



Press Release

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printpack alger 2018 – powered by drupa – growing dynamically. From 11 to 13 March 2018 in Algiers

Rising export rates for printing, paper and packaging technologies in Maghreb and West Africa

Algeria is considered the third largest importer of printing and paper technology in Africa and the most important importer of packaging technology

(Algiers / Heidelberg / Düsseldorf) The Algerian, Maghreb and West African markets for paper processing, printing technologies, finishing and packaging printing are on the upswing. According to the VDMA, the three countries Algeria, Morocco and Tunisia have already imported print and paper technology worth 131 million euros in 2016. In packaging technology, the amount even amounted to 340 million euros.

In comparison, West Africa imported printing and paper technology worth 122 million euros and 240 million euros in packaging technology.

Since Algeria is Africa's third-largest importer of printing and paper technology and the largest importer of packaging technology, it is not surprising that printpack alger 2018 is also showing positive growth. The 6th International Trade Fair for Print Technologies and Packaging for Algeria, the Maghreb and West Africa will take place from 11 to 13 March





2018 at the state-of-the-art Centre International de Conférences CIC in Algiers.

printpack alger 2018 is supported by the world's leading trade fair drupa. The no. 1 for printing technologies takes place every four years and in 2016 last attracted 260,165 visitors from 183 countries with 1,828 exhibitors from 54 countries to the Düsseldorf exhibition grounds. The printpack alger 2018 is jointly organized by fairtrade and Messe Düsseldorf.

At printpack alger 2018, renowned exhibitors present technologies and solutions along the entire value chain from prepress/print, premedia/multichannel and postpress to converting and packaging to materials, equipment, services and infrastructure - tailored to the needs of North and West African customers.

Exhibitors include **Amut, Bobst, Chespa, Daetwyler-Hell, Future Pack, GIC Graphique, Graphic Evolution, Konica Minolta Sensing, Maghreb Emballage, Miller Graphics, NBG Printographic Machinery, OMS Maghreb, Pakea, pbh, Rotoffset Corporation, SCS Automaberg, Solema, Tasdeer, Tecnomac, Weifang Donghang Graphic Technology, Wenzhou Allwell Machinery, Windmüller & Hölscher** and **Yutian Huatai Printing Machinery**.

A total of 47 exhibitors from 12 countries will be attending printpack alger 2018. A significant increase over the previous event with 21 exhibitors from six countries. The exhibitors come from Algeria, China, Egypt, France, Germany, India, Italy, Korea, Poland, Taiwan, Tunisia and Turkey.

The basis for the positive growth of printpack alger is the increasingly interesting North and West African market as well as the high level of satisfaction with the previous event on both the exhibitor and visitor sides. The last visitor analysis showed that 94 percent of trade visitors and 89





percent of exhibitors were satisfied with printpack alger 2016. At the same time, 83 percent of visitors were pleased with the positive business prospects, with each exhibitor praising the quality of the trade visitors and recommending the event.

North Africa is an attractive market for drupa. More than 2,200 trade visitors came to the 2016 event from Egypt, around 1,000 from Morocco, just under 950 from Tunisia and 860 from Algeria.

Messe Düsseldorf's international print technologies portfolio now includes events in six countries. In addition to the world's leading trade fair drupa in Germany, Messe Düsseldorf and its subsidiaries also organise outstanding regional trade fairs in important growth markets. These include printpack alger in Algeria, indoprint in Indonesia, All in Print in China, IPAP in Iran and PACK PRINT INTERNATIONAL in Thailand.

In parallel with printpack alger, fairtrade and Messe Düsseldorf are organising plast alger, the 5th international trade fair for plastics and composites for Algeria, Maghreb and West Africa with more than 200 exhibitors from 23 countries. Taken together, the printpack & plast alger 2018, with 250 exhibitors from 25 countries and the expected 4,500 trade visitors from more than 20 countries, is one of the most important meeting places for the printing, paper, packaging and plastics industries in Africa.

Admission to the fair is free of charge. Visitors can register online in advance.

<http://www.printpackalger.com>

Characters (incl. blancs):

Pictures can be downloaded from the [gallery](#).





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fairtrade - Valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. A member of UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001:2015 certified.

The Messe Düsseldorf Group*:

With a revenue of around EUR 360m in 2017, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. 28,700 exhibitors presented their products to 1.35m trade visitors at events in Düsseldorf this year. Moreover, conventions





attracted over half a million visitors. About 50 trade fairs were held in Düsseldorf, including 23 number one events in five areas of expertise: machinery, plants and equipment, trade and services, medicine and healthcare, lifestyle and beauty, and also leisure. In addition, there were about 70 proprietary, joint and contracted events outside Germany, demonstrating that the Messe Düsseldorf Group is a leading global platform for export. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. In all, Düsseldorf trade fairs were attended by customers from about 180 countries. The Group runs a global network of sales offices in 139 countries (75 international representations) as well as competence centres in 8 countries.

* All figures are subject to final accounts.

