

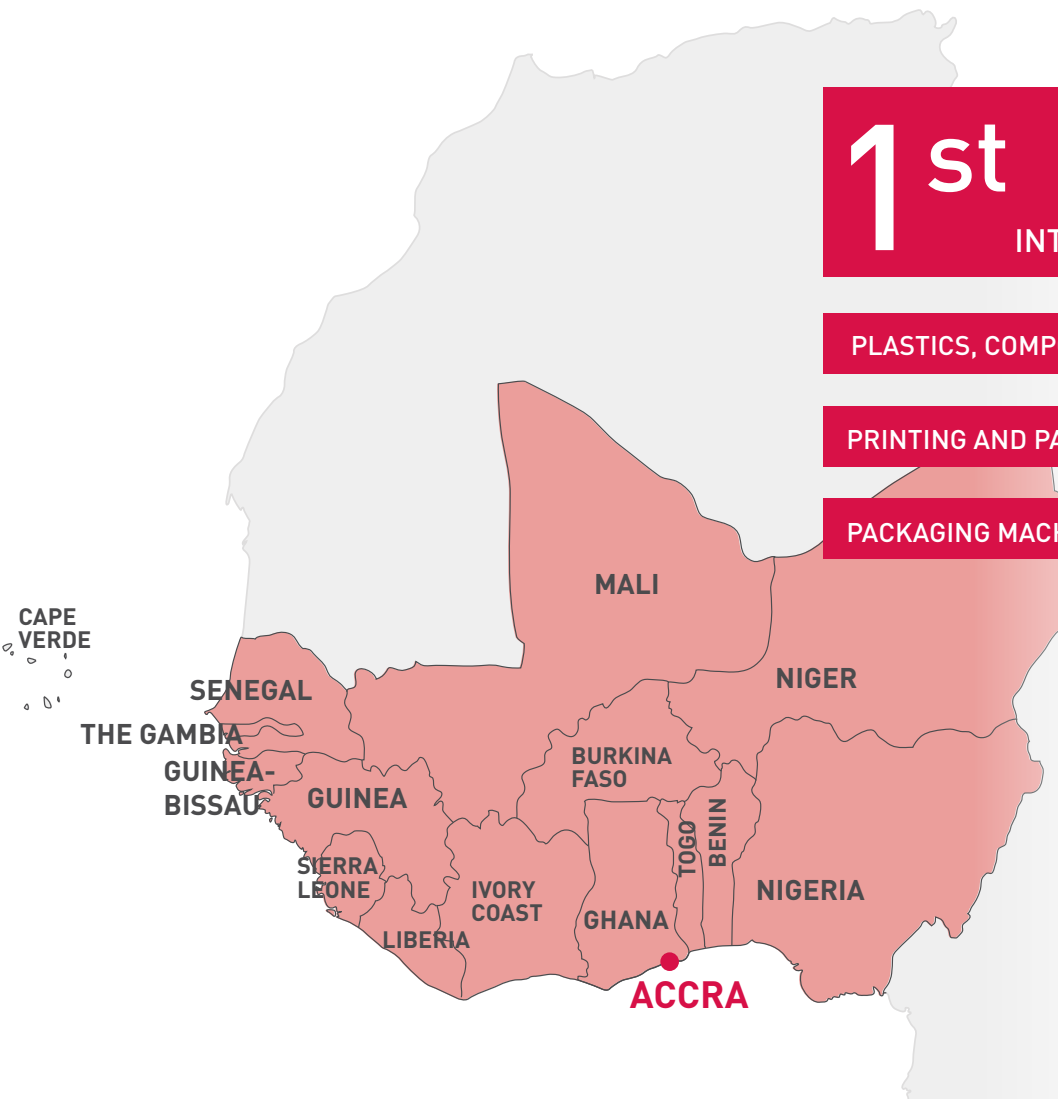
# 1<sup>st</sup>

INTERNATIONAL TRADE SHOW

PLASTICS, COMPOSITES, CHEMISTRY

PRINTING AND PAPER SOLUTIONS AND MATERIAL

PACKAGING MACHINERY AND MATERIAL



*ECOWAS - The Economic Community of West African States*

**3 - 5 DECEMBER 2013**  
**ACCRA - GHANA**

VALUABLE SYNERGIES:  
PLASTPRINTPACK IS HELD IN CONJUNCTION  
WITH AGROFOOD WEST AFRICA

ACCRA INTERNATIONAL CONFERENCE CENTRE

[WWW.PPP-WESTAFRICA.COM](http://WWW.PPP-WESTAFRICA.COM)

Organised by:



Institutional Partner:



### PLASTPRINTPACK WEST AFRICA 2013 IN ACCRA: THE NATURAL GATE TOWARDS THE HIGH POTENTIAL WEST AFRICAN MARKET



"Africa, especially West Africa, during the past few years has become a focal point of interest as a market of the future, with high potential also for exporters of machinery and material for the plastics, printing and packaging industry. West Africa, in 2012, reached a gdp-growth of 5%. Ghana's growth, however, continuously exceeds 7%, the major reasons being political stability and the exploration of oil fields which have been started in 2010.

According to VDMA-The German Engineering Association, exports of plastics machinery to West Africa, in 2011, have considerably grown. This is also true for exports of packaging equipment and for printing technology.

The West African countries joined forces in 1975 when founding ECOWAS-The Economic Community of West African States as a regional group of fifteen West African countries with the signing of the Treaty of Lagos. Its mission is to promote economic integration across the

region. And Accra as the capital of Ghana is the natural gate towards the West African market.

ECOWAS nationals for instance do not need a visa to enter Ghana. On this background and responding to the growth, demand and vitality of West Africa's industry, fairtrade organises plastprintpack West Africa in Accra as the 1st International Trade Show on Plastics, Composites, Chemistry and Printing and Packaging Solutions and Material.

To create valuable synergies, plastprintpack is held in conjunction with agrofood West Africa.

We cordially like to welcome the entire global plastprintpack business community wishing to do business in West Africa to join this major event!"

Martin März, Managing Director, fairtrade



"I am convinced: in 10 years from now we will witness the great Africa boom. By then, for us working in the field of packaging technology, business-wise the continent will play a similarly important role as Asia does today."

*Friedbert Klefenz, President of Bosch Packaging Technology and Chairman of the board of the packaging machinery sector within VDMA-The German Engineering Association*

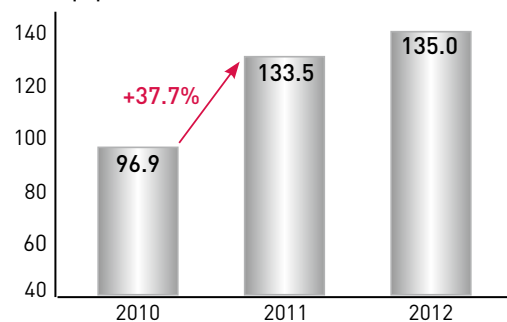




## PLASTPRINTPACK WEST AFRICA 2013: EXPORTS OF PLASTICS TECHNOLOGY TO WEST AFRICA ENJOY STAGGERING GROWTH

The West African market for plastics technology becomes ever more important and enjoys staggering growth. According to VDMA-The German Engineering Association, the West African plastics industry imported plastics machinery and equipment, in 2011, at a volume of 133.5 million Euro, after 96.9 million Euro in 2010. This marks an increase of 37.7%. In 2012 imports of such items with 135.0 million Euro stood firm on a high level.

West African imports of plastics machinery and equipment (in million Euro)



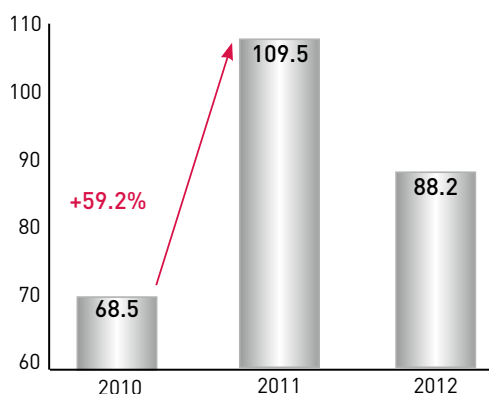
Source: VDMA  
Graph: fairtrade 2013

## PLASTPRINTPACK WEST AFRICA 2013: FAST GROWING WEST AFRICAN IMPORTS OF PRINTING AND PAPER TECHNOLOGY

plastprintpack West Africa 2013 takes place on the background of fast growing West African imports of printing and paper technology.

According to VDMA-The German Engineering Association, West African imports of printing and paper machinery and equipment, in 2011, have increased by

West African imports of printing machinery and equipment (in million Euro)

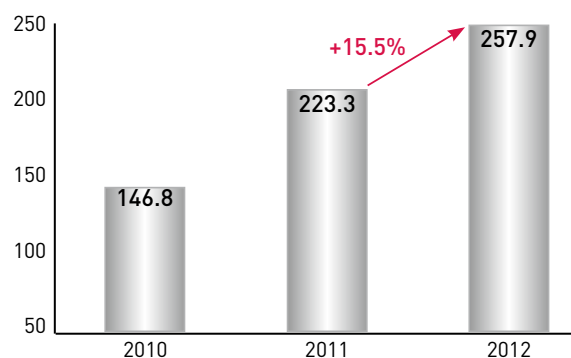


Source: VDMA  
Graph: fairtrade 2013

59.2% to 109.5 million Euro, compared to 68.5 million Euro in 2010. With 88.2 million Euro, imports of such items stood relatively firm in 2012.

West African imports of packaging machinery and equipment, in 2012, have increased by 15.5% to 257.9 million Euro, after 223.3 million Euro in 2011 and 146.8 million Euro in 2010.

West African imports of packaging machinery and equipment (in million Euro)



Source: VDMA  
Graph: fairtrade 2013

## THE ECOWAS-ECONOMIC COMMUNITY OF WEST AFRICAN STATES

### THE MARKET

Africa, especially West Africa, during the past few years has become a focal point of interest as a market of the future with high potential. West Africa, in 2012, reached a gdp-growth of 5%. Ghana's growth, however, continuously exceeds 7%, the major reasons being political stability and the exploration of oil fields which have been started in 2010.

The West African countries joined forces in 1975 when founding ECOWAS- The Economic Community of West African States as a regional group of fifteen West African countries with the signing of the Treaty of Lagos. Its mission is to promote economic integration across the region. And Accra as the capital of Ghana is the natural gate towards the West African market.

Considered one of the pillars of the African Economic Community, the organization was founded in order to achieve „collective self-sufficiency“ for its member states by creating a single large trading bloc through an economic and trading union.

#### The ECOWAS-States (Economic Community of West African States)

|                          |  |
|--------------------------|--|
| Total area               | 5,112,903 km <sup>2</sup> (7th)<br>1,974,103 sq mi |
| Population 2011 estimate | 300 million (4th)                                  |
| GDP (PPP) 2011 estimate  |  |
| Total                    | US\$ 703,279 billion (23rd)                        |
| Per capita               | US\$ 2,500   |

Source: Wikipedia



## PLASTPRINTPACK WEST AFRICA 2013 AT THE ACCRA INTERNATIONAL CONFERENCE CENTRE

Situated in Ghana's capital, with ready access to Kotoka Airport and first-class hotels, the multi-purpose Accra International Conference Centre has a 6,000-person capacity. For large-scale conferences and events, there is no finer venue – the Accra International Conference Centre is a centre of attention for everyone doing business in West Africa.





## GHANA:

### SUCCESS MODEL FOR AFRICA AND IMPORTANT HUB FOR WEST AFRICA

Ghana may prepare for a GDP growth of over 7% also within the next years. The country is regarded as one of Africa's success models, due to its political stability, transparency and eco-friendliness. Ghana is the third-largest importer in Sub-Sahara-Africa, only next to South Africa and Nigeria.

John Mahama of the National Democratic Congress (NDC) won the presidential elections on 7 December 2012. He succeeded to John Atta Mills, deceased in the middle of 2012. It is widely expected that he continues the stability course of the last decades.

The work of the new president could be aggravated, however, by a development which at present is still considered to be beneficial for the West African country: The **enormous revenues from the oil production**. Improving the income side of the country so much, the distributional struggles might increase thus as well, for

instance the danger of corruption. Observers hope that such possible trends do not endanger the stability of the country, and the quite good climate for investment.

Observers see the economic performance of Ghana positively for the next years. Ghana belongs to the **out-performers in Subsahara-Africa**, with **gdp-growth rates of considerably more than 7%** also in the years to come. The growth should be driven by various sectors. Next to the oil and gas sector, the **agrofood** as well as the **mining (gold)** sector will contribute to high growth rates. The **telecommunications** and the **building** sector will also create lots of investments and business.

Ghana has been able to profit strongly of its own political and economic stability in a region shaken by political crisis. Like this the country has developed into a „Donor darling“ of the international giver community.

## INVESTMENTS

Immediately after oil deposits were discovered in Ghana, it came to investments. This is not natural for African conditions and has to do very much with the stable political environment and the quite low corruption level in Ghana. Investors have visibly taken hold of confidence in the political environment of the West African country.

Other sectors, like mining, farming, the food industry, the retail trade, mobile communications or also the energy area might attract private investments within the next years.

To be added on are public investments into infrastructural projects which are still in the public hand such as streets, ports, airports or also projects for energy transmission and distribution.

Profiting from good market access to West Africa within the last few years, Ghana has become an attractive hub. So it does not astonish that companies more and more move forward from the pure export business to a permanent representative office in Ghana to tackle the entire West African market.

## POTENTIAL INVESTORS AND ENTERPRISES WHICH WANT TO EXPORT TO GHANA SHOULD TAKE INTO ACCOUNT THE STRENGTHS AND THE OPPORTUNITIES OF THE COUNTRY:

### Strengths:

- huge reserves in oil and gas, gold and cacao
- relatively low corruption grade
- political stability, good and stable relation with donor countries, „Donor darling“ of the international giver community
- hub for West Africa

### Opportunities:

- oil and gas sector on the upswing. Good chances to supply equipment.
- numerous infrastructural investments (energy, telecoms, transport)
- considerable market for capital and consumer goods

## FOREIGN TRADE

The international business community, in 2012, has exported goods to Ghana to the value of over 17.7 billion Euro, a plus of 12.1%. This trend could already be noticed in previous years. The upward trend still might continue within the next years. The forecasts of the Economist Intelligence Unit (EIU) see annual import increases, for 2012 to 2014, of more than 10%. Ghana is import dependent, especially what concerns investment goods, high-tech products, equipment and machinery, but also consumer goods such as motor vehicles, household and consumer goods electronics and special chemical products.

### Foreign trade (billion Euro):

|               | 2011   | 2012   | 2012/11 |
|---------------|--------|--------|---------|
| Imports       | 15.843 | 17.760 | 12.1%   |
| Exports       | 12.785 | 13.906 | 8.8 %   |
| Trade balance | -3.057 | -3.854 |         |

## CONSUMPTION

The prospects for Ghanaian consumption are positive. For some years it has come to increased investments in the construction of shopping malls (South African chains.) These concentrate in cities like Accra or Kumasi. Also for the local consumer goods industry new possibilities open up. It also might come to investments in the food and packaging area. The quickly enlarging middle shift could provide a continuous high demand. The Ghanaian market counts some 25 million inhabitants.



## TARGET VISITORS

### PLAST

- Producers of raw materials
- Plastics and rubber products manufacturers
- Users of plastics and rubber products
- Chemical industry
- Machine building industry
- Packaging industry
- Vehicle construction and aerospace
- Energy, electronics and electro technology
- Construction and building
- Medical technology, precision engineering, optics
- Agriculture
- Sports and leisure

### PRINT

- Commercial printing
- Newspaper printing
- Repro houses
- Publishing, finishing & converting specialists
- Graphic arts specialists
- Retailing & manufacturing
- Advertising & design houses
- Direct marketing & public relations agencies
- Multimedia & internet publishing
- Trade associations & their members, educational & professional bodies
- Government bodies & trade publication

### PACK

- Chemical industry
- Advertising and printing industry
- Consumer goods industry (non-food)
- Building materials industry
- Pharmaceutical industry
- Food processing industry
- Beverage industry



## EXHIBITION PROGRAM

### PLASTICS, RUBBER AND COMPOSITES

- Raw materials, chemicals and auxiliaries
- 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

### PRINT

- Pre-press and pre-media
- Printing machinery, appliances and accessories
- Book binding and print finishing
- Paper converting and packaging production
- Materials and consumables
- Services

### PACKAGING AND CONDITIONING

- Packaging machines and equipment
- Machines and equipment for beverage and liquid bottling and packaging
- Machines and equipment for imprinting of packaging material
- Packaging devices
- Packaging appliances
- Packaging materials
- Packaging means and aids
- Services

## PLASTPRINTPACK WEST AFRICA 2013:

A NEW EVENT REALISED BY HIGHLY EXPERIENCED ORGANISERS



## FAIRTRADE – 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 North Africa, the Middle East, Asia and Eastern Europe. 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.

## SUSTAINABLE SUCCESS IN AFRICA EVER SINCE 1996

The event is organised by fairtrade who, ever since 1996, successfully organise top quality international trade fairs on the African continent, especially in Algeria, Egypt and Morocco.

fairtrade has a wealth of experience in organising international plastics and packaging technology trade fairs such as:



### VALUABLE SYNERGIES:

#### PLASTPRINTPACK IS HELD IN CONJUNCTION WITH AGROFOOD WEST AFRICA

To create valuable synergies for exhibitors and trade visitors alike, plastprintpack will be held in conjunction with agrofood West Africa featuring the following exhibition topics:



agro West Africa:  
International Trade Show on Agriculture and Livestock
















food + bev tec West Africa:  
International Trade Show on Food, Beverage & Packaging Technology



food + hospitality West Africa:  
International Trade Show on Food, Beverages & Hospitality

## WORLDWIDE NETWORK OF SALES PARTNERS

For any inquiries and bookings, please contact your nearest sales agent or the organisers directly:

|  |   |   |
|--|---|---|
| <b>Africa anglophone:<br/>(without Egypt)</b>                            |  <small>Delegation der Deutschen Wirts<br/>in Ghana<br/>Delegation of German Industry an<br/>Commerce in Ghana</small> | <b>AHK Delegation of German Industry<br/>and Commerce in Ghana</b><br>Tel: +233-30-70 1206/7<br>e-mail: info@ghana.ahk.de |
| <b>Africa francophone:</b>   |    | <b>fairtrade Algeria</b><br>Tel: +213-21-48 40 16<br>e-mail: kbehloul@gmail.com   |
| <b>Austria, Czech Republic,<br/>Hungary, Slovenia,<br/>Switzerland :</b> |    | <b>Gesell &amp; Co. GmbH &amp; Co. KG</b><br>Tel: +43-132-050 37 16<br>e-mail: a.pitlik@gesell.com                        |
| <b>China:</b>  |    | <b>fairtrade China</b><br>Tel: +86-108 763 56 22<br>e-mail: info@fairtradecn.com  |
| <b>Egypt:</b>  |    | <b>GPublishing Ltd.</b><br>Tel: +44-7525-499 810<br>e-mail: kghezzi@gpublishing.com                                       |
| <b>France:</b>   |    | <b>B2P EXPO</b><br>Tel: +33 6 81 36 47 40<br>e-mail: edouard.glassberg@b2pexpo.fr   |
| <b>India:</b>  |    | <b>Comnet Exhibitions Pvt Ltd</b><br>Tel.: +91-11-4279-5000<br>e-mail: hemasaxena@eigroup.in                              |
| <b>Italy:</b>  |    | <b>International Show s.r.l.</b><br>Tel: +39-02-574 033 40<br>e-mail: nicola.bortolazzi@internationalshow.it              |
| <b>Portugal:</b>   |    | <b>WALTER &amp; Cia. , Lda</b><br>Tel: +351-213-556 254<br>e-mail: hans.walter@walter.pt                                  |
| <b>Saudi Arabia:</b>   |    | <b>GPublishing Ltd.</b><br>Tel: +44-7525-499 810<br>e-mail: kghezzi@gpublishing.com                                       |
| <b>South Korea:</b>  |    | <b>ExMa Company</b><br>Tel.: +822-414 29 21<br>e-mail: go.exma@gmail.com  |
| <b>Spain:</b>  | <b>ANA MAMARBACHI</b>   | <b>Ana Mamarbachi-International Business</b><br>Tel: +34-934 122 460<br>e-mail: ana.mamarbachi@infonegocio.com            |
| <b>Taiwan:</b>   |    | <b>Chan Chao International Co. Ltd.</b><br>Tel.: +886-226 596 000<br>e-mail: exfdp@chanchao.com.tw                        |
| <b>Turkey:</b>   |    | <b>Forum Fairs &amp; Promotions Co. Inc.</b><br>Tel: +90-312-446 08 22 / 232<br>e-mail: cerensualp@forumfuar.com          |



### 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

- A high powered media campaign which will attract precisely the target group of buyers!
- 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 and e-invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take good care of your exhibits!
- Booth staff/ specialists – so you can do business without worries on your mind!
- General security service and general cleaning of the exhibition area!
- Forum – so you can present your products!



#### Your perfect presentation

Exhibitors can register for three different options:

##### Option 1 – raw exhibition space.

The minimum stand area is 18 sqm.

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

The minimum stand area is 9 sqm.

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

- stand area with blue carpet
- modular exhibition system with white walls and aluminium profiles
- 3 spotlights 150W with extended arm
- 1 round table with blue tablecloth
- 3 folding chairs
- 1 socket 13A square pin British type supplied with continental mains adaptor
- 1 waste paper basket
- fascia with your company name in upper case

##### Option 3 – outdoor exhibition area.

The minimum stand area is 24 sqm.

**WE’LL BE YOUR BACK-UP TEAM!**



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www.fairtrade-messe.de



ISO 9001:2008 certified

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