



# pacprocess

PROCESSING & PACKAGING  
9<sup>TO</sup>11 DECEMBER 2019

# MIDDLE EAST AFRICA

MEMBER OF INTERPACK ALLIANCE



ORGANIZED BY:



HELD CONCURRENTLY WITH:



Arab StarPack  
Professional 2019

PACPROCESS-MEA.COM





# UNPACK

## THE REGION'S OPPORTUNITIES

### PACPROCESS MIDDLE EAST AFRICA 2019- PROCESSING & PACKAGING

pacprocess Middle East Africa 2019 is the newest addition to the interpack alliance, which spans all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio.

pacprocess 2019, the International Exhibition for Processing & Packaging in the Middle East and Africa, is a comprehensive and highly-targeted exhibition that addresses the requirements of the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food, and industrial goods sectors in the Middle East and Africa region.

The trade fair brings together local and international industry stakeholders from across the entire value chain to showcase cutting-edge technologies and forge lucrative partnerships.

Held for the first time in Egypt, from 9 to 11 December 2019 at the Egypt International Exhibitions Center, the event capitalizes on mega opportunities in one of the major economic hubs in North Africa, which also serves as the gateway to regional markets.



### Arab StarPack Professional 2019

Held alongside pacprocess is Arab StarPack Pro; the industry-level packaging competition organized by LibanPack and UNIDO. It is the first of its kind in the Arab region covering Food & Agriculture, Beverages, Personal Care and Household, Cosmetics and Beauty, Pharmaceutical and Medical, Luxury, Industrial and Transport, and Point of Sale packaging.

### FoodAfrica<sup>Cairo</sup>

pacprocess 2019 will be held concurrently with the 5<sup>th</sup> edition of Food Africa, the continent's largest International Trade Exhibition specialized in the Food and Agro-industries.

With 4 successful editions and counting, Food Africa has marked its position as a premier international gateway to Egypt and Africa's flourishing agro-food markets, inviting industry specialists to exhibit a wide range of food products and explore mega business opportunities.



### innovationparc

MADE BY INTERPACK ALLIANCE

pacprocess 2019 will feature a specialized conference that brings together international experts from the packaging business to address the latest innovations, technologies, and trends in this industry. The conference provides an interactive platform for exchanging valuable insights and know-how.



SAVE FOOD Initiative is a joint initiative of the Food and Agriculture Organization of the United Nations (FAO), the United Nations Environment Programme (UNEP), Messe Düsseldorf, and interpack. It is a program dedicated to reducing food waste by examining optimal solutions.

# EXHIBITION PROFILE

- Packaging machines and devices
- Packaging materials, packaging production aids, packagings and packaging accessories
- Machines and equipment for the production of packaging and packaging aid
- Machines and equipment for manufacturing foodstuffs, confectionery and bakery products
- Machines and equipment for beverage production
- Machines and equipment for the production of pharmaceuticals and cosmetics
- Automation technology / Components / Accessories
- Recycling and environmental technologies
- Services

## TARGET INDUSTRIES



# HIGH BUSINESS POTENTIAL IN MENA REGION'S THIRD LARGEST PACKAGING MARKET

Egypt aspires to become among the 30 strongest economies worldwide by 2030. The country is adopting a 2020 industrial development strategy which targets increasing the contribution of the sector to GDP from 17 to 21%, according to Egypt's Minister of Industry and Foreign Trade.

Egypt is one of the most populated countries in Africa and the Middle East with 94.8 million inhabitants in 2018 that are projected to increase to 129 million by 2050. The country

has a rather young population with 61% of inhabitants being under the age of 31, and 43% living in urban areas. This makes Egypt a highly attractive market with a significant affinity for spending on various consumer goods.

With a large consumer base, strategic geographic location, openness to regional markets governed by free trade agreements, as well as government incentives for investment and licensing promotion, Egypt's industrial sector provides a rewarding business environment.



	CURRENT	Q3 2018	Q4 2018	Q1 2019	Q2 2019	2020
<b>GDP</b>						
GDP ANNUAL GROWTH RATE (%)	5.4	5.6	5.6	5.6	5.6	5.8
GDP (USD BILLION)	235.37	270	270	300	300	315
<b>TRADE</b>						
BALANCE OF TRADE (USD MILLION)	-3625	-2920	-3300	-2620	-3673	-2700
EXPORTS (USD MILLION)	2097	2280	2700	2500	2201	3400
IMPORTS (USD MILLION)	5723	5200	6000	5120	5875	6100
FOREIGN DIRECT INVESTMENT (USD MILLION)	3668.9	3119	3500	3385	3608	3400

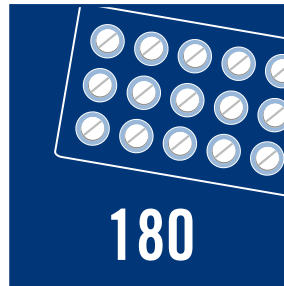
# EGYPT'S INDUSTRIAL INVESTMENT MAP



OPPORTUNITIES IN THE CHEMICAL INDUSTRIES



OPPORTUNITIES IN THE FOOD INDUSTRIES



OPPORTUNITIES IN THE PHARMACEUTICAL INDUSTRIES



OPPORTUNITIES IN THE METAL INDUSTRIES

GROWTH OF INVESTMENT IN EGYPT'S INDUSTRIAL SECTOR IN 2017

30%

GROWTH FORECAST FOR EGYPT'S PACKAGING MARKET (2015-2019)

35%

HOUSEHOLD SPENDING ON CONSUMER GOODS IN EGYPT

52.9% OF GDP

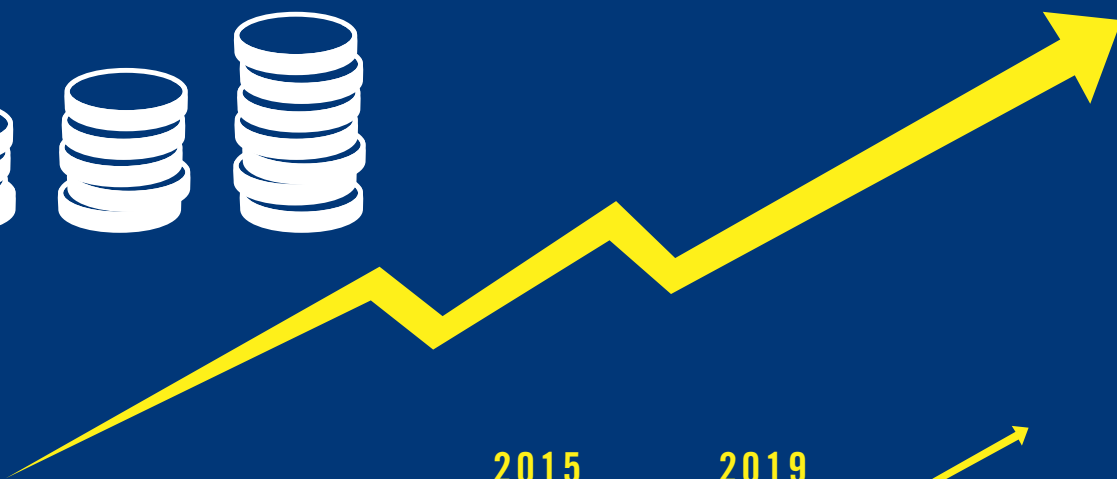
\$52.4 BILLION

ESTIMATED REVENUES OF EGYPT'S PACKAGING MARKET IN 2019



# SALES MARKETS FOR PACKAGING

IN EGYPT (RETAIL/OFF-TRADE); IN MILLION UNITS



	2015	2019	
TOTAL PACKAGING	55,255	74,759	35%
FLEXIBLE PLASTIC	19,482	26,253	35%
PAPER-BASED CONTAINERS	13,686	18,010	32%
RIGID PLASTIC	8,959	13,678	53%
COMPOSITE MATERIAL	8,122	10,183	25%
METAL	2,965	4,173	41%
GLASS	2,029	2,449	21%
OTHER PACKAGING	11	13	18%

# EGYPT'S FOOD PROCESSING & PACKAGING SECTOR

**7000+**

FOOD  
PROCESSING AND  
MANUFACTURING  
COMPANIES

**\$22.2**  
BN

IN TOTAL SALES  
IN 2017

**55%**

INCREASE IN SALES  
(2016-2017)

**28%**

GROWTH FORECAST  
FOR EGYPT'S  
PACKAGED FOOD  
MARKET  
(2015-2020)

**\$66.3**  
BN

ESTIMATED  
SPENDING ON FOOD  
AND BEVERAGES  
IN 2020

## THE MIDDLE EAST & AFRICA PACKAGING INDUSTRY WITNESSES STEADY GROWTH

The MENA region's packaging industry is forecast to approach \$71.5 billion by 2022, according to a Smithers Pira report.

Sales of industrial packaging in the MENA region are projected to be valued at more than \$5 billion by 2024. Sales revenues are expected to increase at a CAGR of 5.2% during the forecast period (2016–2024). GCC and North Africa are identified as the key markets that account for more than 60% of MENA's industrial packaging market.

- **\$52.4 billion** estimated revenues of the packaging market in 2019
- **22%** packaging industry growth in 5 years
- **22.3%** North Africa's share of the market

## EGYPT'S PHARMACEUTICALS SECTOR

EGYPT IS AMONG THE LARGEST PRODUCERS AND CONSUMERS OF PHARMACEUTICALS IN THE MIDDLE EAST AND AFRICA

**8%**

CAGR FORECAST FOR THE  
PHARMACEUTICALS MARKET  
BY 2020

**\$1.6**  
TRILLION

FORECAST IMPORT OF  
PHARMACEUTICAL PRODUCTS  
BY 2020

**\$306**  
MILLION

FORECAST EXPORT OF  
PHARMACEUTICAL PRODUCTS  
BY 2020



# THE VENUE

## EGYPT INTERNATIONAL EXHIBITIONS CENTER (EIEC)

With a fully-equipped and flexible structure, EIEC's 4 halls provide over 40,300 sqm of exhibition space that can be divided into smaller and interlinked partitions with an 8-meter ceiling height.

- Access: Accessible from both a private entrance and Convention Center connection gate.
- Services: The in-house teams bring events to life with dynamic design, lighting, and other technology, backed by a strong foundation of utilities and facilities management. In addition, the kitchen can cater to any needs, from a simple finger food menu to a tasty business lunch.
- Additional Features: Multi-purpose offices, registration booths, easy access to the Conferences Center, coffee shops, food court and wide parking spaces.

# THE ORGANIZERS

**MESSE DÜSSELDORF:** With a revenue of around EUR 367m in 2017, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. More than 29,000 exhibitors presented their products to 1.34m trade visitors at events in Düsseldorf this year. The interpack alliance covers Messe Düsseldorf events within the Processing & Packaging portfolio. Exhibitors and visitors can recognise the relevant trade fairs by the umbrella brand logo, which is based on the equivalent trade fair, interpack, the world's most important event for the packaging industry and the related processing sector. The interpack alliance targets important growth markets abroad, focusing on food and beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods – with the relevant emphasis at each event.

**IFP EGYPT:** IFP Egypt is a member of IFP Group, one of the Middle East's most accomplished event organizers with a rich experience of over 35 years and more than 480 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

**KONZEPT:** Konzept is an Exhibition & Event Management Company based in Cairo and operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns for individual Exhibition participants, Country pavilions and Corporate Events & Conferences.





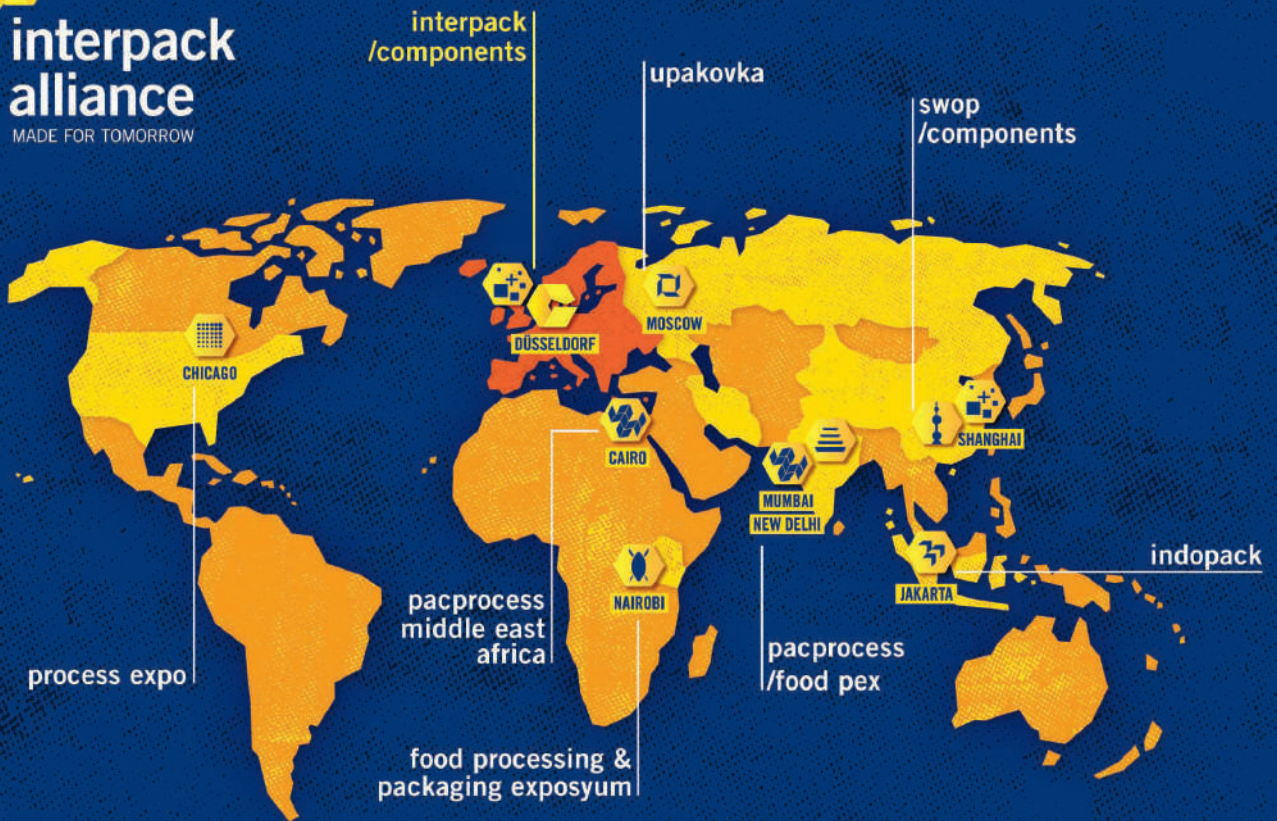
# interpack alliance

MADE FOR TOMORROW



interpack  
alliance

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[INTERPACKALLIANCE.COM](http://INTERPACKALLIANCE.COM)



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**CHECK-IN  
NOW!**

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### ORGANIZED BY:



### INTERPACK ALLIANCE SUPPORTERS:



### OFFICIAL SUPPORTERS:

