



# 5<sup>th</sup> International Printing and Packaging Technology Exhibition

VDMA: Algeria is Africa's

- No. 1 importer of packaging technology
- No. 3 importer of printing and paper technology

## 5 - 7 April 2016

Palais des Expositions d'Alger - Safex, Algiers  
[www.printpackalger.com](http://www.printpackalger.com)

Organized by:



## Strong facts on plast & printpack alger

### **PATRONAGE**

Algerian Ministry of Industrial  
Development and  
Investment Promotion  
&  
strong European institutional  
partners

**3,083**

registered  
trade visitors

**MARKET  
LEADERS**  
participate

**161**

exhibitors from  
**24**  
countries

**No.1**

**ALGERIA'S  
LEADING**

plastics, printing and  
packaging technology  
show

**+29%**  
growth in  
trade visitors

**90%**  
recommendation

**83%**  
of exhibitors  
satisfied or  
very satisfied

**7,600**  
registered  
users of the  
plast print pack  
industry portal

**83%**  
of visitors are  
decision makers

# This is what they said



**Mr EL HADI MAKBOUL**

Secretary General of the Ministry of Industrial Development and Investment Promotion

There is a big market and a tremendous need in this sector in Algeria. Important industry platforms such as plast & printpack alger allow national and international operators to discuss sustainable partnerships to boost the industry and to increase local production on the principle of win-win partnerships.



**Mr BRUNO VITALI**

GIC - General Manager

GIC is the exclusive representative of flexographic printing equipment EDALE and finishing Bar Graphic. Our business is mainly targeted on equipment to print on flexible packaging films and adhesive labels. We are present in Algeria since more than 3 years during which we could identify the potential. This is our second participation at printpack alger and we are satisfied with the quality of visitors who were more numerous compared to 2012.



**Mr MARK SUMMERS**

Webtech - Sales & Marketing Director

Webtech is a specialist in flexible packaging. Our headquarters are in Northern Ireland. We are active in Algeria since 2013. Our "Americk Packaging Group" has grown into Europe and we regard Algeria as the gateway to trade in North Africa. At printpack alger 2014 we have met many visitors with a large variety of products and requests for innovation from a professional supplier and we are pleased to assist with their enquiries.



**Mr YOUNES MOUSSAOUSSAID**

Flash Graphic - General Manager

The Algerian company Flash Graphic exists since 1992. We are active in the field of art-graphic. All our machines are assisted by computer. Our target is to expose our new machines and to meet new contacts. With the organization of this international trade show we are very satisfied.



Read here what other exhibitors said.

# Algeria is Africa's fourth-largest economy

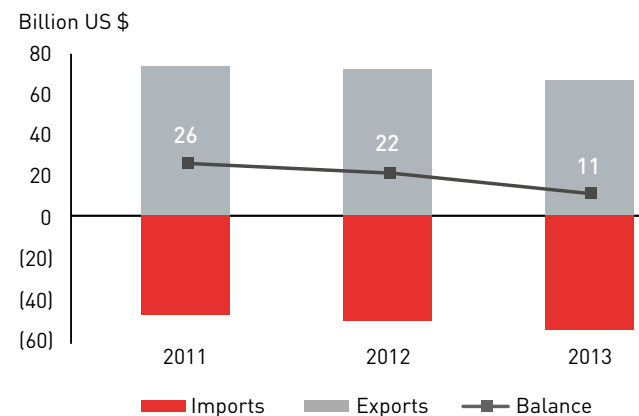
## Investments of 262 billion US \$ in 2015-2019

### FACTS ABOUT ALGERIA AT A GLANCE

- Algeria is Africa's fourth-largest economy, after Nigeria, South Africa and Egypt
- 38.7 million inhabitants, steady economic growth of between 3% and 6%
- Fourth largest gas exporter and sixteenth largest oil exporter in the world - very large oil and gas reserves
- High foreign exchange reserves (US \$ 200 billion by the end of 2014), minimal external debt, stable government
- Fast-growing market for consumer and capital goods: imports increased from 38.9 billion US dollars in 2010 to 54.9 billion US \$ in 2013
- Third Five-Year Plan 2015-2019: investments of 262 billion US \$ to develop the infrastructure and to diversify the economy
- Money from the oil and gas business is abundant. According to GTAI-Germany Trade & Invest the country currently has foreign exchange reserves of more than US \$ 200 billion and exports oil and gas worth 65 billion US \$ annually.

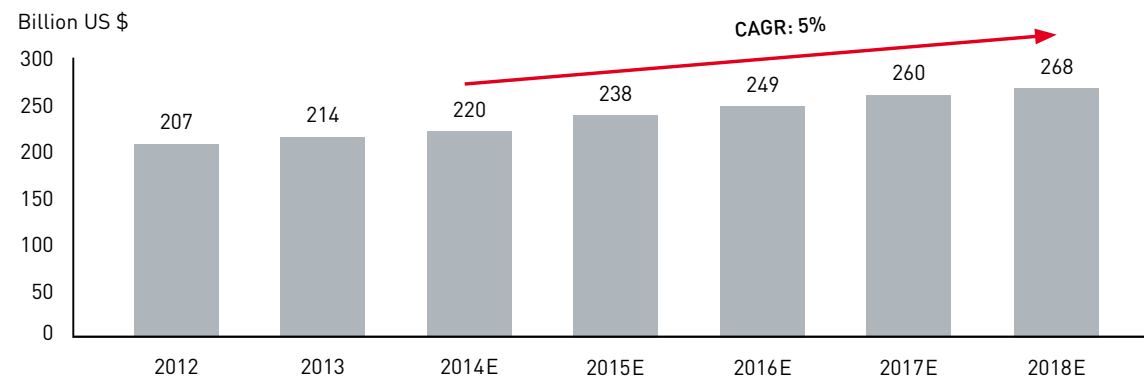
 See "The market"

### TRADE BALANCE



Source: IMF

### GDP GROWTH



Source: IMF

# The Algerian market for packaging technology achieved the strongest growth in Africa

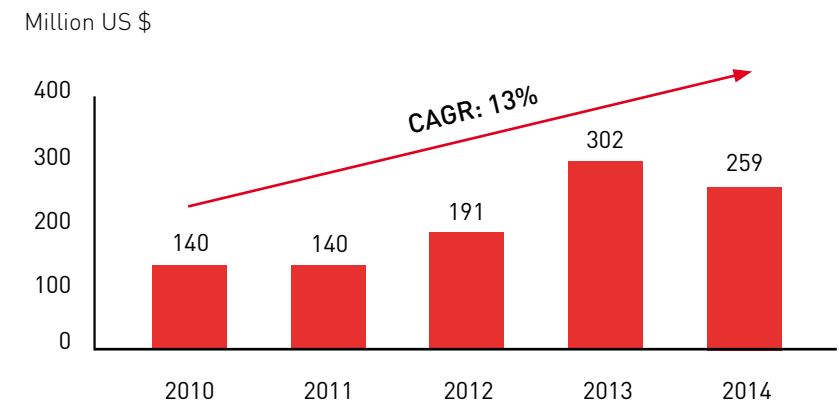
## PACKAGING TECHNOLOGY

### Number 1 in Africa:

Algeria is the largest importer of packaging technology in Africa, followed by South Africa, Egypt and Nigeria - with extremely high growth rates.

- Italy, Germany, France, Spain, China, Turkey are the main suppliers

### ALGERIA'S IMPORTS OF PACKAGING TECHNOLOGY



Source: VDMA

# The Algerian market for printing & paper technology achieved the strongest growth in Africa



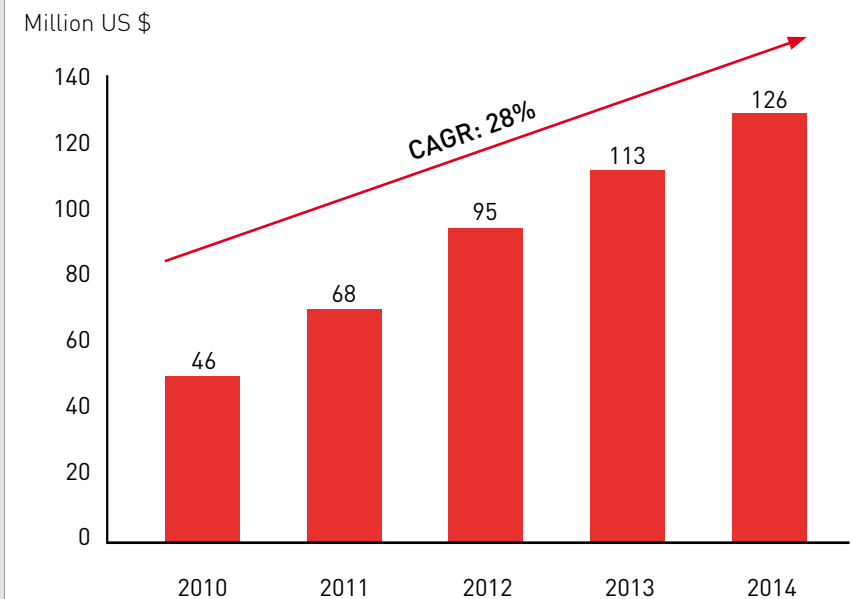
## PRINTING & PAPER TECHNOLOGY

### Number 3 in Africa:

Algeria together with South Africa and Egypt belongs to the three largest importers of printing & paper technology on the African continent - with constantly high growth rates.

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

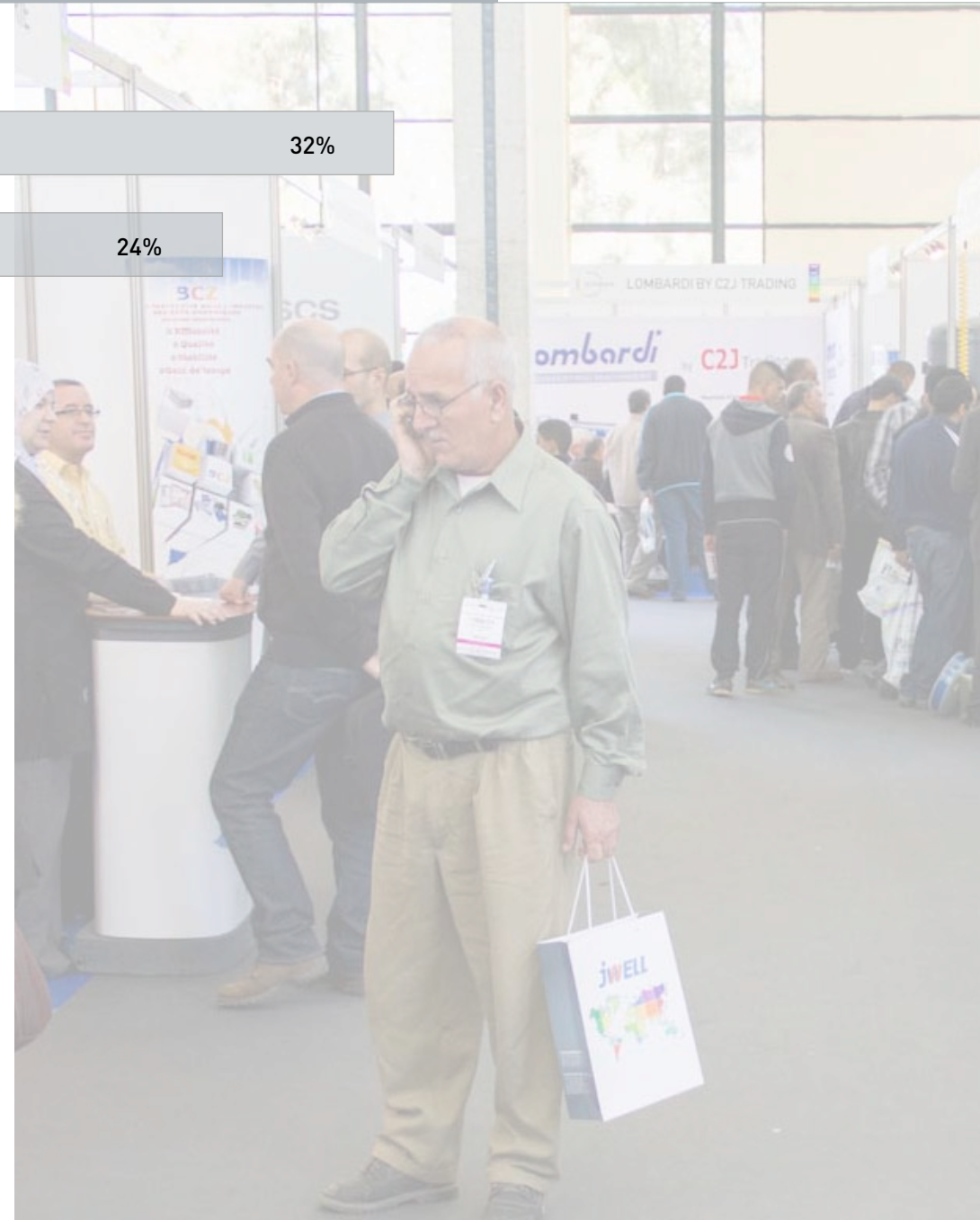
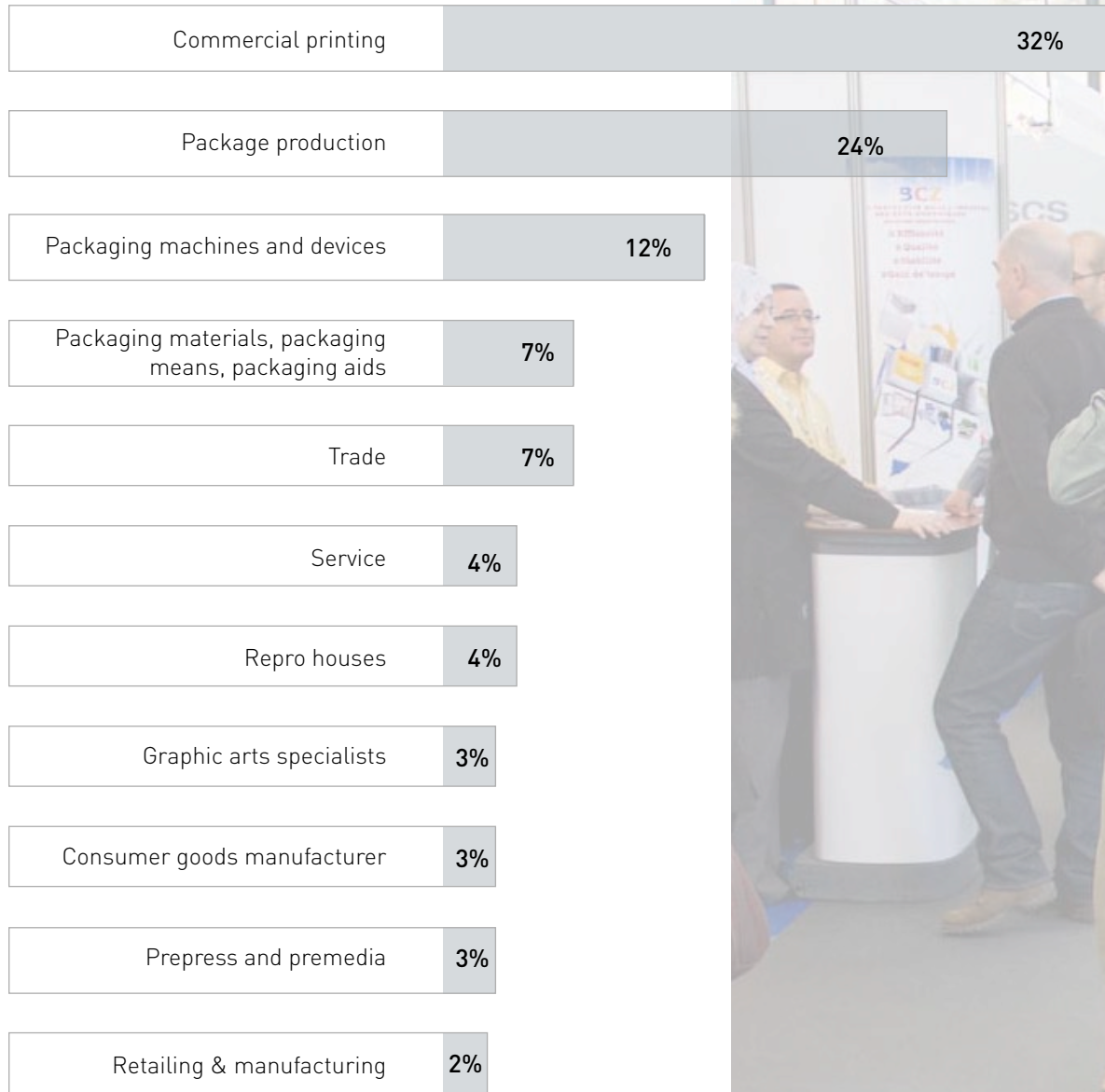
### ALGERIA'S IMPORTS OF PRINTING & PAPER TECHNOLOGY



Source: VDMA



## Sectors of the visitors' interest (figures of printpack alger 2014)



# Top visiting companies & institutions

BEGPLAST	JEULIN ALGERIE
BEKA IMPRIMERIE	K.D. FEDDERSEN
BERICAP	KAOUA FOOD
CAGEX	KRAUSS MAFFFEI
COGITELA ALTEA PACKAGING	LAFARGE ALGÉRIE
CONCORDAL	LEPRO-PACK
DELIZIA CONDITIONNEMENT	LGR EMBALLAGES
DIPROCHIM	MAGHREB EMBALLAGE
EMOD EMBALLAGE	M.A.M. PLASTIQUE
ERLYS SAS - UNILOY MILACRON	MAXWIN PACK
FOGEPACK	MILLIKEN EUROPE
FRIUL FILIERE	OCTAL PETROCHEMICALS
GREAT WALL MACHINERY	ORKILA
GULF PACKAGING MACHINES	SAGA
GUINEA LIMPEA	SAIKI NOURREDINE GROUP
HAMER PACKAGING TECHNOLOGY	SIEMENS
HEIDELBERG ALGERIE	SIFCO
HELIOFLEX NORTH AFRICA	SONATRACH
HUAWEI	SOTIP
HOSOKAWA ALPINE	TABET PLAST





Notable exhibitors from all over the world



**BIELLONI**  
CONVERTING

**SOCIETE**  
**ELWALID**



**KBA**  
KBA-MePrint AG



**MarquipWardUnited**  
A BARRY-WEHMILLER COMPANY

**miller**  
GRAPHICS GROUP



**Printopack**  
Saudi Modern Packaging Co.Ltd.

**TUNACK**  
MACHINERY

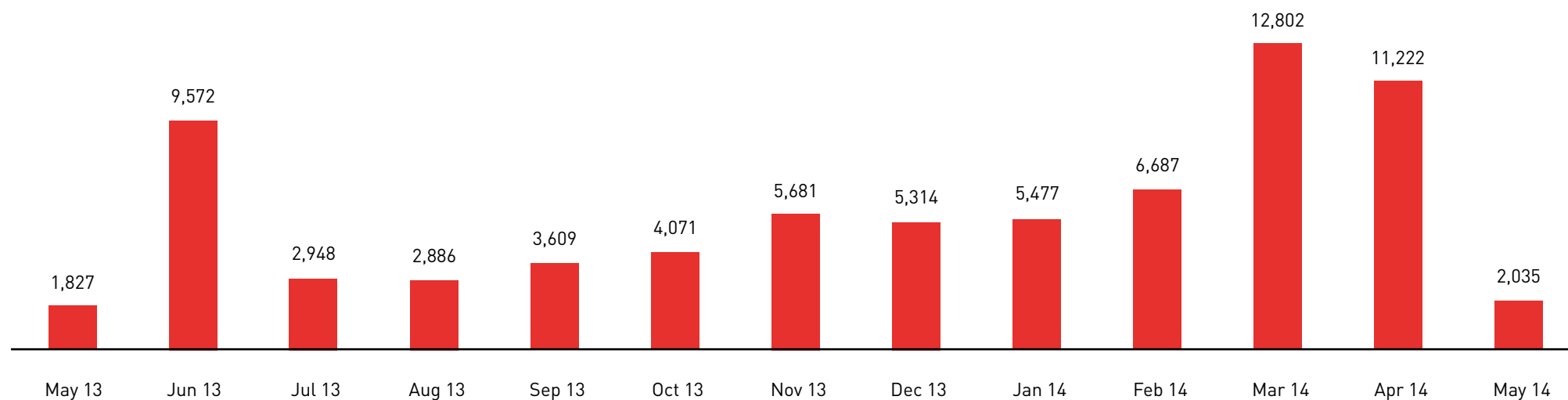
**Americk**  
Webtech

# Key facts on traffic on the plast print pack industry portal

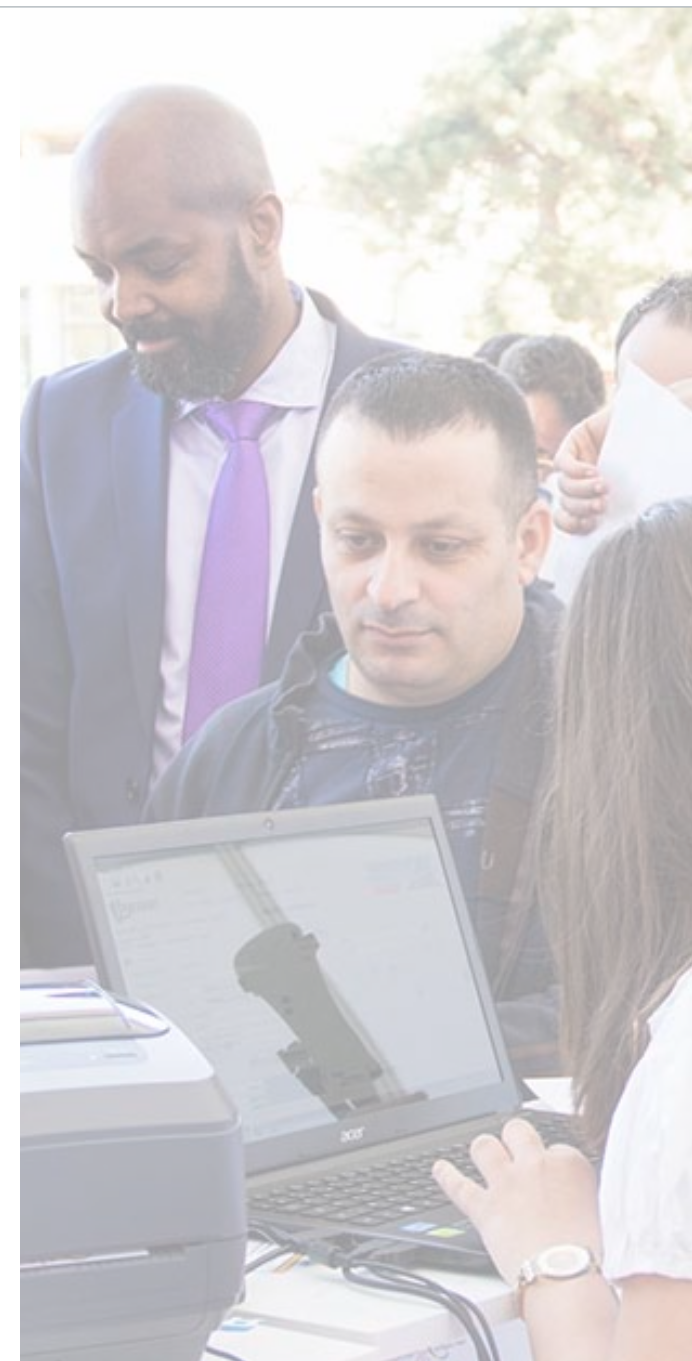
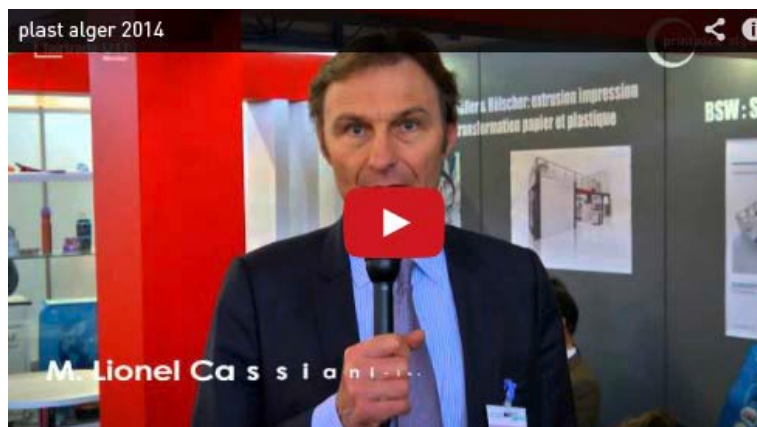
## KEY FIGURES (May 2013 - May 2014)

- 21,349 page views on exhibitor profiles
- 73,714 total page views
- 9,436 unique visitors
- Best practise: top company 575 page views

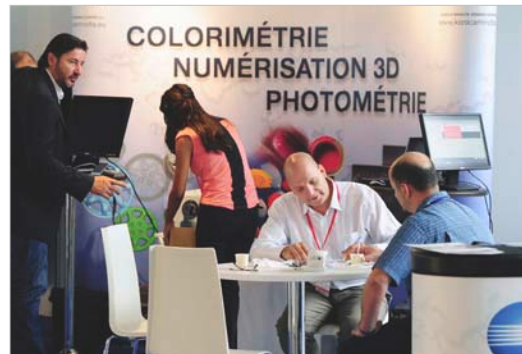
## TOTAL PAGE VIEWS BY MONTHS



# Videos of printpack alger 2014



# Impressions





# Impressions





# Exhibition program

## 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

## PACK

- Packaging machines
- Packaging devices
- Packaging appliances
- Packaging materials
- Packaging means and aids
- Services

## Patronage

Algerian Ministry of Industrial Development and Investment Promotion

## Institutional Partners



## Media Partners



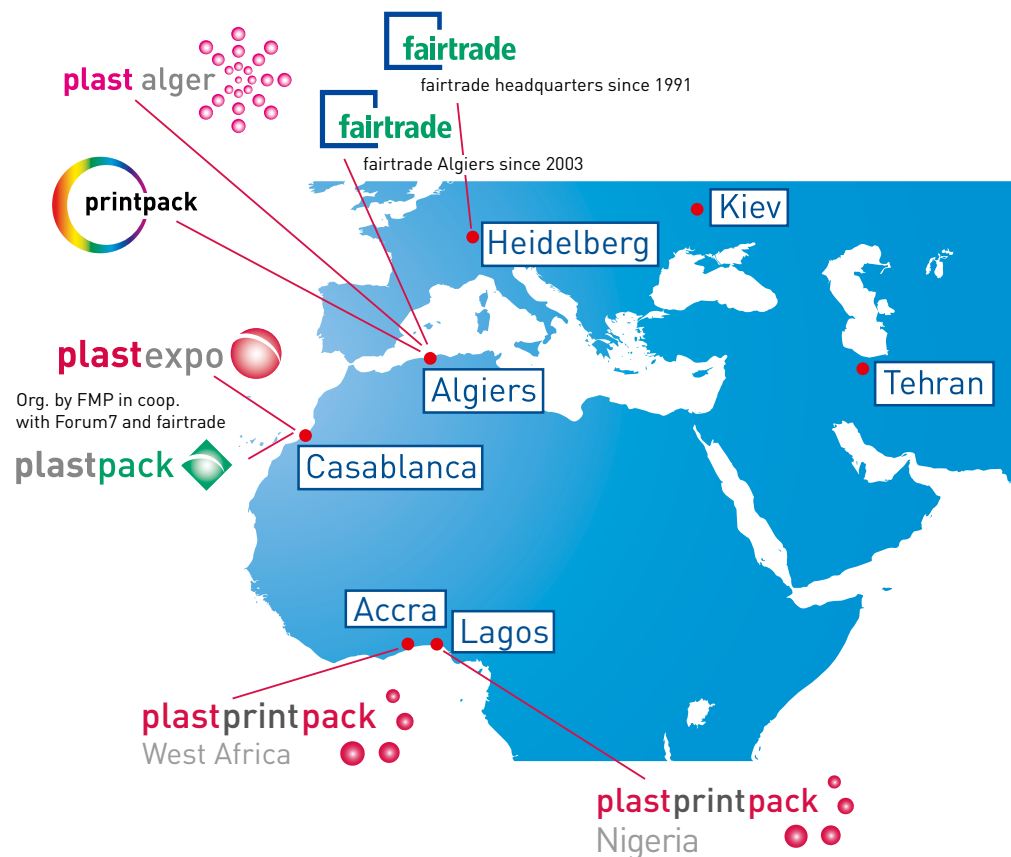
# fairtrade - valuable business contacts

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, Eastern Europe and the Middle East.

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.

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.



## We'll be your back-up team !



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