

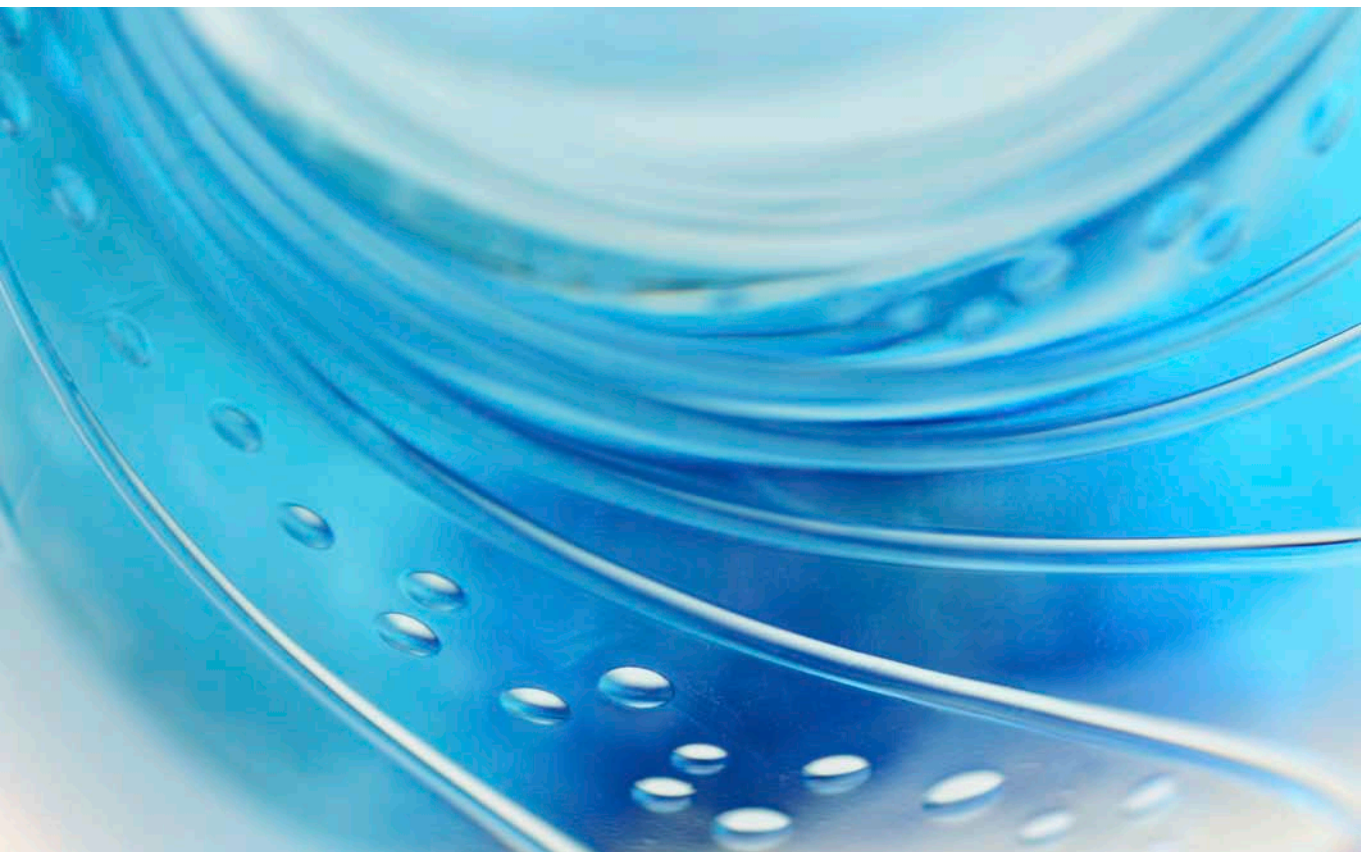


International Euro-Mediterranean Trade Fair  
for the Algerian and African Plastics and Chemical Industry

[www.plastalger.com](http://www.plastalger.com)

May 3 - 5, 2010

Palais des Expositions d'Alger - Safex





## Algeria, the economic powerhouse: US\$ 150 billion investment programme



In Algeria, considerable oil and gas revenues together with economic opening, liberalisation and privatisation have created constant GDP growth of between 2% and 6% during the past few years. With a GDP of US\$ 159.7 billion in 2008 (US\$ 135.3 billion in 2007), foreign exchange reserves of US\$ 143.2 billion at the end of 2008 and exports of petrochemicals worth US\$ 77.5 billion in 2008, Algeria is the economic powerhouse on the African continent, ranking second only after South Africa.

plast alger exhibitors profit from the second massive investment program worth US\$ 150 billion between 2010 and 2014, which helps to develop the country's infrastructure and to improve the living conditions for the Algerians. Imports have increased from US\$ 27.6 billion in 2007 to US\$ 39.5 billion in 2008, a plus of 43%.

### The Algerian plastics industry

With a growth rate of 4.5 % in 2008, the Algerian plastics industry is one of the fastest growing sectors of the Algerian industry, and one of the most important ones.

Its growth is driven manifold: by huge governmental projects and infrastructural investments (hydraulics, building and construction, energy, agriculture, gas tubes for Sonelgaz, ...), as well as by industrial sub-contracting and the demand for packaging materials.

It consists of some 1 000 enterprises, among them subsidiaries of heavyweights such as Sonatrach, Enip, Iap, Enpc, but mostly of small and medium sized private enterprises. Around 40% of them are active in injection, 20 % in extrusion, the rest in the fast-growing packaging and plasticulture sectors. The workforce stands at around 20,000.

With an annual consumption of 1 million tons, half of which being imported from Asia and Europe, the Algerian plastics market has an enormous potential. Per capita consumption stands between 8 to 10 kg.

Between 2005 and 2007, 370.000 tons of diverse plastics products had been imported, worth US\$ 600 million. Nowadays the demand is estimated at 300.000 tons per year, for all applications.





## The International Euro-Mediterranean Trade Fair for the Algerian and African Plastics and Chemical Industry

The International Euro-Mediterranean Trade Fair for the Algerian and African Plastics and Chemical Industry is scheduled to be organised in Algiers in 2010. plast alger 2010 is the major international platform, which brings together in one event all the fields pertaining to raw materials, chemicals and auxiliaries; chemical and plastics engineering and process technology; semi-finished products, technical parts and reinforced plastics; and plastics finished products. It is at plast alger 2010, where decision makers from the industry, technical experts, technology leaders and trade meet to network and to do business!

Already at plast expo 09, organised by the Moroccan Plastics Association AMP in cooperation with Forum 7 and fairtrade on June 2 to 5, 2009 in Casablanca, Morocco, exhibitors had praised the very good quality of visitors and plenty of new business leads. With 2.058 registered trade visitors from 27 states discussing business with 102 exhibitors from 19 countries, plast expo worked out successfully as the Euro-Mediterranean gateway to Africa.

Largest non-Moroccan visitor delegations arrived (in this order) from France, Spain, Algeria, Italy, Tunisia, Portugal, Senegal and Mauritania. With 38% c-level attendees

(CEOs and GMs; commercial and purchasing directors) at plast expo 09, and 36% engineers, project managers and technical managers, plast alger provides best possible opportunities for business! Please see the post show report 09 for more details.

Participating at plast alger is your opportunity to extend business contacts, highlight and introduce new technologies and services, build your customer base, generate new business leads and cultivate existing customer relationships. An efficient tool to increase your market share, to enhance brand recognition among your peers in the industry and to update your marketplace understanding by gaining greater knowledge of all industry players and their roles.



# Valuable business contacts



## Even more added value for 2010: Sharp focus on Energy Efficiency – Campus Day.

For the upcoming plast alger in 2010, the organisers are determined to tailor the event yet more rewarding for trade visitors through organising the “Hot Spot on energy efficiency for the African plastics and chemical industry” and the “Campus Day”.

To implement these two important events, fairtrade partners with the exhibitors, major European plast associations, international chambers of commerce and industry in Algeria, and specialised media.

### **NEW:** Sharp focus on Energy efficiency for the African plastics and chemical industry!

The efficient and intelligent use of energy is a corner stone for prosperous growth. Due to uprising energy costs and huge saving potentials, the demand for energy efficiency in Algeria and in Africa is steadily increasing. The Sharp focus 2010 on Energy efficiency for the African plastics and chemical industry, to be realised in partnership between government,

international institutions and associations, exhibitors and organisers, includes a series of keynotes, panel discussions and workshops with the participation of top industry and government professionals.

Here, experts give answers on how to build a modern, efficient and sustainable infrastructure for the plastics and chemical industry in plastic packaging, preprocessing and recycling, processing, finishing, printing, welding, semi-finished and finished plastic products, chemical products and chemical engineering and process technology. The analysis identifies best-practice, highlighting the possibilities for energy efficiency improvements for Algeria and for Africa.

An excellent platform for you to communicate on your latest initiatives. Join industry leaders to discuss the hot topics currently of high relevance for the Algerian and African growth market.



### **NEW:** Meet new talents at plast alger Campus Day!

We keep the event young: the last day of the event is “Campus Day!”

We will liaise with leading plastics and chemistry faculties in order to get exhibitors access to the best students and their professors, thanks to a themed campus day! It will be a perfect opportunity to get your message across to Algeria’s up-and-coming generation of engineering professionals.

On day 3, pre-selected students will tour the exhibition, being welcomed by exhibitor’s spokespersons. They will then be taken to an auditorium for a pre-scheduled series of



presentations by major participants. In addition to these presentations, exhibitors get in close contact with candidates, receive CV’s and conduct recruitment interviews on the spot.





## EXHIBITION PROGRAMME

- Raw materials and auxiliaries
- Chemical products
- Chemical engineering and process technology
- Plastic packaging machinery and technology, equipment and services
- Machines and equipment for preprocessing and recycling
- Machinery and plant for processing
- Post processing machine
- Machinery and plant for finishing, decorating, printing and marking
- Welding machines
- Molds and dies
- Ancillary equipment
- Measuring, control and test equipments
- Parts and components
- Semi-finished products, technical parts and reinforced plastics
- Plastics finished products
- Plastics for environment
- Services

fairtrade and plast alger. Valuable business contacts.  
ISO quality management. UFI quality norms.



Ever since its foundation in 1991, fairtrade ranks among the leading organisers of professional international trade fairs in the emerging markets of Eastern Europe, the Middle East and North Africa. Managed by its shareholder and headquartered in Heidelberg, Germany, fairtrade maintains a powerful network of agencies and partnerships throughout the world. Since 2003, fairtrade operates a subsidiary company in Algiers, Eurl fairtrade expo.

At fairtrade, we focus on achieving an ever higher degree of customer satisfaction with innovative products, providing excellent service and generating valuable business contacts for exhibitors and trade visitors alike. Our management system is ISO 9001 : 2008 certified. Being a member of UFI The Global Association of the Exhibition Industry, fairtrade organises events according to the UFI quality norms.

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## ALL-IN-ONE PACKAGE "WE'VE THOUGHT OF EVERYTHING!"

Going to a trade fair can certainly keep you busy! You have to invite customers, prepare your presentations and set your own schedule. Wouldn't it be nice if you didn't have to worry about every little detail? If you could just "talk business" at your leisure?

### FULL EXHIBITION SERVICE

- Technical connections and top quality booth construction – to highlight your products!
- Catalogue entry – so that new customers can find your name and address once the trade fair is over!
- Invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take care of your exhibits!
- Booth staff/specialists – so you can do business without worries on your mind!
- General security and general cleaning of the exhibition area!

### YOUR PERFECT PRESENTATION

Exhibitors can register for three different options:

#### Option 1 – raw exhibition space.

The minimum stand area is 24 sqm.

#### Option 2 – exhibition space including booth construction, Octanorm standard.

The minimum stand area is 12 sqm.










Option 2 includes the following standard features of modular booth construction:

- Stand area with carpet
- Side and back walls
- 1 spot 100W per 3 sqm of stand space
- 1 table and 4 chairs (as an example for a 12 sqm stand)
- 1 wastepaper basket
- 1 socket 220V, 1kW
- Fascia with company name

#### Option 3 – outdoor exhibition area.

The minimum stand area is 24 sqm.

### PLEASE CONTACT:

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### WE'LL BE YOUR BACK-UP TEAM !



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