

# ON THE GROWTH TRACK

Ethiopia  
**plastprintpack**

 plast

 print

 pack



6th International Trade Show

**16 - 18**  
May 2024

Millennium Hall • Addis Ababa - Ethiopia  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

# Reaching for the stars



## Ethiopia's leading trade show & conference on plastics, printing and packaging

Supported by its Gold Sponsor **made in KUWAIT**, plastprintpack & agrofood Ethiopia 2023 facilitated thousands of B2B meetings between 3,558 trade visitors from all over Ethiopia and neighboring countries and **138 exhibitors from 16 countries**.

Following the remarkable success of this 5th edition of June 2023, the organisers are committed to raising the standards even further.

Their relentless efforts are focused on enhancing every facet of the upcoming 6th edition in May 2024, ensuring an experience that surpasses the already exceptional benchmark set before.

### And here is what exhibitors may expect:

- An incredible sustained interest in the exhibitors' products & solutions on the part of decision-makers from business and politics
- A very large number of targeted business meetings - these resulted in an 89% exhibitor satisfaction rating in 2023
- Active participation of key line ministries, authorities and associations from across the country
- A Hosted Buyers Program for VIP investors from Rwanda, Tanzania and Uganda, organised in cooperation between the Italian Trade Agency ITA in Addis Ababa and the show organisers. The Hosted Buyers are to hold B2B meetings with Italian and non-Italian exhibitors.
- Key learnings from sessions at the top-level conference
- Great networking

- **Show video 2023**
- **Post show report 2023**
- **Show gallery 2023**



# Valuable institutional support



## plastprintpack & agrofood Ethiopia enjoys the strong support of the following institutions

- Ministry of Agriculture
- Ministry of Industry
- Ethiopian Food, Beverage and Pharmaceutical Industry Development Institute
- Chemical and Construction Inputs Industry Development Institute
- AHK Delegation of German Industry and Commerce for Eastern Africa
- Embassies of Germany, France, India, Italy, Kuwait and Türkiye
- European Chamber in Ethiopia
- GIZ German Association for International Cooperation
- ITA Italian Trade Agency in cooperation with FEDERUNACOMA, UCIMA, ANIMA, AMAPLAST and ACIMGA
- Pan African Chamber of Commerce and Industry
- Republic of Türkiye Ministry of Trade
- Türkiye Exporters Assembly

## Institutional partners



**Why  
exhibit?**

**Ethiopia  
plastprintpack**

## Ethiopia's plastics industry is fast growing

The Country Cluster of EUROMAP-European Plastics and Rubber Machinery confirms significant growth for Ethiopia.

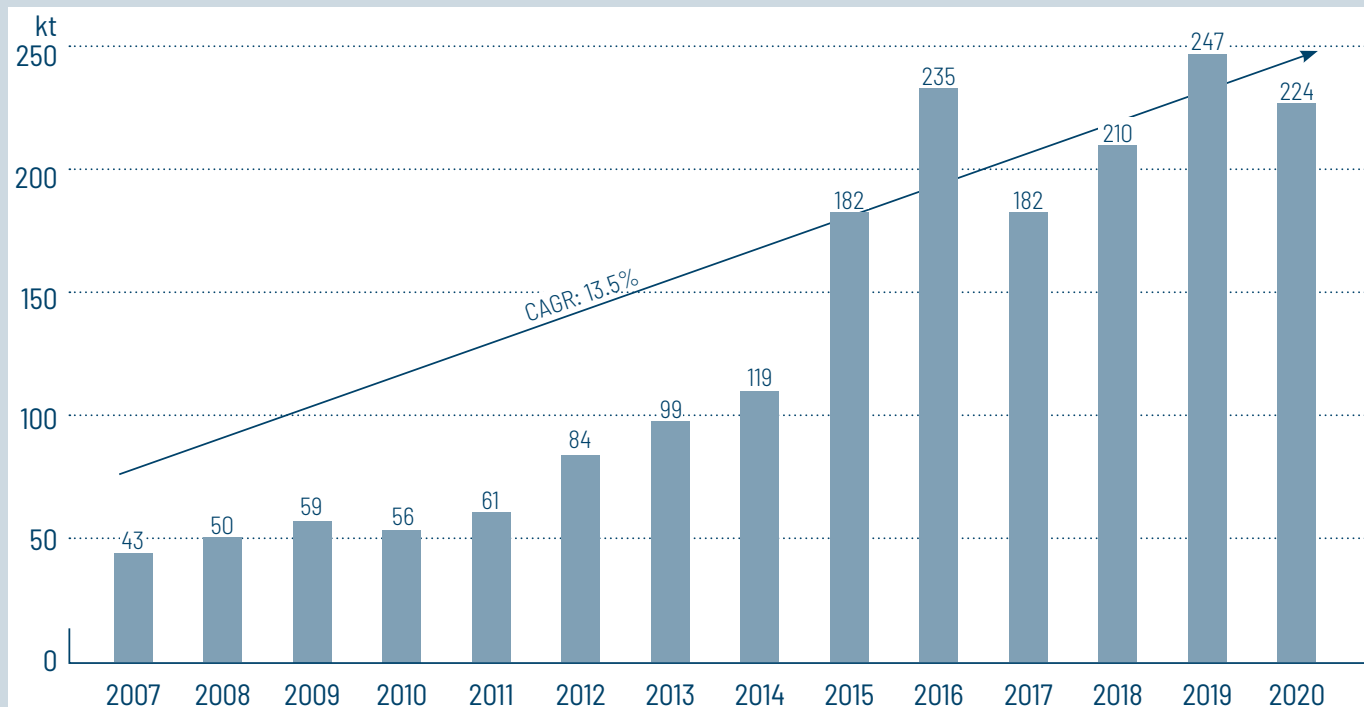
→ **See full details here**

## Ethiopia is East & Central Africa's 2nd largest importer of plastics in primary forms

As Ethiopia does not manufacture any plastics raw materials at all, 100% of raw materials are imported (mainly from the Middle East, Europe and Asia). Thus, the Ethiopian market has great potential for exporters of plastics in primary forms. Imports of plastics raw materials, for instance, grew by 13.5% annually between 2007 and 2020, from 43 kt to 224 kt, +421%!

### Main suppliers

- Saudi Arabia
- South Korea
- Thailand
- China
- India
- United Arab Emirates
- The Netherlands
- Egypt
- Oman
- Türkiye
- Qatar
- USA
- Germany



Source: EUROMAP 2022 | Graph: fairtrade

# Why exhibit?

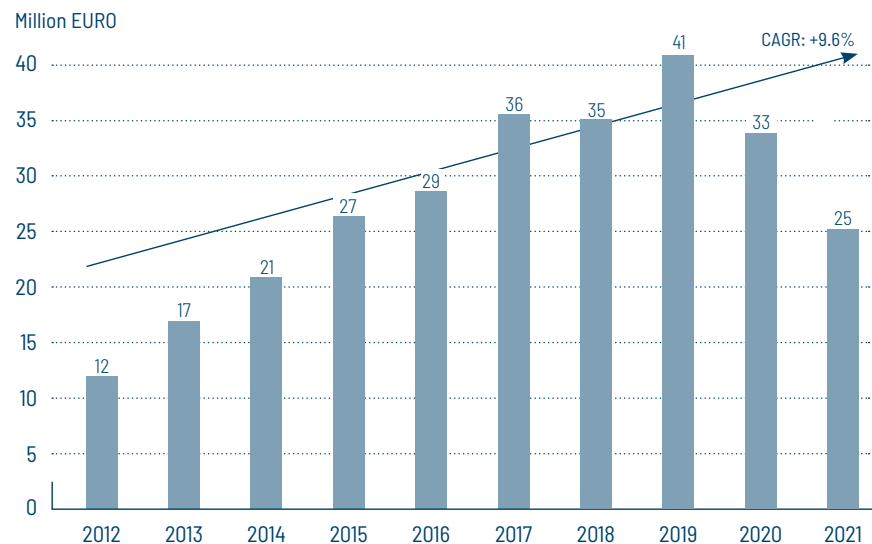
Ethiopia  
plastprintpack

## Voices of the exhibitors



## Ethiopia is one of East & Central Africa's largest investors of plastics technology

- With plastics technology imports of 25 million euros in 2021, Ethiopia is one of the two largest importers of plastics technology in East Africa.
- With an average annual growth rate of 9,6% between 2012 and 2021, Ethiopia is also Africa's fastest growing importer of plastics technology.
- The immense population growth from 126 million (2023) at present to 200 million by 2050 (United Nations) will also require strong sustainable double-digit growth in the future.



Source: VDMA 2022 / Graph: fairtrade

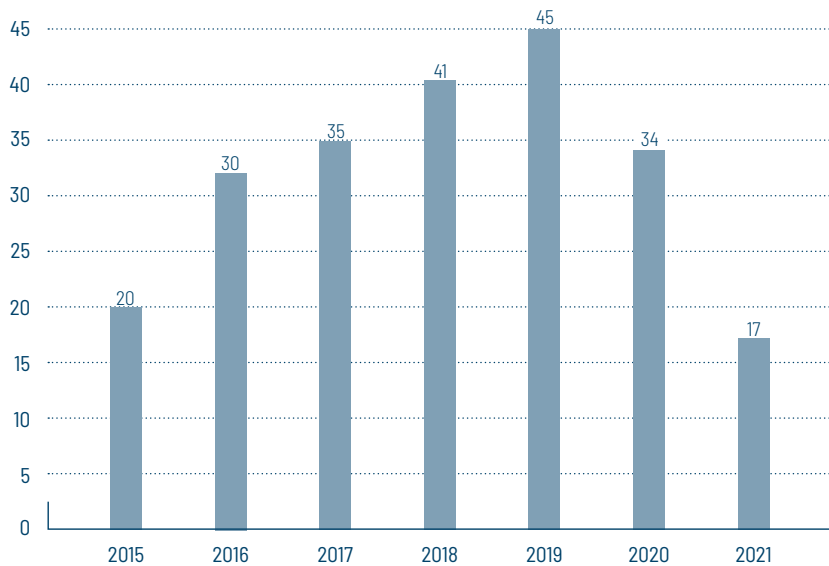
# Why exhibit?

## Ethiopia plastprintpack

### Ethiopia is one of East & Central Africa's most important investors in packaging technology

The immense population growth from 126 (2023) million at present to 200 million by 2050 (United Nations) will also require strong sustainable double-digit growth in the future.

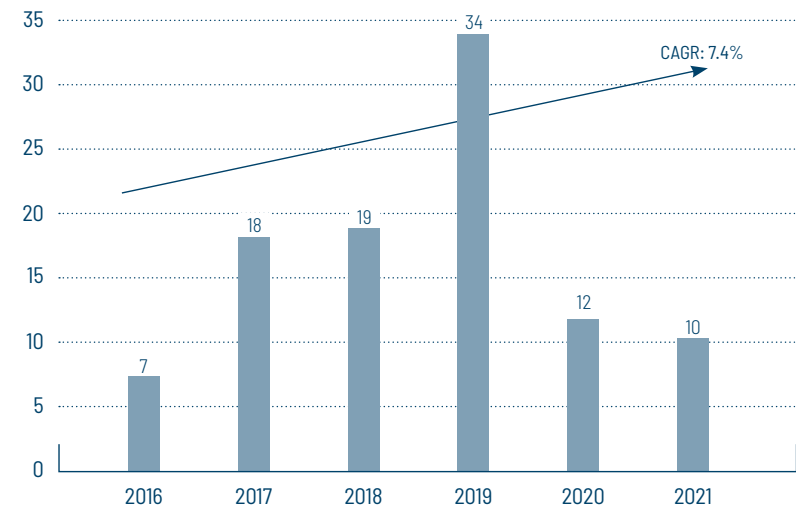
Million EURO



Source: VDMA

### Imports of Ethiopian printing & paper processing technology

Million EURO



Source: VDMA



# Visibility Content Network



## Get connected!

### Check out all exhibitors and products

→ <https://ethiopia.fairtrade-messe.de>

## Your benefits

**all exhibitors • all products • all visitors • networking & matchmaking**



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

# The venue

## The Millennium Hall

The most prestigious exhibition and conference hall in Addis Ababa

- Built in 2006
- Equipped with modern and state-of-the-art sound and light effect technologies as well as exhibition materials to meet the needs of modern conventions

## Exhibition halls

The Millennium Hall provides two alternate areas/spaces for exhibitions:

- The first is the main hall with a gross area of 6,000m<sup>2</sup>
- The second is a separate hall with an area of 2,800m<sup>2</sup>

## Conference halls and meeting rooms

The Millennium Hall provides the following meeting rooms situated on ground floor.

- Three meeting rooms for 250-700 participants, each equipped with air condition, two projectors and screens, sound equipment
- Each meeting room is provided with a standby Audio Visual Technician.
- All rooms have a theatre style set-up with chairs for participants, and head tables with chairs and table microphones.
- Two mic stands with wireless microphones for participants.

## On-Site Registration Area

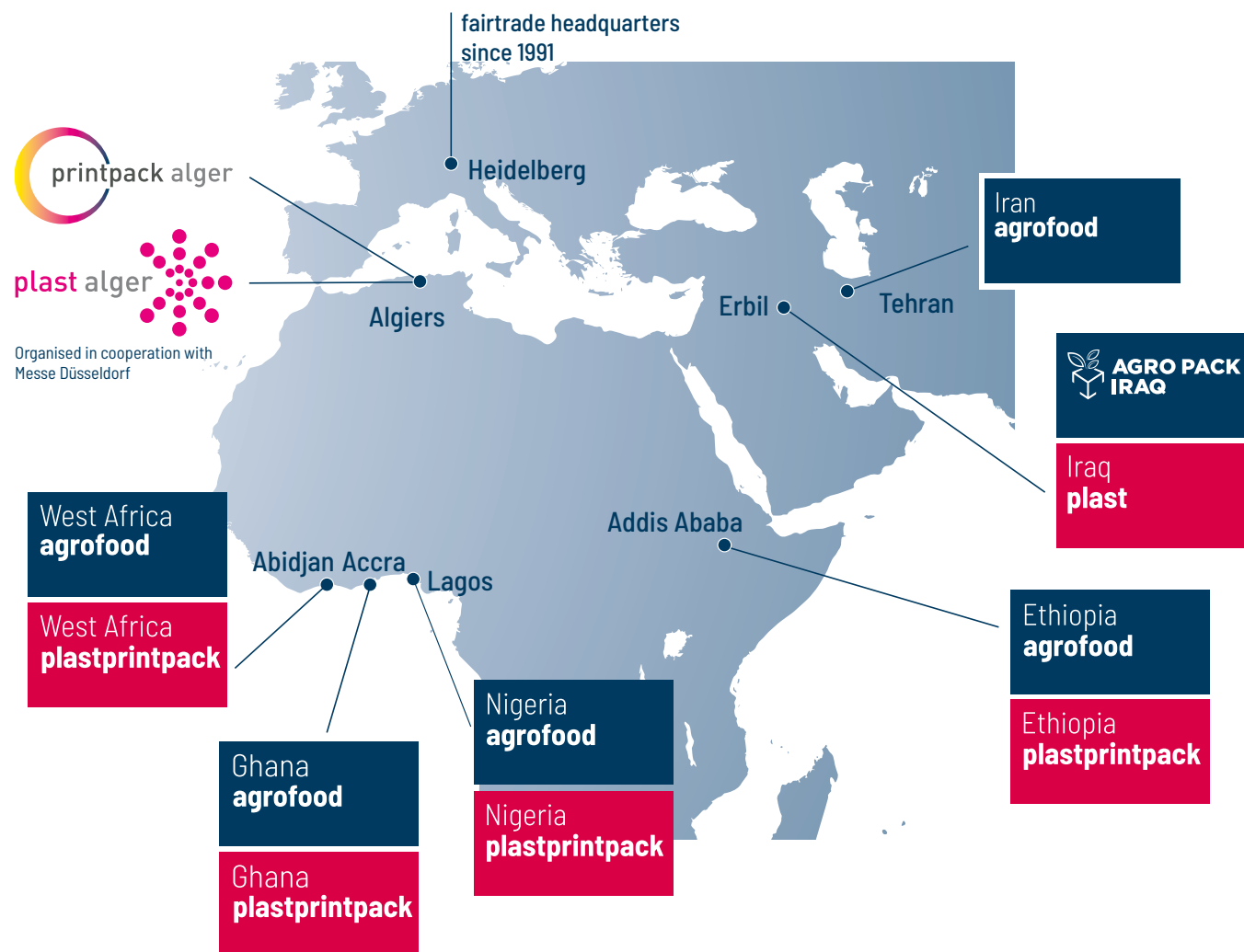
The venue includes a separate on-site registration area with two blocks to allow access for visitors after being registered, provided with badge and security-checked.

## Media Center

The Millennium Hall provides a separate Media center with space for various related functions.



# Grow your business - upcoming events!



**Ghana** **21 - 23** **Accra**  
Nov. 2023  
[www.agrofood-ghana.com](http://www.agrofood-ghana.com)  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

**Algeria** **04 - 06** **Algiers**  
March 2024  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Nigeria** **26 - 28** **Lagos**  
March 2024  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **16 - 18** **Addis Ababa**  
May 2024  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** **Tehran**  
June 2024  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **17 - 19** **Erbil**  
Sept. 2024  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **08 - 10** **Abidjan, Ivory Coast**  
Oct. 2024  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)



[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

# We'll be your back-up team!

## fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



### Organiser and international contact:

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## About Prana Events

Prana Events is the leading trade fair organiser, full-service event management firm, professional stand construction & event service company in Ethiopia.

The company is striving to support the event industry in Ethiopia and neighboring countries with knowledge, technology and solutions besides putting Ethiopia on the global trade fair map.

Staffed with young, hard-working and creative professionals that have high value and talent for their appointed position, the team is involved on all levels from conceptualisation to implementation.



### Contact Ethiopia and East Africa

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