

## **plast & printpack alger from 4 to 6 March 2024 in Algiers**

*Over 260 exhibitors from 21 countries present sustainable products and solutions for plastics, print and packaging at their most relevant platform in the MENA region*

With increasing industrialisation, population growth and substantial revenue from hydrocarbons and petrochemical products, Algerian industry is experiencing a noticeable upswing in the plastics, print and packaging segments.

This is also reflected by plast & printack alger held in Algiers from 4 to 6 March. The marked growth of the trade fair has prompted a need for further expansion. It will therefore be held, for the first time now, at Algiers' largest exhibition centre, SAFEX, in Halls A Ahaggar & C Casbah.

This trade fair has become established as the leading event for print, packaging and plastics in the entire MEA region since 2010. It is organised jointly by fairtrade and Messe Duesseldorf. plast & printpack alger 2024 will be the largest in its history.

More than 260 exhibitors from 21 countries will be showcasing sustainable products and solutions for the Algerian market. Exhibitors will hail from Algeria, Austria, China, Egypt, France, Germany, Greece, India, Italy, Kuwait, Malaysia, Portugal, Saudi Arabia, Spain, Switzerland, Taiwan, Tunisia, Turkey, the United Arab Emirates and the United States.

This variety of participants makes plast & printpack alger 2024 an extraordinary platform for exploring business opportunities in North Africa, making new contacts and gathering information on the latest trends in the industry.

The trade fair's ranges are clearly segmented and broken down by exhibition hall as follows:

- Hall A Ahaggar left-hand side: plast alger 2024 machinery for the plastics industry.
- Hall A Ahaggar right-hand side: printpack alger 2024 machinery and materials for printing and packaging.
- Hall C Casbah: plast alger 2024 raw and auxiliary materials, machinery for the plastic industry, conference area.

### **Conference themed around recycling solutions**

plast & printpack alger will be accompanied by a conference held on 5 March in Hall C Casbah of the Palais des Expositions d'Alger – SAFEX. This is organised by the German-Algerian Chamber of Industry and Commerce in cooperation with fairtrade and Messe Düsseldorf.

Experts from Algerian government institutions and the private sector will be attending to discuss recycling with international experts and experts here.

The most important topics read as follows:

- Algeria's Action Plan for Waste Management and Recycling (SNGID 2035).
- Project support of SSMEs in the Circular Economy "SENEC"
- PANEL plastics and packaging recycling: upcoming trends and sustainable solutions
- Algerian network for Circular Economy CALEC
- Best-practice for sustainable packaging
- Recycling of packaging – eco design and corporate environmental responsibility
- Investment in technology to boost local production, exports and substitute imports

According to the German Machinery and Equipment Manufacturers' Association VDMA, Algeria is among the biggest investors in plastics, print and packaging technologies in Africa and the Middle East. These technology imports allow Algeria to expand and diversify its own local production, increase its exports and replace imports of consumables.

In this context, plast & printpack alger 2024 plays an important role in raising awareness among the Algerian public about environmentally friendly materials and packaging as well as the topic of circular economy.

### **plast alger 2024**

For several years now, Algeria has heavily invested in the production of plastic pipes and tubes with a view to being able to gradually reduce these imports. Plastic pipe/tube imports had grown strongly over the past 16 years, from 304 kt in 2007 to far more than 1,000 kt in 2023, with a total value of over US\$ 2 billion (EUROMAP). In plastics technology Algeria's investments were up by 55% from € 81 million in 2021 to € 126 million in 2022. This makes Algeria the biggest investor in plastics technology in the Maghreb states – and next to Egypt, Nigeria and South Africa – one of the leading African investors in plastics technology (VDMA).

plast alger is a member of Global Gate. It is under this service brand that Messe Düsseldorf – the organiser of K, the world-leading trade fair of the plastics and rubber industries – pools its global business in the plastics and rubber sector. [www.k-online.com](http://www.k-online.com) .

### **printpack alger 2024**

Demand in the printing and paper technology sector is on the rise in Algeria. Investments in this sector rose from € 57 million in 2016 to € 101 million in 2020, reaching their highest level to date. In 2021 and 2022, investments totalled €77 million. This makes Algeria - alongside South Africa and Egypt - one of the three largest investors in printing and paper technologies in Africa. With 127 million euros spent on packaging technologies in 2022, Algeria is one of the largest investors in packaging technologies on the African continent alongside Nigeria, South Africa and Egypt. (VDMA).

Read more at: [www.plastalger.com](http://www.plastalger.com) , [www.printpackalger.com](http://www.printpackalger.com)

### **About fairtrade**

Established in 1991, fairtrade has been one of the leading organisers of international trade fairs for the food and beverage industries as well as for Plastprintpack in Africa and the Middle East for a long time now. Over the decades more than 36,000 exhibitors and 1.5 million trade visitors have put their trust in us.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016. fairtrade is certified acc. to ISO 9001:2015, a member of UFI, The Global Association of the Exhibition Industry, and strives to achieve high customer satisfaction through excellent service and innovative products.

### **The Messe Düsseldorf Group**

Messe Düsseldorf is among the most successful trade show organizers worldwide. It hosts around 40 trade shows, including 20 leading international ones, at its 613,000-m<sup>2</sup> exhibition center in Düsseldorf, Germany. Across 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 to network. Messe Düsseldorf's sectors of expertise include: "Machinery, Plants and Equipment," including metallurgy and foundry technology (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); and "Leisure" (boot, CARAVAN SALON). Completing this lineup are numerous conventions, corporate events, conferences and meetings by subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organizes 65 events and participations. The corporate group's global network encompasses 77 foreign representatives for 141 countries – including seven international subsidiaries.

**Your press contacts:**

Dr. Cornelia Jokisch, Senior Manager MarCom (Press & PR)

Desislava Angelova, Manager MarCom

Tel.: +49 (0)211/4560-998, -242

Fax: +49 (0)211/4560-87998, -87242

Email: [JokischC@messe-duesseldorf.de](mailto:JokischC@messe-duesseldorf.de)

[AngelovaD@messe-duesseldorf.de](mailto:AngelovaD@messe-duesseldorf.de)

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