

# BOOSTING TRADE WITH GHANA

Ghana  
**plastprintpack**

 plast

 print

 pack



9th International Trade Show & Conference

**21 - 23**  
November 2023

Grand Arena - Accra International Conference Centre  
Accra - Ghana  
[www.ppp-ghana.com](http://www.ppp-ghana.com)

# 2023

**The 9th edition is back in November 2023!**

**West Africa's leading trade show & conference on plastics, printing and packaging beyond Nigeria**

After the great success of plastprintpack & agrofood West Africa 2022, the 9th edition is now coming up, organised by fairtrade.

The event will again take place at the state-of-the-art Trade Center Arena in Accra, right next to the AICC Accra International Conference Center.

→ **Find out more**

The rebranding from plastprintpack West Africa to plastprintpack Ghana reflects the growing importance of the Ghanaian market since the inaugural event in Ghana in 2013.

In addition to Ghana, fairtrade in West Africa serves Nigeria with the [plastprintpack Nigeria](#). And francophone West Africa will finally meet again in 2023 in Abidjan, at [plastprintpack West Africa](#).



## Recap 2022

- 1,384 Ghanaian and West African professional visitors from x countries
- 98 exhibitors from 22 countries → [more](#)
- 3-day program of presentations and conferences → [more](#)
- High level of exhibitor and visitor satisfaction

→ **Show video 2022**

→ **Post show report 2022**

→ **Show gallery 2022**

# Valuable institutional support



## plastprintpack Ghana enjoys the strong support of the following institutions

### Support from within Ghana

- Ghanaian Ministry of Business Development
- The Ministry of Food and Agriculture
- The Ministry of Environment, Science, Technology and Innovation
- The Ministry of Trade and Industry
- AGI Association of Ghana Industries
- FABAG Food & Beverage Association of Ghana
- GIPC Ghana Investment Trade Promotion Centre
- NEIP National Entrepreneurship and Innovations Plan

### International support

- ACIMGA – Italian Association of Italian Manufacturers of Machinery for the Graphic, Paper, Converting and Allied Industries
- AHK Delegation of German Industry and Commerce in Ghana
- AMAPLAST – Italian Association of Manufacturers of Machinery and Moulds for Plastics and Rubber
- EECA - Egypt Expo and Convention Authority
- Embassies of France, Germany, Italy, the Netherlands and Türkiye to Ghana
- German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry (AUMA)
- GIZ
- GNBCC Ghana Netherlands Business & Culture Council
- ITA Italian Trade Agency
- NABC Netherlands African Business Council

## Institutional partners



# National Pavilions



## National Pavilions at the 2022 trade fair



**German Pavilion**

12 German exhibitors presented by

- German Federal Ministry for Economic Affairs and Climate Action
- in cooperation with the Association of the German Trade Fair Industry (AUMA)
- German Pavilion → [more](#)



**Iranian Pavilion**

Supported by the Trade Promotion Organization of Iran and the Iran International Exhibition Center IIEC.



**Italian Pavilion**

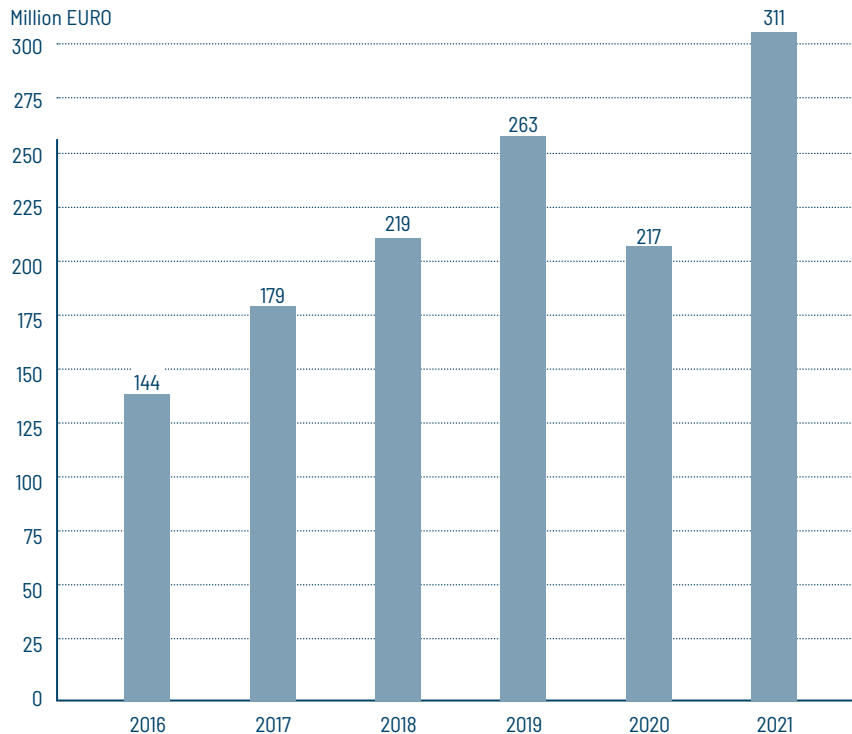
The Italian Trade Agency ITA in cooperation with AMAPLAST, ACIMGA, UCIMA and ANIMA / ASSOFOODTEC organised the first Collective Participation of 21 Italian companies at the 2022 event.



## Why exhibit?

### Ghana plastprintpack

## West African imports of plastics technology increase to €311 million in 2021



Source: VDMA

From €144 million in 2016 to €311 million in 2021: West Africa's imports of plastics technology increased by 16.7% annually.

Major West African import markets of plastics technology - apart from Nigeria - are Ghana, Ivory Coast, Senegal, Guinea and Togo, in this order.

## Voices of the exhibitors



### **Julian Banse - Regional Manager Technical Sales Africa - Windmüller & Hölscher KG**

Ghana is the most stable country in West Africa and has a big potential to grow.

The demand for packaging is rising both in quantity and quality. That's the time when pur machines are required.

Here at plastprintpack West Africa 2022, we met our existing customers and also potential new contacts. Our booth is a good spot to meet and we are happy to welcome everyone.

We expected to meet all our contacts in Ghana after not seeing many of them during Covid-times. At least most of them came along which was a pleasure for us.the fair.



### **Mervyn Moodley (right) Chief Executive Officer & Founder - Safrique**

Safrique International was established in 1996 with the objective of offering a total PET solution to its customers in sub-Saharan Africa. We act as an exclusive distribution agent for key manufacturers.

Ghana is an important market because it holds 50% of our marketing activities as well as a lot potential in a promising market.

We have met a lot of farmers and food processing companies here at plastprintpack West Africa.



### **Lucie Odei Marketing and Sales - Miniplast**

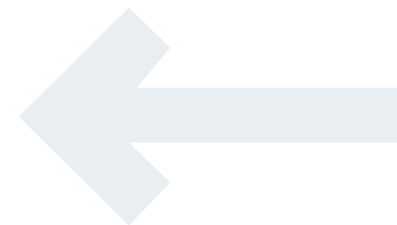
Ghana is a politically stable country and plastic packaging is becoming a necessity because of the fast growing small and medium enterprises. We access the market through our various distribution assets.

We had visitors, farms and individuals in the herbal and chemical sector and other industries from the private and public sectors and others respectfully. We are satisfied with their quality.

Our expectation was to meet clients in person and that our products could be of help to find the accurate plastic producers for their business. And yes, our expectation was met.

## Range of exhibits

[find out more](#)



# Why exhibit?

## Ghana plastprintpack

## Voices of the exhibitors



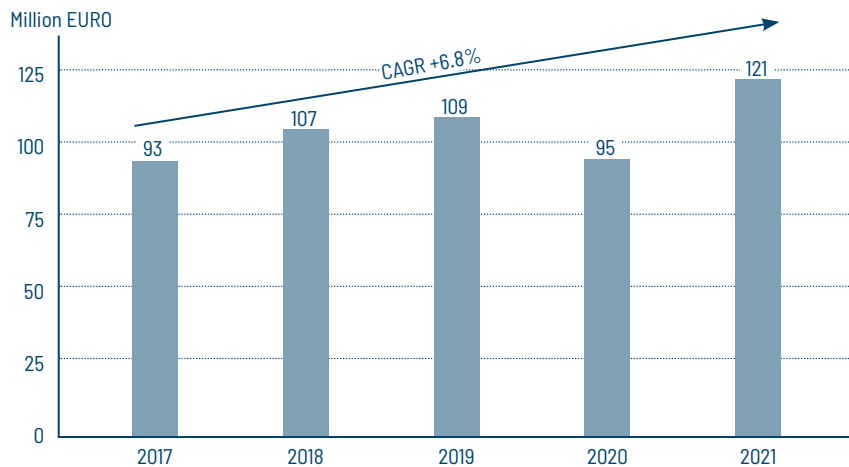
**Ms Daniela d'Orlandi**  
Italian Ambassador to Ghana and Togo

We are proud to bring to this important exhibition a large and qualified delegation of 20 Italian manufacturers of machinery and products for the plastic, the printing, the packaging and the agribusiness industries. We are sure their presence in Accra will allow Ghanaian companies to learn more about the possibilities Italy can offer to upgrade local production, allowing it, on the one hand, to better respond to the

increasingly sophisticated domestic demand, and, on the other hand, to address foreign markets with more added value products.

The Italian Pavilion at plastprintpack and agrofood West Africa represents a major step, that we are taking along with the Italian industrial Association UCIMA, AMAPLAST, ACIMGA and AssoFoodTech. Let me also underline that the Italian Pavillion is organized under the auspices of the City of Rome that is candidate to host the 2030 World Exposition. We look forward to meeting you at our Pavilion to discuss the opportunities that the Ghanaian markets offers to us all!

## West Africa's imports of printing and paper processing technology increase to €121 million in 2021

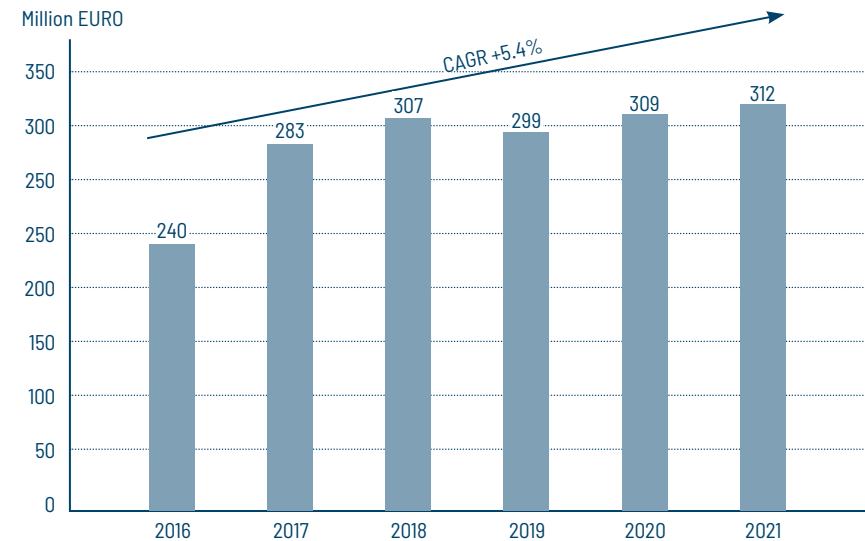


Source: VDMA

From €93 million in 2017 to €121 million in 2021: West Africa's imports of printing and paper processing technology show an annual increase of 6.8%. (VDMA)

Major West African import markets of plastics technology - apart from Nigeria - are Ghana, Ivory Coast, Guinea, Togo and Senegal, in this order.

## West Africa's imports of packaging technology amount to €312 million in 2021



Source: VDMA

From €240 million in 2016 to €312 million in 2021: West Africa's imports of packaging technology show an annual increase of 5.4%. (VDMA)

Major West African import markets of packaging technology - apart from Nigeria - are Ghana, Ivory Coast, Senegal, Burkina Faso, Guinea and Togo, in this order.

# Visibility Content Network

exportal

## Get connected!

### Check out all exhibitors and products

→ <https://exportal.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

## plastprintpack Ghana at the Grand Arena, Accra International Conference Centre

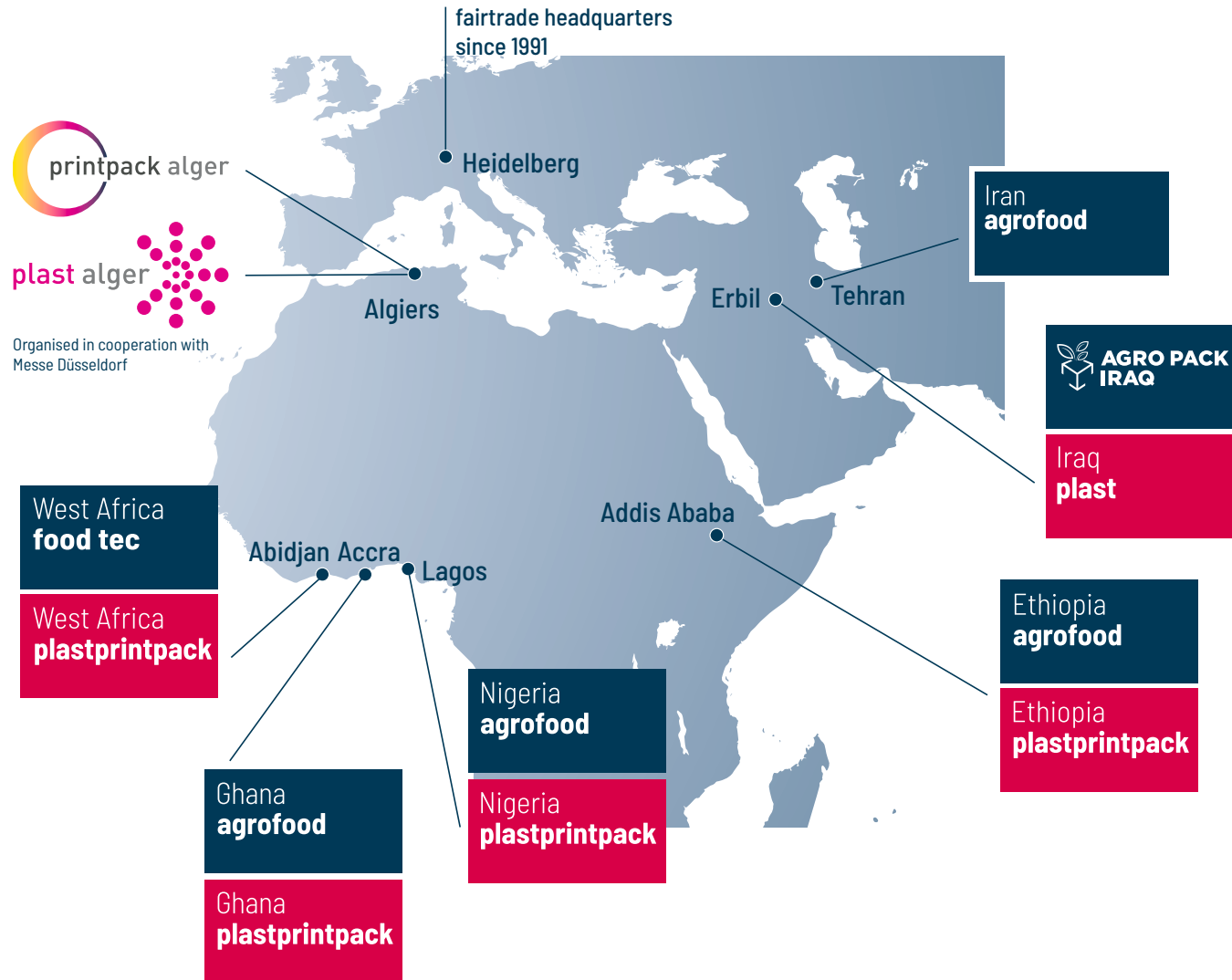
Situated in Ghana's capital, with ready access to Kotoka Airport and first-class hotels, the all new ultra-modern, multi-purpose hall, at the Accra International Conference Centre hosts professional events from exhibitions, conferences, concerts and political events.

For large-scale conferences and events, there is no finer venue – the Grand Arena at the Accra International Conference Centre is a centre of attention for everyone doing business in Ghana.





# Grow your business - upcoming events!



**Nigeria** **28 - 30** Lagos  
 March 2023  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)

**Ethiopia** **08 - 10** Addis Ababa  
 June 2023  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

**Iran** **16 - 19** Tehran  
 June 2023  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

**Iraq** **19 - 21** Erbil  
 Sept. 2023  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)  
[www.ppp-iraq.com](http://www.ppp-iraq.com)

**West Africa** **17 - 19** Abidjan, Ivory Coast  
 Oct. 2023  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)

**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)



# 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.



## Geovision

We are a global events and branding hub that creates lasting memories by bringing experience to life and using our incredible imaginative ability to create spectacular events.

Established in 2005 we have grown into a confident and aspiring events management, branding and Consulting company with the ambition to always be better by adding value to our customers and our people.

At Geovision Services we offer the best services you can imagine. We take great pride in our commitment to quality, value and excellence.

Our dedicated team is always ready to support with any of the various services we render.



**Organiser and international contact: fairtrade Messe**

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**Local organiser: Geovision**

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