plast alger 2016** said...



Mr. Amine Amrouche, Mapeco - Responsable HDPE

Mapeco was created in 2002. We are the exclusive representation of SABIC in Algeria. SABIC has a very diversified portfolio of polymer products suiting ideally to the needs of the Algerian market.

Our main target at plast & printpack alger is to increase our client base and promote our products. Additionally plast & printpack alger is the best opportunity to protect our market share. The number of visitors to the show is even much better than in 2014. We are very satisfied with the quality of the professional visitors.



Mr. Faredh Djaziri, KraussMaffei - Director Maghreb/Africa

The KraussMaffei Group is a manufacturer of plastic processing machineries, including manufacturing of plastic injection molding machines, extrusion and installation by reaction. We have a variety of machines as well as innovative and effective solutions, that allow you to meet the needs of producers in various fields, including packaging, logistics packaging (buckets, crates, pallets), automotive, medical and well others.

The direct contact with our customers and highlighting the benefits and solutions that we can provide through our machines, our solutions, our patents and services are the aim of our participation at plast alger 2016.



Mr. Philippe Sterna (middle), ENGEL FRANCE - General Director

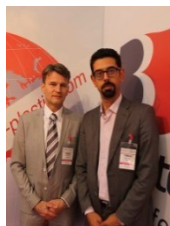
We are working on the transformation of plastics for the pharmaceutical, cosmetics, food packaging and automotive. Our products are technologically advanced. Our experience is a plus for customers who request in the field of transformation.

At the show we aim to make known our solutions "turnkey" for the processing of plastics. We are very satisfied with the quality of visitors. Our satisfaction is seeing, as is already the third participation of Engel at plast & printpack alger.

Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers



Mr. Clement Cruaud (left), Biesterfeld – Director Africa
Mr. Mehdi Thabti (right) Biesterfeld – Responsible Tunisia

We are a distribution company of plastic raw materials. We contribute to the Algerian market with a full range of engineering polymers. Furthermore we assist technically and with project developments.

We participate in the plast & printpack alger to increase visibility in the market, but also to get new contacts. The show is an optimal opportunity to review customers within days and to consolidate trade relations. To achieve these objectives the quality of visitors during the last days was really helping and satisfying.



Mr. Amadou Ba, IPT - Managing Director

The key competence of IPT lies in the development and manufacturing of testers for industrial tubes and of plastic material. Our products allow you to perform all the tests required for quality control of tubes and plastic fittings from the control of raw materials up to the final inspection of manufactured products. The entire process ensures traceability.

To increase the awareness level of our business, expand our network and simply to be one step ahead, we decided to participate in the exhibition plast alger 2016. Indeed, we are very satisfied with the quality of visitors.



Mr. Mohammed Ikar, Kautex Maschinenbau GmbH - Sales Manager

Kautex is again active in Algeria since 2013 but we had a great market share in the past. Our solutions help our customers to continuously produce quality products with less running costs.

With our participation at plast & printpack alger we target to regain our former market share and to build relationship with existing customers and with new ones. The show exceeded our expectations by far. We are very satisfied with the quality and quantity of the professional visitors.

Read more here: http://www.plastalger.com/plastalger_testimonials.html

Post Show Report 2016



5 - 7 April 2016
Palais des Expositions d'Alger-Safex • Algiers

Summary:

90%

of exhibitors
satisfied with
the event

plast & printpack
alger with

166 exhibitors
from **22 countries**

78%

decision
makers

90%

of visitors would
recommend plast
& printpack alger

4,360 visitors
Up **41%**

70%

of visitors
plan to invest

94%

of exhibitors would
recommend
plast alger

THANK YOU!

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists, ...

Institutional partners



Deutsch-Algerische
Industrie- und Handelskammer
Chambre Algéro-Allemande
de Commerce et d'Industrie



Media partners



Organizer



fairtrade GmbH & Co. KG
Kurfürsten-Anlage 36
D-69115 Heidelberg, Germany

Tel : +49-62 21-45 65-0
Fax : +49-62 21-45 65-25
info@fairtrade-messe.de
www.fairtrade-messe.de

Eurl fairtrade expo
13 Chemin Parmentier, Hydra
DZ- Algiers, Algeria

Tel : +213-21-48 40 16
Fax : +213-21-48 40 05
kbehloul@gmail.com
www.plastalger.com
www.printpackalger.com