

Press release 01

Algiers, Heidelberg, Duesseldorf – 31 May 2022

plast & printpack alger 2022 : The powerful restart for the Algerian plast and printpack industry

3,675 industry professionals discussed their business with 110 world-leading exhibitors from 18 countries.

"Plastics and Packaging Recycling – Algeria on the way to the circular economy"

(Algiers, Heidelberg, Duesseldorf) What a show! After two covid-19 influenced years, plast & printpack alger 2022 marked the powerful restart of the Algerian plast & printpack industry. Exhibitor Latife Karabulut from Ekin Makina expressed her satisfaction: "plast & printpack alger 2022, the exhibition and the number of visitors, made us very happy. Just like in previous years. We love Algeria and plast alger. See you in 2024!"

[110 leading exhibitors from 18 countries](#) presented [technological innovations](#) and solutions specifically designed for the Algerian market to 3,675 trade visitors at the CIC Abdelatif Rahal Algiers International Conference Centre. Exhibitors came from Algeria, Austria, China, Egypt, France, Germany, Greece, India, Italy, Poland, Portugal, Saudi Arabia, Spain, Switzerland, Tunisia, Turkey, the United Arab Emirates and the United States of America.

Of the 3,675 trade visitors, 95% came from Algeria (3,484) and 5% (191 visitors) from a total of 41 countries, including Tunisia, France, Turkey, Germany, Italy, the United Arab Emirates and Senegal. The largest share of visitors came from Algiers, followed by Sétif, Blida, Oran, Bejaia, Bordj Bou Arreridj, Boumerdès, Constantine, Batna, Annaba, Tipaza, Ghardaïa, Tizi Ouzou and Tlemcen.

Exceptional satisfaction rates were recorded both by exhibitors and visitors. Thus, 90% of the exhibitors declared being satisfied or very satisfied with the exhibition & conference as a whole and 96% of them wish to participate in the next edition in March 2024.

In summary, the event was a great success and once again established itself as the leading sector platform for Algeria. plast & printpack alger has been organised by [fairtrade](#) every two years since 2010, the event was once again significantly strengthened on the organisers' side with the arrival of [Messe Duesseldorf](#) in 2017.

The exhibition is complemented by the [exportal](#). With the help of the exportal, exhibitors benefit from continuous visibility of their products and services, more value-added contacts and ultimately more sales. With the new free B2B service visitors can contact exhibitors and establish new business relationships.

Investment in technology to increase local production, export and import substitution

According to the German mechanical engineering association VDMA, Algeria is one of the largest investors in plastics, printing and packaging technology in Africa and the Middle East. These technology imports enable Algeria to develop and diversify its own production, increase its exports and replace imports of consumables.



In this context, plast & printpack alger plays an important role in raising the awareness of the Algerian public for environmentally friendly materials and packaging and in familiarising the public with the circular economy.

plast alger: For some years now, Algeria has been investing heavily in the production of plastic raw materials in order to be able to gradually reduce these imports. Consumption and imports of plastic raw materials have increased by 10% per year over the last 14 years, from 304 kt in 2007 to well over a thousand kt worth more than US\$2 billion in 2021. (EUROMAP) In the field of plastics technology, Algeria's investments amounted to 91 million euros in 2020.

printpack alger: Algerian packaging technology investments reached 136 million euros in 2020. Italy, Germany, France, Spain, China, Turkey and Austria are Algeria's main suppliers. In the field of printing and paper technology, demand in Algeria is constantly increasing. Imports in this field have almost doubled in just five years, rising from 57 million euros in 2016 to 101 million euros in 2020, making Algeria, together with Egypt, one of the two largest importers of printing and paper technology in Africa.

For more information:

www.plastalger.com

www.printpackalger.com

Characters (incl. blanks): 3,957

About the organisers

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.





About 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 international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas 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 German joint exhibits. The global network of the group of companies encompasses 77 foreign representatives for 141 countries – including 7 international subsidiaries.

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