

# MAGHREB'S MAJOR PRINTPACK MARKET

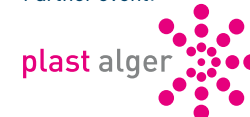


9th International Printing and Packaging Trade Show

**04 - 06**  
March 2024

Centre International de Conférences d'Alger  
Abdelatif Rahal CIC  
[www.printpackalger.com](http://www.printpackalger.com)

Partner event:





# The 9th edition of printpack & plast alger:

## Key business platform for showcasing printing and packaging technologies

Algeria is the leading investor in printing and packaging technologies in the Maghreb and one of the leading importers on the African continent (VDMA).

These technology imports enable Algeria to develop and diversify its own production, increase its exports and replace imports of consumables.

It is against this backdrop that the 9th edition of printpack & plast alger in 2024 is playing an important role in raising awareness among the Algerian public of environmentally-friendly materials and packaging, and increasingly familiarising them with green solutions and the circular economy.

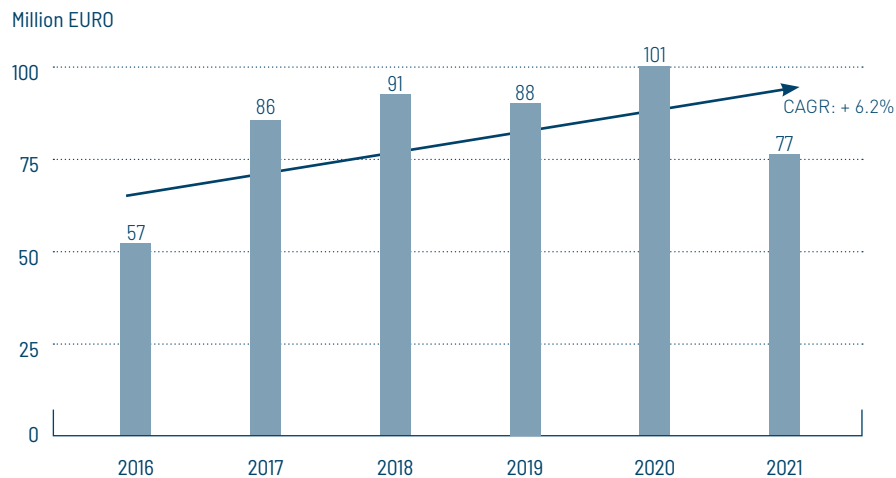
### **Nine official national pavilions: plast & printpack alger on the growth track**

The event is to continue its growth story, both in quality and quantity, and international market leaders will be there again in 2024, as well as official country pavilions from Austria, China, Egypt, Germany, India, Italy, Spain, Tunisia and Türkiye.



# Why exhibit in 2024?

## ➔ Algeria ranks among the largest importers of printing technology in Africa

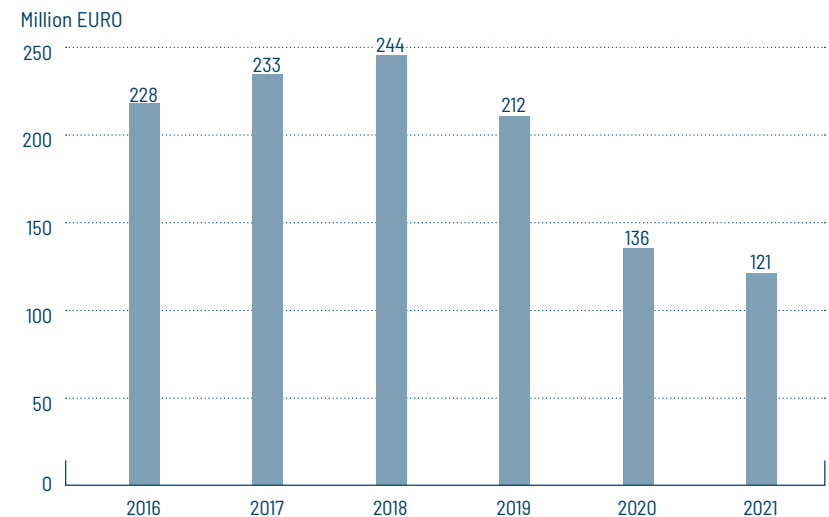


Source: VDMA / Graph: fairtrade

With €77m in 2021, Algeria ranks among the largest importers of printing technology on the African continent in 2021, behind South Africa with €136m and Egypt with €119m, but ahead of Nigeria €64m, Morocco €45m, Ghana €29m, Kenya €28m and Tunisia €23m.

The most important supplier countries are Germany, Italy, China, France, Switzerland, Spain, Netherlands, Turkey, UK, Belgium, USA and Austria.

## ➔ Algeria is one of the largest importers of packaging technology in Africa



Source: VDMA / Graph: fairtrade

With €121m in 2021, Algeria belongs to the leading importers of packaging technology on the African continent, together with Egypt (€196m), South Africa (152m) and Nigeria (€151m).

Italy, Germany, China, France, India, Turkey, Spain, the Netherlands, Belgium and the USA have been the main suppliers for the African continent in 2021.





# Range of exhibits

## Prepress and Premedia

- Systems
- Appliances
- Software

## Printing

- Machinery
- Appliances
- Accessories
- Materials / Consumables
- Services

## Bookbinding / Print Finishing

- Machinery
- Appliances
- Accessories

## Paper Converting

- Machinery
- Appliances
- Accessories

## Consumer goods

## Provision of Services

## Packaging machines and devices

- Machines for the production of packaging and packaging components for packaging, preparing and feeding to the packaging machine
- Machines for preparing, feeding and packaging of products
- Machines for packaging loose products
- Machines for packaging packaged products
- Machines for additional operations within the packaging process
- Tools and equipment to assist manual packaging
- Complete packaging lines

## Packaging materials, packaging means, packaging aids

- Packaging materials
- Packagings
- Complementary packaging means

## Services

- Business support
- Trade press
- Research and teachings
- Associations and branch organizations





# Market update

## Facts about Algeria at a glance



### Algeria – The economic powerhouse

#### Hundreds of billion US\$ investment program

Algeria is the largest country in Africa and the most populous in the Maghreb region.

The vast country is the leading gas producer in Africa and the second largest gas supplier for Europe. It is one of the three largest oil producers in Africa.

Considerable oil and gas revenues together with economic opening, liberalisation and privatisation have created constant GDP growth in most of the past few years.

With a GDP of US\$ 188 billion in 2022, Algeria is the economic powerhouse on the African continent, ranking fourth after Nigeria, Egypt and South Africa.

Imports have increased from US\$ 38.9 billion in 2010 to US\$ 41.9 billion in 2019.

Exhibitors will benefit from the fourth massive investment program of hundreds of billion US dollars for 2020 and 2024, which will contribute to the development of the country's infrastructure and the improvement of the living conditions of Algerians.

#### ➔ Inhabitants:

- 46 million (2023)

#### ➔ Strengths:

- 18th largest oil exporter and 7th largest exporter of gas in the world
- huge oil and gas reserves
- high cash reserves and minimal foreign debt
- stable government
- fast growing market for consumer and investment goods

#### ➔ Opportunities:

- Public investment programs improve infrastructure and offer chances for supply
- new industrial policy to strengthen competitiveness offering chances for cooperation with foreign enterprises
- oil and gas production to be enlarged
- funding of large-scale projects state guaranteed
- considerable market for capital and consumer goods
- financial strength, young and western oriented population

#### ➔ Commodities:

- agrarian: wheat, barley, oats, grapes, olives, citrus fruits, sheep, cattle
- mineral: crude oil, natural gas, iron, phosphate, zinc, lead

# The venue

## Centre International de Conférences d'Alger Abdelatif Rahal CIC

Opened in 2016, CIC Alger (Centre International de Conférences Alger) is North Africa's most exciting new venue for exhibitions, conferences and more.

This first-class international conference and exhibition center features an abundance of meeting rooms, exhibition halls, world-class shopping, a variety of restaurants, on-site TV studios, horse stables, parking facilities, and an auditorium which can hold 6,000 guests. The highest quality fire and state security services ensure that our guests can conduct business or entertain in a safe and secure setting.

### Exhibition Services

The CIC exhibit space has been thoughtfully designed for business transactions, the exchange of ideas, and the showcase of products and services.

### Meetings, Conferences & more

Showcasing contemporary, flexible and superior quality architectural design - and delivering outstanding customer service and omnipresent technology - the CIC will soon become the mainstay for Algiers' and North Africa's largest meetings, expos, conferences, and celebrations.

### Dining & Restaurants

What makes a meeting, event or celebration even more memorable? The CIC is proud to house over 30 kitchens, bars and restaurants.





# Review on printpack alger 2022

➡ Gallery

➡ Show video

➡ Exhibitor list

➡ Testimonials





## Valuable institutional support 2022



### Personalities having participated at the official opening of plast & printpack alger 2022

- Mr Ahmed Cherifi, Advisor to the Director General of the National Agency for Support and Development of Entrepreneurship ANADE under the supervision of the Minister Delegate to the Prime Minister in charge of micro-enterprises
- H.E. the Ambassador of Germany Elisabeth Wolbers
- Mr Martin & Paul März, CEO - fairtrade Messe
- Ms. Besma Belbedjaoui, CEO Plasticycle Consult
- Ms. Chiara Franco, Head of the Economic Section of the Italian Embassy
- Mr. Amine Mered, President SCP EMB - CAPC Confédération algérienne du patronat citoyen
- Mr. Halim Ammar Khodja, Deputy Director, CCI Algerian-French Chamber of Commerce & Industry
- Mrs. Latifa Turki Liot, President - Algerian Union of Industry Professionals and Manufacturing UPIAM
- Mr. Franz Bachleitner, Commercial Counsellor - Austrian Embassy
- Mr. Rafael Linde García, Economic Advisor of Spain

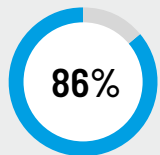


# Facts on printpack & plast alger 2022

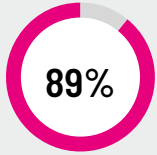
According to a survey conducted among visitors and exhibitors

## Exhibitors

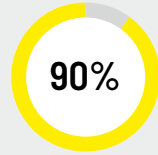
satisfied or even very satisfied with



number of visitors



service of the  
organisers

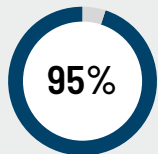


event as a whole

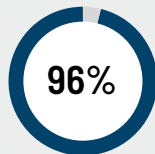


77%

find exportal helpful to promote  
business and products



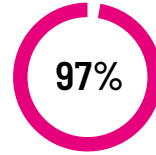
would recommend the  
event to their peers



intend to  
participate again

## Visitors

satisfied or even very satisfied



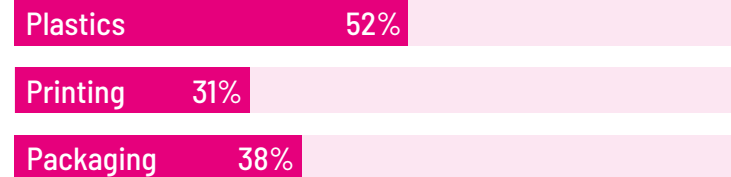
quality of business  
contacts



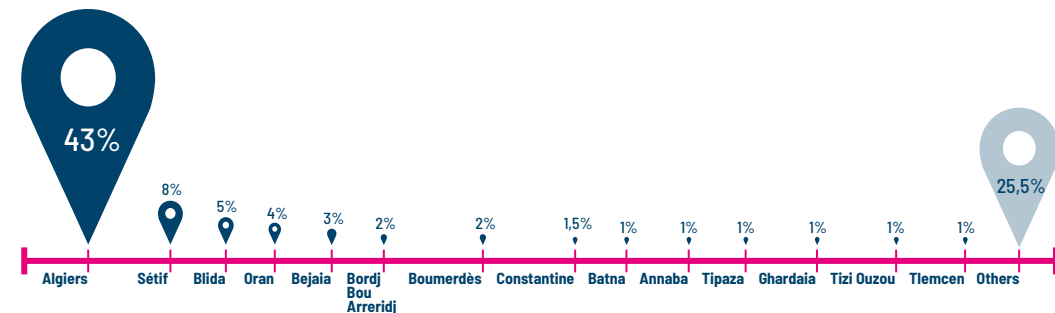
would recommend the  
event to their peers

## Sectors of interest

multiple answers possible



## Algerian visitors by cities



# Visibility Content Network

## Your benefits

all exhibitors • all products • all visitors  
networking & matchmaking



- enter the portal
- detailed company and product profiles



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- contact the exhibitors before and after the show
- present your ideas to potential business partners
- make an appointment for the event
- find good business contacts with the help of detailed profiles



- be contacted by other visitors & exhibitors
- benefit from B2B matchmaking
- your profile is active 24/7 all year round

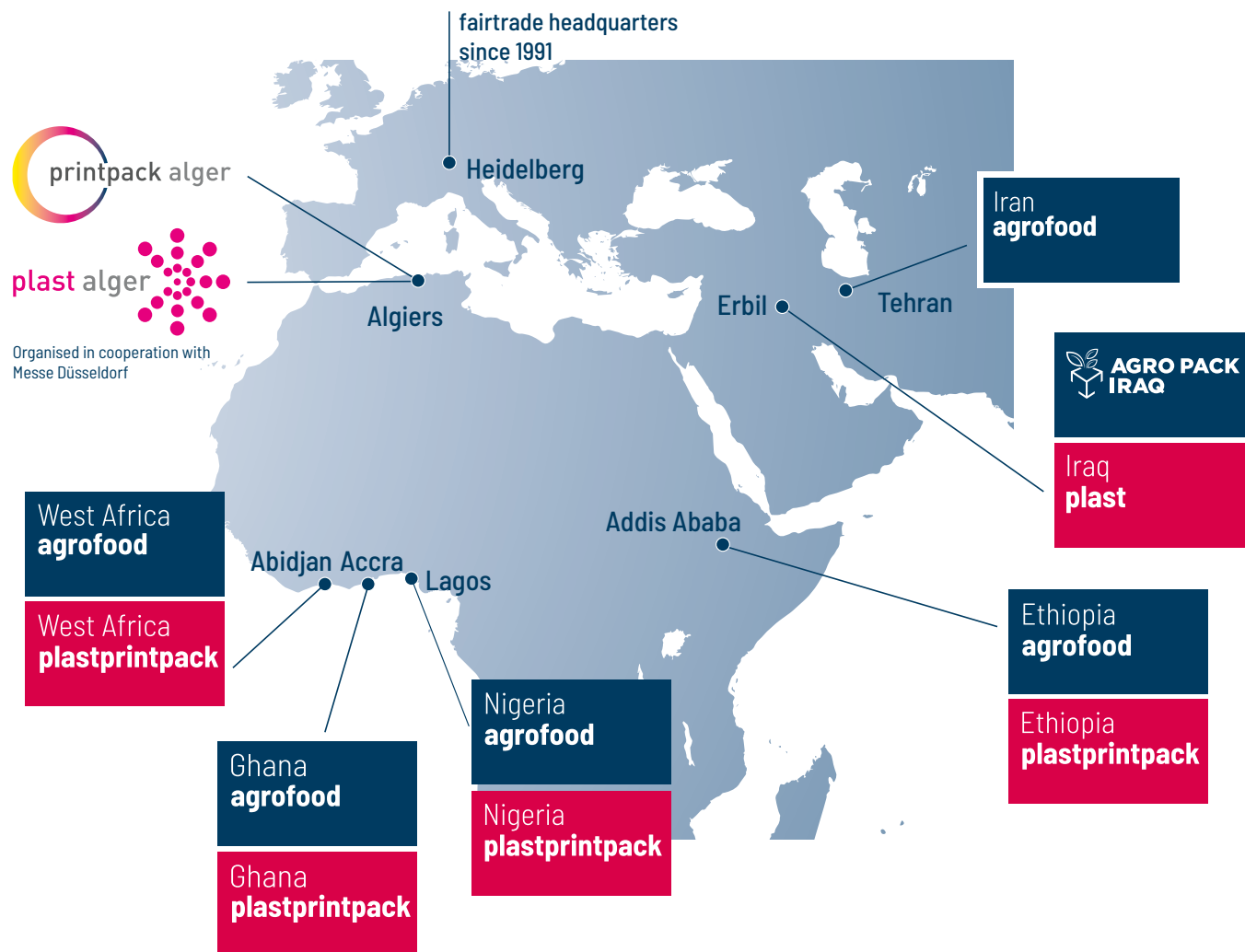
# exportal

## Get connected!

Check out all exhibitors and products



# Grow your business - upcoming events



## → 2023

**Iraq** **19 - 21**  
Sept. 2023  
Erbil  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**Ghana** **21 - 23**  
Nov. 2023  
Accra  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

## → 2024

**Algeria** **04 - 06**  
March 2024  
Algiers  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28**  
March 2024  
Lagos  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **09 - 11**  
May 2024  
Addis Ababa  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19**  
June 2024  
Tehran  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**West Africa** **08 - 10**  
Oct. 2024  
Abidjan, Ivory Coast  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

# succeed with us all over the world

Open up promising growth markets around the world with drupa, the no.1 for printing technologies and its trade fair partners. Make use of the international trade fair network for your success.

[www.drupa.com/drupaglobal-e](http://www.drupa.com/drupaglobal-e)



2021

2022

2024

**indoprint**

Aug 11-14, 2021  
Jakarta, Indonesia  
[indoprintpackplas.com](http://indoprintpackplas.com)



Sept 22-25, 2021  
Bangkok, Thailand  
[corrutec-asia.com](http://corrutec-asia.com)



Sept 22-25, 2021  
Bangkok, Thailand  
[pack-print.de](http://pack-print.de)

**PACKPRINTPLAS PHILIPPINES**

Oct 7-9, 2021  
Manila, Philippines  
[packprintplasphilippines.com](http://packprintplasphilippines.com)



Oct 20-21, 2021  
Düsseldorf, Germany  
[printdigitalconvention.de](http://printdigitalconvention.de)



Mar 14-16, 2022  
Algier, Algerien  
[printpackalger.com](http://printpackalger.com)



Oct 11-15, 2022  
Shanghai, China  
[allinprint.com](http://allinprint.com)



May 28-June 07, 2024  
Düsseldorf, Germany  
[drupa-global.com](http://drupa-global.com)



# We'll be your back-up team!

## 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.

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.



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## 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 m<sup>2</sup> 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" (inter alia 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 65 events and participations.

The global network of the group of companies encompasses 76 foreign representatives for 139 countries – including 6 international subsidiaries.



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