

POST-SHOW REPORT



pacprocess

PROCESSING & PACKAGING
9^{TO}11 DECEMBER 2019
MIDDLE EAST
AFRICA

MEMBER OF INTERPACK ALLIANCE
EGYPT INTERNATIONAL EXHIBITIONS CENTER



PACPROCESS-MEA.COM

2019 EXHIBITION COVERAGE



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EXHIBITION HIGHLIGHTS



OPENING CEREMONY

DECEMBER 9, 2019

pacprocess Middle East Africa 2019 was officially inaugurated by the Prime Minister **H.E. Dr. Mostafa Madbouly** in the presence of **H.E. Dr. Khaled Mohammed Hanafy**; Minister of Supply & Internal Trade, **Eng. Mohamed Zaki El Sweedy**; Chairman of the Federation of Egyptian Industries, **General Khaled Abdel-Aal Abdel-Hafez**; Governor of Cairo, **General Khaled Shoeib**; Governor of Matrouh, in addition to Members of Parliament, Heads of Chambers of Egyptian Industries, Export Councils, Officials & Ambassadors.





"This is our first time at pacprocess so we see Egypt as a growing market for us and it is very important to be for the first time in Egypt. We can compare our machines with other competitors, it is very important to know the price relative to the market, and also because of the concurrent food exhibition we can have contact with the food producers which would be our next customers. We've already had a lot of contacts, we're already very busy and we see a lot of potential new customers."

BERTRAND DALBAVIE

Sales Director, FAWEMA, HDG, WOLF - Germany

EXHIBITION OVERVIEW

2019 EDITION IN NUMBERS

21,640

NUMBER OF
VISITORS

125

NUMBER OF
EXHIBITORS

587

CONFERENCE
ATTENDEES

3,300

EXHIBITION
SPACE (SQM)

13

PARTICIPATING
COUNTRIES

China - France - Germany - India - Italy - Jordan - Lebanon - South Korea -
Spain - Sri Lanka - Turkey - UAE - UK

5

COUNTRY
PAVILIONS

China - France - Germany - Spain - Turkey



PRODUCT CATEGORIES

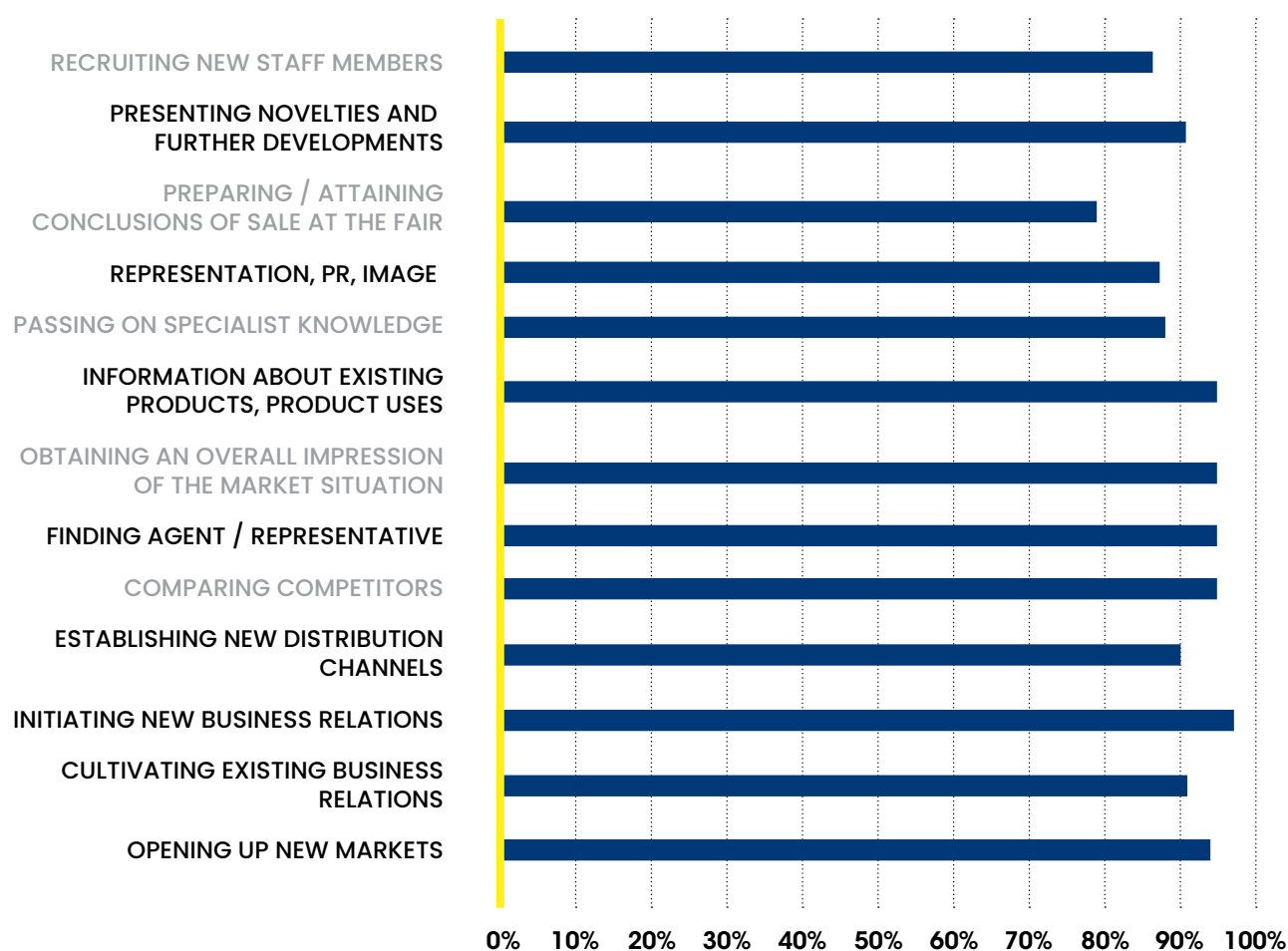
- Packaging machines and devices
- Packaging materials, packaging production aids, packagings and packaging accessories
- Machines and equipment for the production of packaging and packaging aid
- Machines and equipment for manufacturing foodstuffs, confectionery and bakery products
- Machines and equipment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

TARGET INDUSTRIES



EXHIBITORS' FEEDBACK

TOP BUSINESS OBJECTIVES FOR PARTICIPATING IN PACPROCESS MEA 2019



85%

PLANNING TO EXHIBIT AGAIN NEXT YEAR

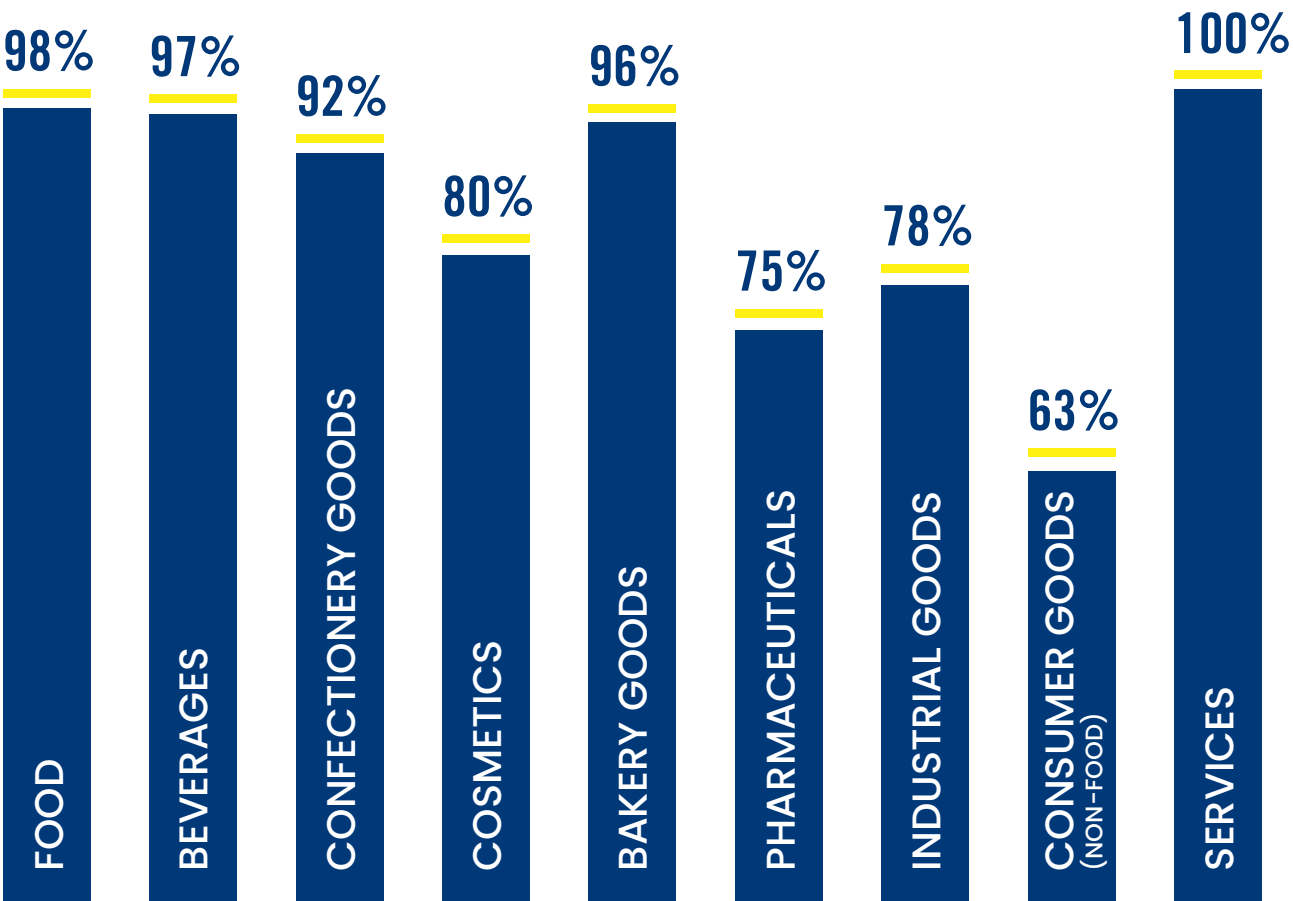
81%

SATISFIED WITH THEIR OVERALL PARTICIPATION

87%

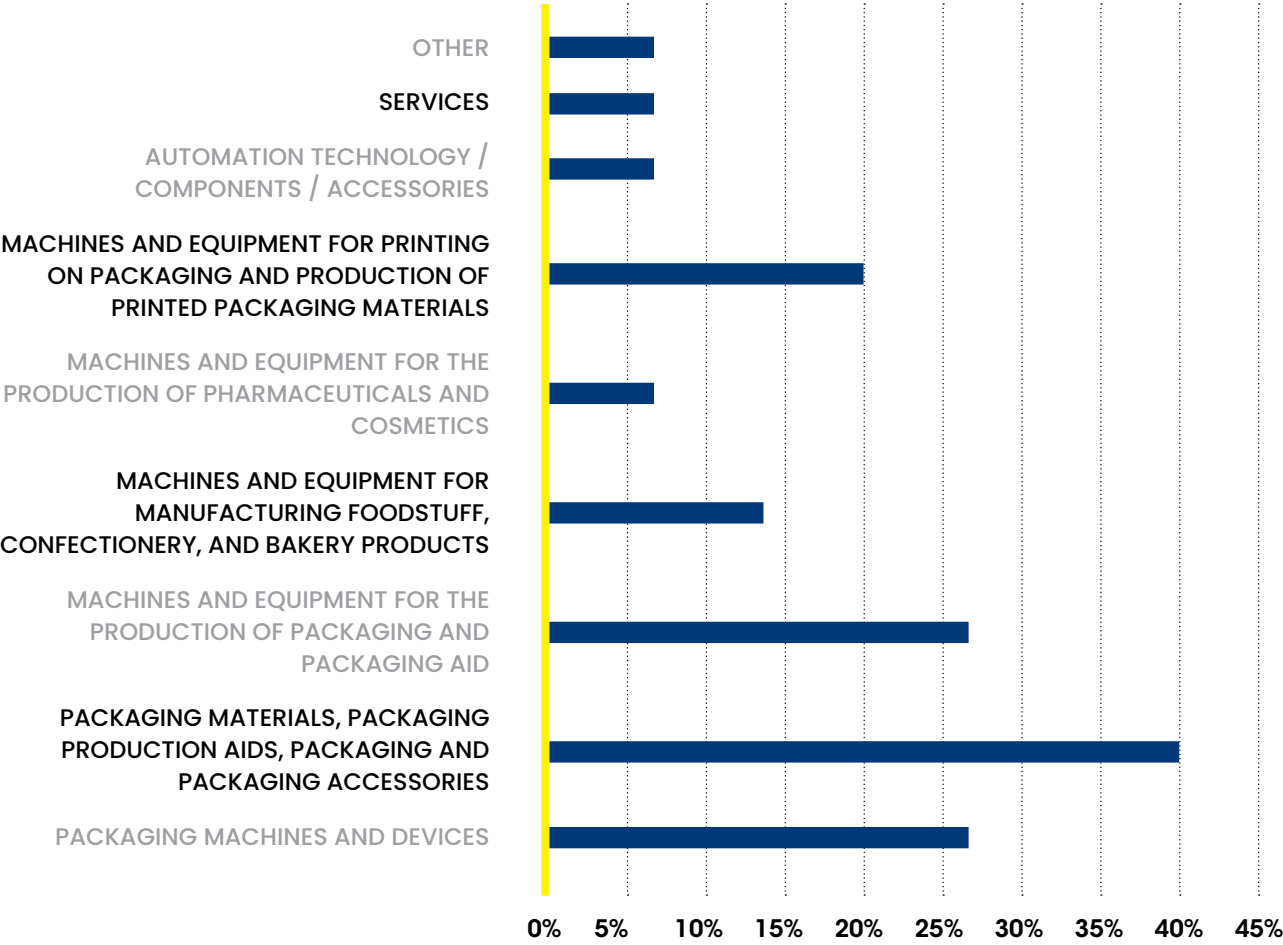
EXPECT FOLLOW-UP BUSINESS

**WHICH VISITOR TARGET GROUP
ARE YOU MAINLY INTERESTED IN?**



VISITORS' FEEDBACK

PRODUCT AREAS THAT VISITORS ARE INTERESTED IN



86%

WILL VISIT
PACPROCESS MEA 2020

87%

SATISFIED WITH
THEIR VISIT TO
PACPROCESS MEA

100%

RECOMMEND
PACPROCESS MEA

EL HoryaTech



For Packing
M



CONCURRENT EVENTS

FoodAfrica^{Cairo} 



Food Africa is the continent's largest International Trade Exhibition specialized in the Food and Agro industries. The exhibition's 5th edition, combining an innovative format of showcasing, networking, and matchmaking, provided a unique platform to access the Egyptian mega-market, and Africa's booming agriculture industry. Over the years, Food Africa has become the peerless portal to access major agriculture opportunities in Egypt and Africa.

Food Africa featured a Hosted Buyers Program and several specialized concurrent events:

Dates Africa is the latest addition to Food Africa. The event capitalized on Egypt's ever-growing palm dates industry. It allowed local and international dates producers, suppliers, and exporters to explore trade and investment opportunities and enter new markets.

Sea Food Africa is a dedicated platform for the trade of fish and other seafood products. It allowed local and international fresh, frozen, and processed seafood producers, manufacturers, and distributors to meet potential buyers and partners to expand their businesses.

Ingredients Africa is a dedicated platform for the ingredients and additives sector. It brought together local and international manufacturers and suppliers to showcase the latest products and food technologies, find new buyers, and grow their business in Egypt and Africa.

Food Africa Conference allowed attendees to engage in thought-provoking discussions with a lineup of bright minds and experts. The conference shed light on important topics like the African Free Trade Agreement, new export rules and regulations, and much more.

The first edition of pacprocess Middle East Africa, the International Exhibition for Processing & Packaging in the Middle East and Africa, provided a crucial meeting point for local and international processing and packaging specialists to showcase equipment and technologies and explore business opportunities in the region.

Additionally, in an effort to provide a comprehensive coverage and stay on top of the latest developments in the processing and packaging industries, the exhibition was accompanied by a specialized world-class conference under the title “innovationparc”.

The conference brought together 587 attendees from various regions that benefited from the know-how and valuable insights of 23 local and international experts, innovators, and thought-provokers.

innovationparc featured dynamic panel discussions and rich presentations that engaged attendees and touched upon important topics including:

- **SUSTAINABLE PACKAGING & CIRCULAR ECONOMY:** Shifting towards a circular economy in the MENA region and Africa
- **THE ROLE OF PACKAGING IN THE FMCG INDUSTRY**
- **A LOOK INTO THE FUTURE TRENDS OF PACKAGING:** Value added to packaging, design and innovation



Additionally, the conference featured an interpack exhibition presentation and dedicated a special slot for “SAVEFOOD” which is a joint initiative of the FAO, the United Nations Environment Programme (UNEP), Messe Düsseldorf, and interpack that aims to reduce food waste by examining optimal solutions.

23
SPEAKERS

5
TOPICS

SPECIAL FEATURES

HOSTED BUYERS PROGRAM

The **Hosted Buyers Program** is a dedicated B2B platform that facilitates business undertakings and maximizes return on investment for participants, through expansion of their business networks and signing agreements on the spot.






During the first edition of pacprocess Middle East Africa, the Hosted Buyers Program presented industry professionals the opportunity to meet with 45 selected buyers from Egypt and the region.

45

HOSTED BUYERS

468

MEETINGS

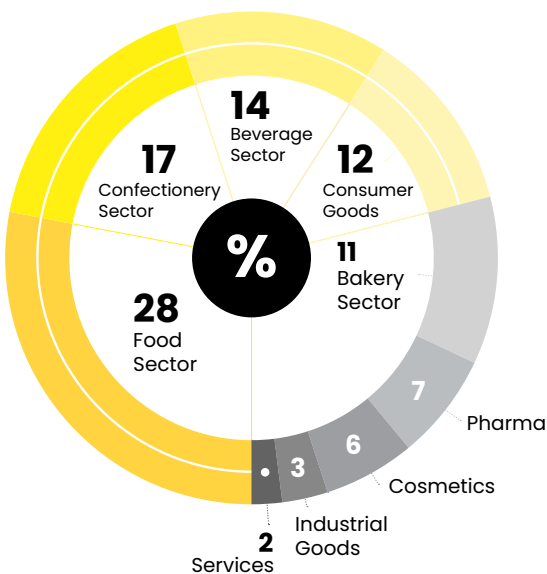
 Algeria
 Ghana
 India
 Jordan
 Kenya

 Lebanon
 Morocco
 Rwanda
 Saudi Arabia
 Uganda

HOSTED BUYERS CLASSIFICATION BY REGION

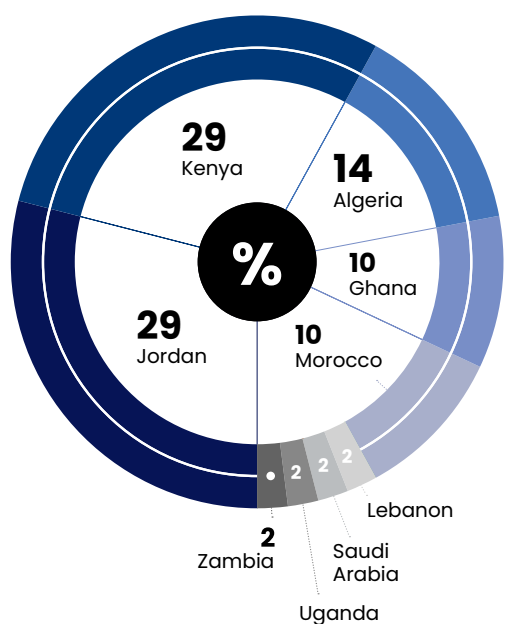
VISITORS' CLASSIFICATION

> BY PROFILE



HOSTED BUYERS' CLASSIFICATION

> BY REGION





"The Egyptian economy is worth it, there is something going on in the market and we receive much more requests via our website from Egypt and all surrounding countries for machinery, that's why we decided to participate in the fair. It helps our business to improve and to get a foot in the market because we only have a small presence right now in the Egyptian market and surrounding countries. The exhibition meets our expectations, we have much frequency at our booth. We recommend this exhibition here in Cairo because there is a lot of frequency, and a lot of interest from people coming. It is worth it to participate."

MICHAEL LAUBE

Head of Strategic Marketing / Sales Support, Teepack Spezialmaschinen GmbH - Germany

PACPROCESS MEA TESTIMONIALS

"We participated in pacprocess because not only does it give us the opportunity, it opens all over the world in most continents so if I just follow pacprocess, I could travel all around the world meeting new buyers and it is really easy to make business with new customers and buyers. This exhibition is the best way to get new customers and buyers coming from all around the world and show your products. I think this exhibition will help us a lot. I totally recommend this exhibition because there are lots of people here that are very interested in our products. pacprocess is one of the best exhibitions."

AARON KIM

Overseas Sales Manager, Indisair – Korea

"We participated in the exhibition because it is a good opportunity to strengthen our position in the Egyptian market and showcase our products to Egyptian customers. We have met a lot of customers and companies that we could do business with. There are good leads here and we are satisfied with the exhibition. It's a good opportunity for companies to take part in this packaging exhibition, and we hope it will be bigger next year."

EDGARD BOU KHEIR

Market Development Manager, Unipaknile Ltd – Lebanon

"This exhibition helped us to further showcase our innovative products. This really has been organized very well."

SANJAY TIKU

EVP/Business Head, Flex P. Films (Egypt) S.A.E.

"We are participating at several exhibitions all over the world, and we are now focusing on the food sector. A lot of Indian companies are interested in Egypt and Africa is a huge market for the food sector. Some exhibitors are already doing business in Egypt and they want to increase their business here. A lot of the exhibitors have received a lot of queries, I think the exhibition is good. We will definitely participate next year."

TN BALAKRISHNAN

Senior Executive (International Division),
ASSOCHAM – India

"This is our first participation at pacprocess. It is a gateway for Jordan to Egypt and African markets. We had an excellent experience with visitors who are all businessmen showing interest in our work. Hopefully through the Egyptian market we will expand our business to new markets in Africa. I advise all industrialists and manufacturers to take part in pacprocess because they have a big opportunity to export to Egypt and Africa through this exhibition."

OMAR ABU SALHA

Managing Director, Jordan Tine Plate – Jordan



"Egypt is the gate to enter the African continent, and specifically we can target North African countries by participating in this exhibition, that was our main goal. Being an exhibitor in this exhibition, definitely it will boost our sales and people will know (our company) in the Middle East and North Africa, which was our main concern. We were really surprised, the exhibition exceeded our expectations, we were very busy from opening time till the end. I highly recommend the exhibition."

WALID AFYOUNI

ALPLA Sales & Business Development Director Food & Beverages MENA - Germany

PRESS COVERAGE

"...In this context, Ahmed Gaber, chairman of Printing Industries Chambers in the Federation of Industries, said that Egypt's success in hosting the Exhibition «Pacprocess MEA» represents a great opportunity for the launch of Egyptian packaging and packing products to the international markets, as 75 Egyptian companies are going to participate in the exhibition..."

AL AHRAM

3 December 2019

"...more than 410 companies will participate in both Food Africa and pacprocess MEA representing 25 local and international countries in addition to 400 international buyers..."

AL AKHABR AL MASSAA'I

9 December 2019

"...Dr. Mostafa Madbouly, the Prime Minister, inaugurated the International Trade Fair for Packaging Technology «pacprocess MEA» alongside «Food Africa» exhibition at the Egypt Center for International Exhibitions. The exhibitions are held with the participation of major domestic and international companies operating in the sector of food processing and packaging machinery and equipment, and the food industry..."

AL JAMHOURIA NEWSPAPER

10 December 2020

"...for the first time Cairo hosts the international packaging and processing exhibition «pacprocess MEA» in its first edition in the Middle East region from 9 – 11 December which emphasizes the strength and the strategic role that Egypt plays in the exhibition industry..."

JAMHOURIA NEWSPAPER

4 December 2020

"...Mr. Werner M. Dornschei, President and CEO, Messe Düsseldorf, clarified during the pacprocess MEA conference that the process of packaging and processing contributes tremendously in supporting the industrial sector in the Middle Eastern and African regions..."

AL AHRAM NEWSPAPER

11 December 2020

"...The Prime Minister was accompanied by Dr. Ali Moselhi, Minister of Supply and Internal Trade, Major General Khaled Abdel Aal, Governor of Cairo, in addition to the head of the «Messe Dusseldorf» Exhibition Authority and officials from the Ministry of Industry, and the presence of a number of Arab and foreign ambassadors participating in the two exhibitions..."

SHOROUQ AL JADEED

10 December 2020



› AL GHAD TV STATION, Afternoon Report



› AL BALAD WEBSITE



› AL HADATH AL YAOUM, Afternoon Report



› CAIRO AND THE PEOPLE



› CAIRO 3, Ma3 el Nass



› CAIRO 3, Late Night News



› MBC MISR, Hadeeth al Massaa

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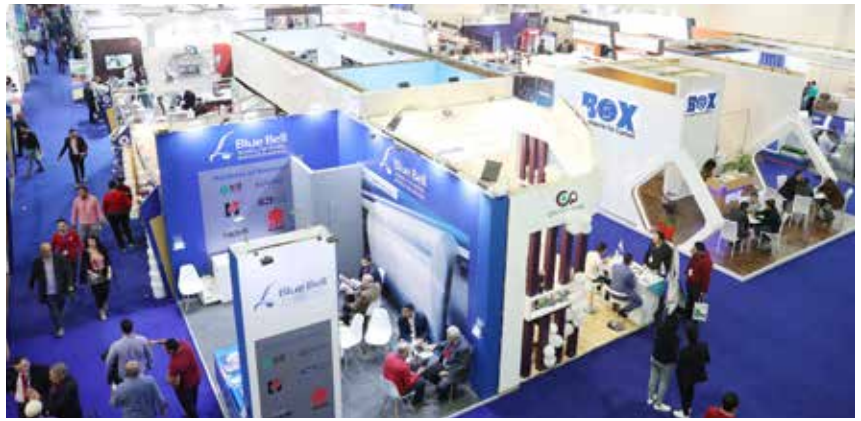


OFFICIAL FREIGHT FORWARDER:



OFFICIAL PARTNER HOTELS:





THE ORGANIZERS

MESSE DÜSSELDORF



With a revenue of around EUR 369 million in 2019, the Messe Düsseldorf Group has maintained its position as one of Germany's most successful trade fair companies. 29,195 exhibitors presented their products to 1.4 million trade visitors at events in Düsseldorf in 2019. Compared with previous events, this was an increase in the numbers of both exhibitors and visitors. The Düsseldorf Exhibition Centre hosts around 50 trade fairs in five sectors of expertise: machinery, plants and equipment; the retail trade, trades and services; medicine and healthcare; lifestyle and beauty, and leisure. The trade fairs include 22 proprietary number-one events as well as, currently, 15 robust partner and guest events. Also, its subsidiary Düsseldorf Congress held over 1,000 conventions, corporate events, conferences and meetings in 2019, attracting around 365,000 delegates in all. In addition, the Messe Düsseldorf Group organises 75 proprietary events, joint events and contracted events in other countries and is one of the leading export platforms in the world. Proprietary events in Düsseldorf attracted around 73% international exhibitors and 37% international visitors in 2019. The group runs a global network of 77 international offices, including 7 international subsidiaries.

For more information, please visit www.messe-duesseldorf.com

IFP GROUP



IFP Group's rich portfolio embraces a vast array of B2B and B2C exhibitions, conferences and specialized events serving many sectors, including: construction, energy, general trade, education, agriculture and food, hospitality, information technology and logistics.

Reinforced by profound industry insights and a keen eye for developments in the region, our events harbor an ideal environment for small, medium, and multinational companies to unravel business opportunities, discover latest technologies, promote and sell their products whilst nurturing relations with existing clients.

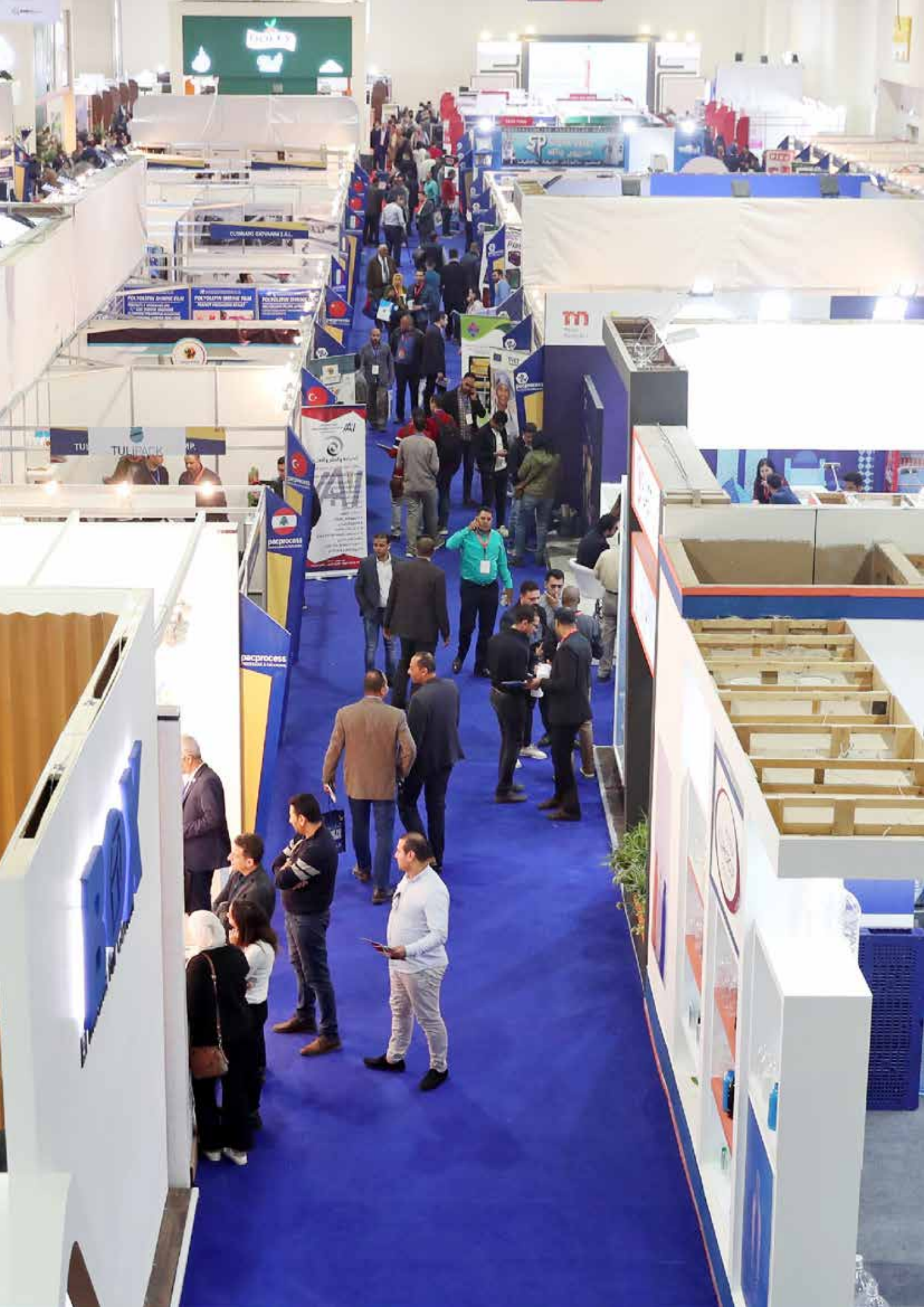
IFP Group's specialized events and world-class conferences provide a networking platform for exhibitors, sponsors, speakers, and delegates to meet face to face, share expertise, make informed decisions and ink lucrative deals.

For more info, please visit www.ifpexpo.com

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.





pacprocess

PROCESSING & PACKAGING

DECEMBER 2021

MIDDLE EAST

AFRICA

MEMBER OF INTERPACK ALLIANCE

PACPROCESS-MEA.COM

**SEE
YOU**

