



Ethiopia 
agrofood plastpack

1st INTERNATIONAL TRADE SHOW

- Ethiopia 
agro **AGRICULTURE**
- Ethiopia 
food + bev tec **PROCESS & PACKAGING
FOOD INGREDIENTS**
- Ethiopia 
food + hospitality **FOOD & DRINKS
FOODSERVICE EQUIPMENT**
- Ethiopia 
plastpack **PLASTICS & PACKAGING**

03 - 05 FEBRUARY 2017
Millennium Hall, Addis Ababa - Ethiopia

www.agrofood-plastpack.com

Organiser



Contact in Ethiopia



Why Ethiopia?



- One of the fastest growing economies in the world
- Largest economy in East and Central Africa
- 6 to 10% economic growth between 2004 and 2016
- Forecast of real GDP growth of 8.5% in 2016 (IMF)
- More than 98 million inhabitants (2015)
- Most populous landlocked country in the world
- 2nd most populous nation in Africa after Nigeria
- 27th largest country in the world
- Ethiopia wants to achieve middle-income status by 2025

Why agrofood plastpack Ethiopia?

ETHIOPIA IS EAST AND CENTRAL AFRICA'S:

- Largest importer of food processing and packaging machinery
- 2nd largest importer of plastics and packaging machinery
- Largest importer of plastics in primary forms
- 2nd largest importer of agricultural machinery
- „Growth and Transformation Plan“ of the Government: increase the share of manufacturing within GDP from currently 4% to 8% in 2025
- Hub for the food trade

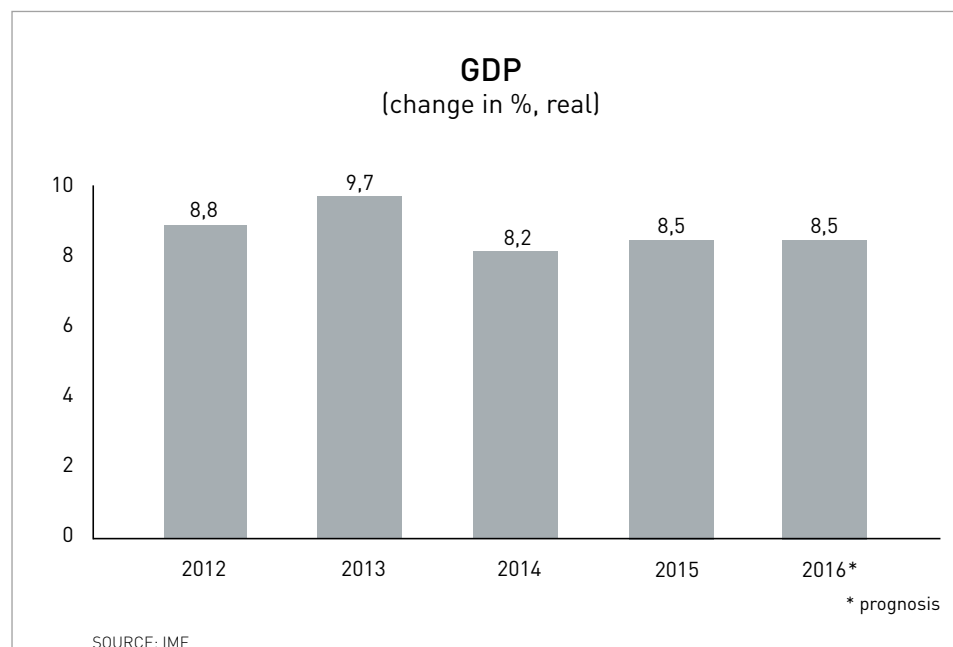
agrofood plastpack Ethiopia aims to become Ethiopia's must-attend annual meeting point for the agrofood and plastpack industries.



More interesting facts

ETHIOPIA – ONE OF THE WORLD’S FASTEST GROWING ECONOMIES

- Registering robust GDP growth of 6 to 10% between 2004 and 2015 (IMF).
- Real GDP growth is likely to be around 8.5% in 2015-16, driven by public investment in road and power networks, which benefit both industry and agriculture. Long-term growth potential is enhanced by untapped reserves of coal, gold, oil and gas. FDI (2% of GDP in 2014) is set to continue growing, through investments in agriculture and manufacturing.
- Rain-fed agriculture (accounting for almost 50% of GDP) remains Ethiopia’s main source of employment and export earnings.

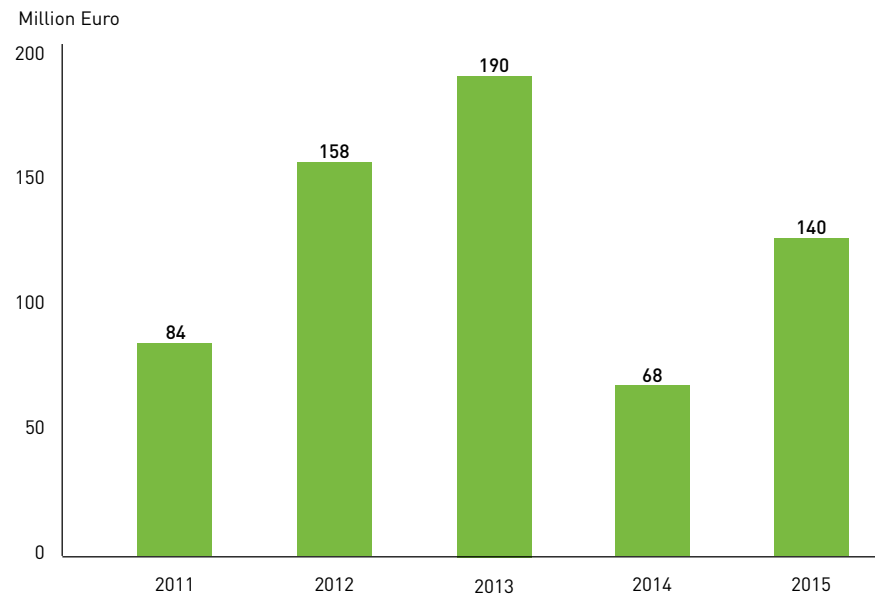


- Ethiopia is the origin of the coffee bean. With an annual production exceeding 380,000 t, the country is the largest coffee producer in Africa and the 5th largest in the world.
- Ten sugar cane factories are at the planning stage. Once they start their production, Ethiopia should develop into one of the ten biggest exporters of sugar cane in the world.
- One of the founding members of the United Nations, „G-24“, the „Non-Aligned Movement“ and the „Organisation of African Unity“
- Addis Ababa - headquarter of the African Union, the UNECA (United Nations Economic Commission for Africa) and of the Pan African Chamber of Commerce and Industry
- Ethiopia is a land of natural contrasts - with a fertile West, jungles and numerous rivers, the world’s hottest settlement of Dallol in its north and Africa’s largest cave at Sof Omar and Africa’s largest continuous mountains, the Ethiopian Highlands (1,500-4,550m height).
- Ethiopia has the most UNESCO World Heritage Sites in Africa
- Ethiopia’s ancient Ge’ez script, also known as Ethiopic, is one of the oldest alphabets still in use in the world
- A slight majority of the population adheres to Christianity, while around a third follows Islam (primarily the Sunni denomination)
- Ethiopia is a multilingual nation with around 80 ethnolinguistic groups, the three largest of which are the Tigray, Oromo and Amhara

ETHIOPIA – 2ND LARGEST IMPORTER OF AGRICULTURAL MACHINERY IN EAST AND CENTRAL AFRICA

Agriculture is the basis of Ethiopia's economy and the largest potential source of growth and prosperity. It employs 80% of the working population and accounts for about 48% of the GDP (World Bank). Ethiopian agriculture increased by 4.9% to 9.0% annually between 2011 and 2015.

ETHIOPIAN IMPORTS OF AGRICULTURAL MACHINERY AND EQUIPMENT



Source: VDMA – The German Engineering Association

ETHIOPIA'S MAIN AGRI PRODUCTS:

- Coffee (largest producer in Africa)
- Maize (second largest producer in Africa)
- Dwarf Millet (largest producer of Teff in the world)
- Rice
- Wheat, Sorghum and other cereals
- Legumes (such as beans)
- Potatoes
- Sugar cane
- Vegetables

EXHIBITON PROGRAMME

AGRICULTURAL MACHINES AND FARMING TRACTORS

Tractors
 Equipment for garden and landscape Maintenance
 Trailers, transporters and loaders
 Soil working equipment
 Seed drills
 Planting equipment
 Crop maintenance equipment
 Fertilizer distributors
 Irrigation equipment
 Crop protection equipment
 Forage harvesting equipment
 Forage harvesters
 Pick-up balers
 Potato harvesting equipment
 Sugar beet harvesting equipment
 Maize harvesting equipment
 Other harvesting machines
 Combine harvesters
 Grain and seed conditioning equipment
 Grain dryers and silos
 Fruit and vegetable installations
 Handling equipment
 Feed preparing equipment
 Silo unloaders
 Stabling/Equipment for stable and yard Operations
 Assembly parts, components and spare parts
 Mills

SEEDS

Flower bulbs and seeds
 Vegetable seeds
 Crop seeds
 Forage plant seeds
 Medical and herb seeds
 Oil seeds

PESTICIDES AND FERTILIZERS

Growth stimulators
 Fertilizers
 Pesticides and herbicides
 Soil conditioners
 Miscellaneous

FLORI- AND HORTICULTURE/HOT HOUSE TECHNOLOGY

Horticulture technology
 Mechanical and technical equipment for horticulture
 Hot-house construction and technology

STAPLE FEEDSTUFF AND FEED TECHNOLOGY

LIVESTOCK BREEDING AND FATTENING

VETERINARY EQUIPMENT

MEASURING AND WEIGHING SYSTEMS

METROLOGY

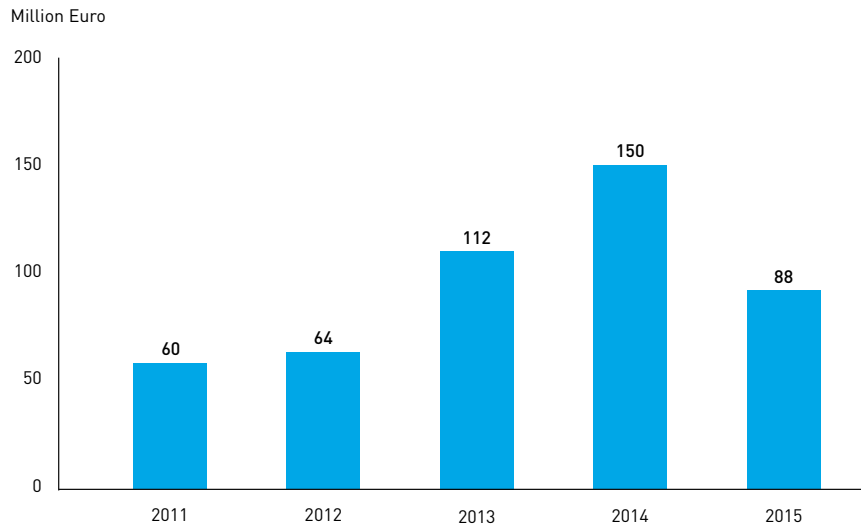
TRANSPORT AND STORAGE TECHNOLOGY



ETHIOPIA – LARGEST IMPORTER OF FOOD PROCESS AND PACKAGING MACHINERY IN EAST AND CENTRAL AFRICA

- Global players like Heineken, Nestlé, Unilever and others enter the Ethiopian market investing hundreds of million US \$ in new production facilities.

ETHIOPIAN IMPORTS OF FOOD PROCESSING AND FOOD PACKAGING MACHINERY



Source: VDMA – The German Engineering Association

GLOBAL PLAYERS ENTERING THE ETHIOPIAN MARKET

East African Bottling S.C (EABSC) started the construction of a new plant in April 2015. The plant is a part of a **500 million US \$ investment** including three new plants, implementation will be completed by 2020. EABSC produces and bottles beverages including **Fanta, Coca-Cola, Sprite, Schweppes, Coke Light and Dasani** bottled water. Over the past two years alone, Coca Cola has invested **200 million US \$** in Ethiopia.

In addition, it plans to invest more than **350 million US \$** in the coming three years. It has registered 47pc growth in terms of gross sale for the current year so far, which is the highest growth rate in sales in the Coca Cola franchise and 15pc achievement of last year. The new plant is expected to be inaugurated within 18 months' time and it will have one production line with a capacity of 15 million cases a year. (Food Business Africa)

Heineken inaugurated its largest factory in Ethiopia with an investment of **110 million euros** outside Addis Ababa in January 2015. The factory has a capacity of producing 1.5 million hectoliters a year. The total investment of Heineken in Ethiopia now already stands at **US \$ 400 million**.

Other international companies such as **Unilever** and **Nestlé** are reportedly on the go. The drinks giant **Diageo** has already purchased a local brewery.

The **US Wal-Mart Stores Inc.** is interested in entering the market through its South African subsidiary **Massmart Holdings**.

For manufacturers of food and packaging machines Ethiopia is a market of the future that is just about to unfold.

EXHIBITION PROGRAMME

PROCESS TECHNOLOGY

Slaughtering and meat processing technology
Beverage technology
Noodle technology
Dairy technology
Fish processing technology
Vegetable and fruit technology
Bakery technology
Confectionery technology
Ice cream technology
Delicatessen and convenience food technology
Aroma-, essences- and spice-technology

PACKAGING TECHNOLOGY

Packaging machines
Packaging materials

REFRIGERATION AND AIR-CONDITIONING TECHNOLOGY

Refrigeration installations
Ventilation, air conditioning and heating technology

CONVEYING, TRANSPORT AND STORAGE INSTALLATIONS

INGREDIENTS AND AUXILIARY MATERIALS

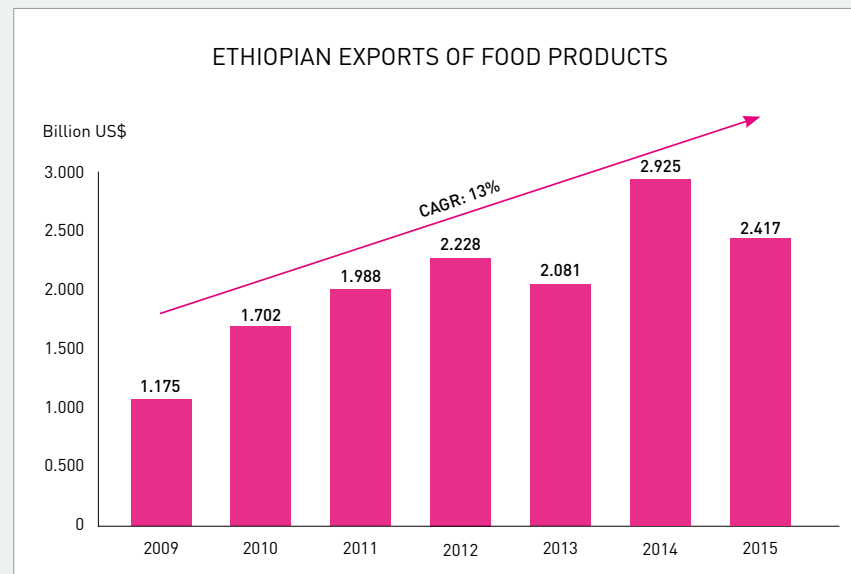
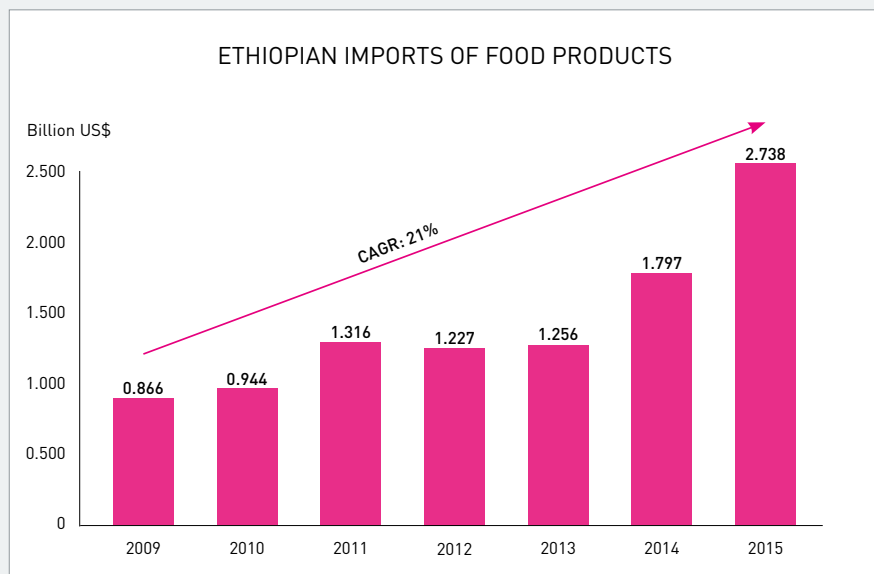


FOOD TRADE WITH ETHIOPIA – 4,722 BILLION US\$ BUSINESS!

Since 2004, the annual value of foods and beverages produced in the country has grown to 1.6 billion euros (2014) - almost ten times the original value.

Nevertheless Ethiopia has a positive food balance. Thanks to successful export products such as vegetables and fruits, coffee and tea, the country exports more than it imports.

Food exports even increased by 20% annually, to now more than 2.9 billion US \$.



EXHIBITON PROGRAMME

FOOD AND BEVERAGES

- Dairy and milk products
- Meat and meat products
- Fish and seafood products
- Vegetables, fruits and dried fruits
- Groceries: pasta, rice, oils, fats, sugar, tea, coffee ...
- Frozen food
- Canned food
- Bakery products, confectionery, biscuits, cookies and fine breads
- Sweets and chocolates
- Convenience food
- Speciality food
- Health/organic food
- Snacks and ice cream
- Beverages and drinks
- Food and drink ingredients

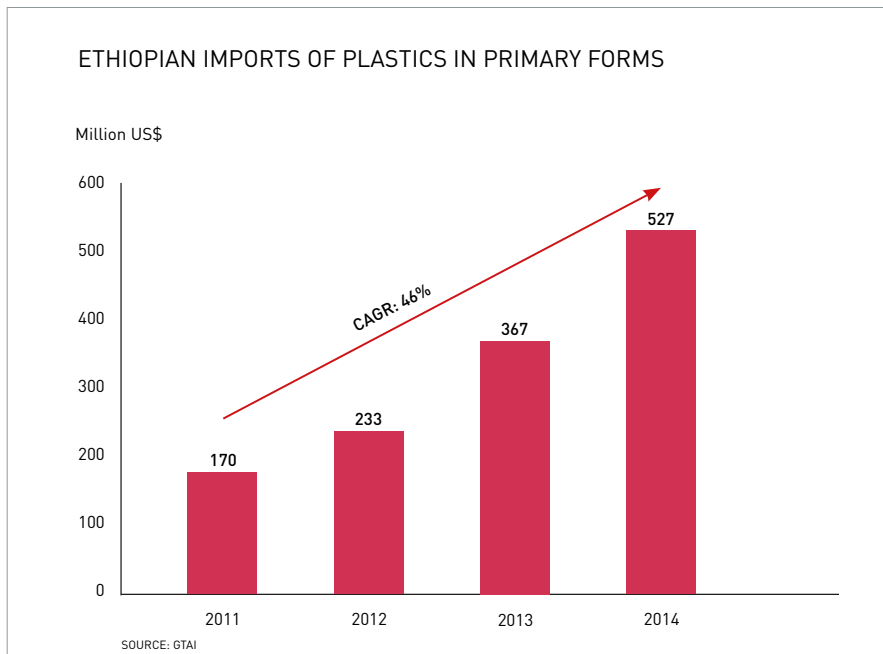
HOSPITALITY, HOTEL, SHOP AND CATERING EQUIPMENT

- Foodservice equipment
- Catering technology
- Professional kitchen equipment
- Restaurant and bar equipment
- Hospitality information systems
- Retail technology, shop-fittings, product display
- Hotel supplies and services
- Vending and dispensing equipment



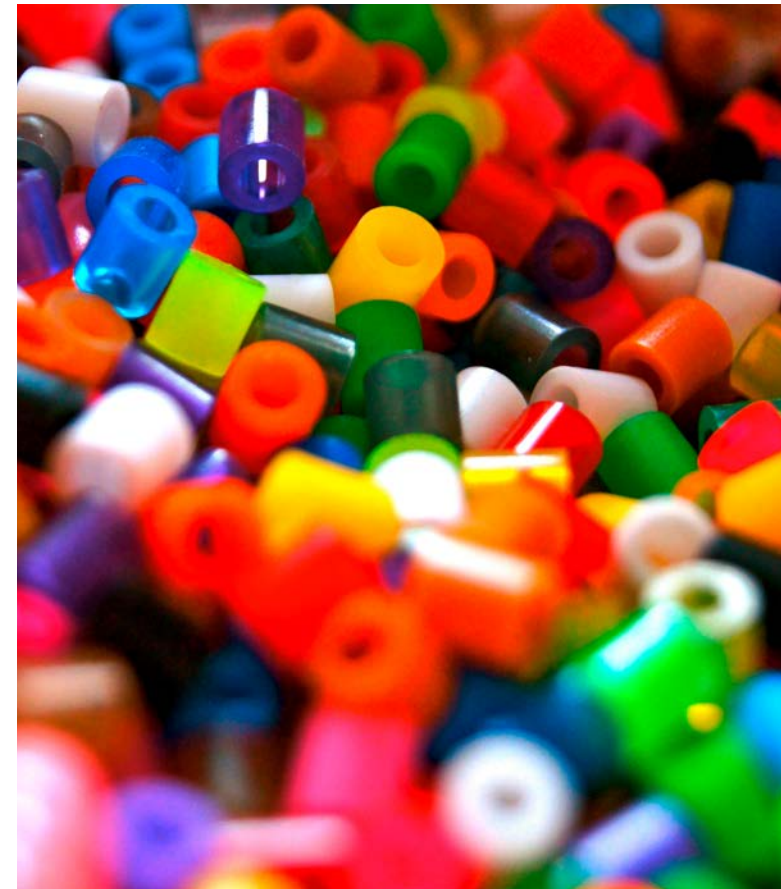


ETHIOPIA – LARGEST IMPORTER OF PLASTICS IN PRIMARY FORMS IN EAST AND CENTRAL AFRICA
WITH A PHENOMENAL ANNUAL GROWTH RATE OF 46% (2010 - 2014) REACHING 527 MILLION EUROS IN 2014



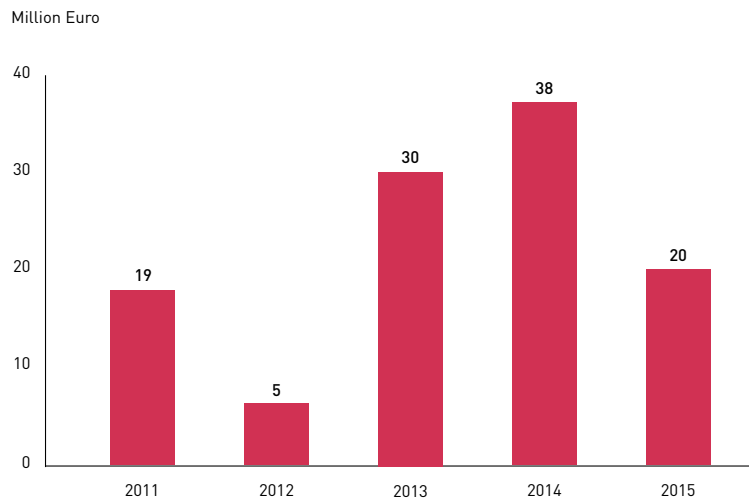
MAIN SUPPLIERS:

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

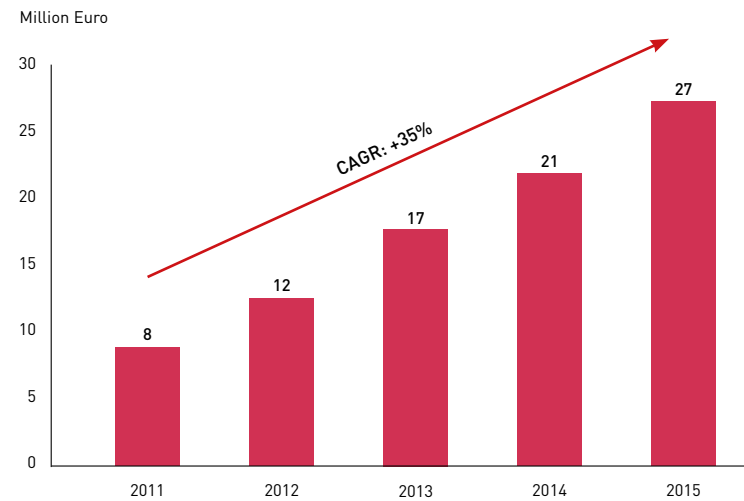


ETHIOPIA – 2ND LARGEST IMPORTER OF PLASTICS AND PACKAGING MACHINERY IN EAST AND CENTRAL AFRICA

ETHIOPIAN IMPORTS OF PACKAGING MACHINERY



ETHIOPIAN IMPORTS OF PLASTICS MACHINERY





EXHIBITON PROGRAMME

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

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



The Venue

THE MILLENNIUM HALL – THE MOST PRESTIGIOUS EXHIBITION AND CONFERENCE HALL IN ADDIS ABABA

COMPANY OVERVIEW

Addis Park Development and Management PLC is a private company established in 2004 to run the Millennium Hall. The facility was built in 2006 by the distinguished Ethiopian business person H.E. Sheikh Mohammed Hussein Ali Al-Amoudi for the celebration of the Ethiopian Millennium. The Hall is 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.

The facility is located in down town Addis, few blocks from Bole International Airport, at the mature and vibrant city center. Hotels ranging from four star to luxury collection such as Sheraton Addis are at a 5-10 minute drive from the hall.

The Millennium Hall has hosted the Ethiopian Millennium celebration in the presence of the late Ethiopian Prime Minister H.E. Ato Meles Zenawi and other African leaders.

In addition it has hosted events of national, regional and international standing with thousands of delegates and visitors such as the Saudi-East African Investment Forum, the Indian Forum, the Annual All African Leather Fair, the 16th International Conference on Public Health, the State Dinner of the Africa World Economic Forum, the annual Diplomatic Charity Bazaar, the 24th Colloquium of African Geology (CAG24).

EXHIBITION HALLS

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

- The first is the main hall with a gross area of 6,000m²
- The second is a separate hall with an area of 2,800m²

CONFERENCE HALLS AND MEETING ROOMS

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

- Three meeting rooms for 250-700 participants on the ground floor, each equipped with Air Condition, two projectors and screens, sound equipment.
- All rooms are carpeted.
- 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.

AGROFOOD



03 – 05 February 2017 • Millennium Hall – Addis Ababa



28 – 30 March 2017 • Landmark Centre - Lagos



23 – 26 May 2017 • Tehran International Permanent Fairgrounds



05 – 07 December 2017 • Accra International Conference Centre



PLASTPRINTPACK



03 – 05 February 2017 • Millennium Hall – Addis Ababa



28 - 30 March 2017 • Landmark Centre - Lagos



05 - 07 December 2017 • Accra International Conference Centre



11 - 13 March 2018 • Algiers • CIC alger - Centre International de Conférences d'Alger



11 - 13 March 2018 • Algiers • CIC alger - Centre International de Conférences d'Alger

fairtrade - Valuable business contacts



agrofood plastpack Ethiopia is organised by the German trade show specialists fairtrade. fairtrade have a wealth of experience in organizing professional trade shows for the agrofood and plastpack industries in Africa and the Middle East.

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.

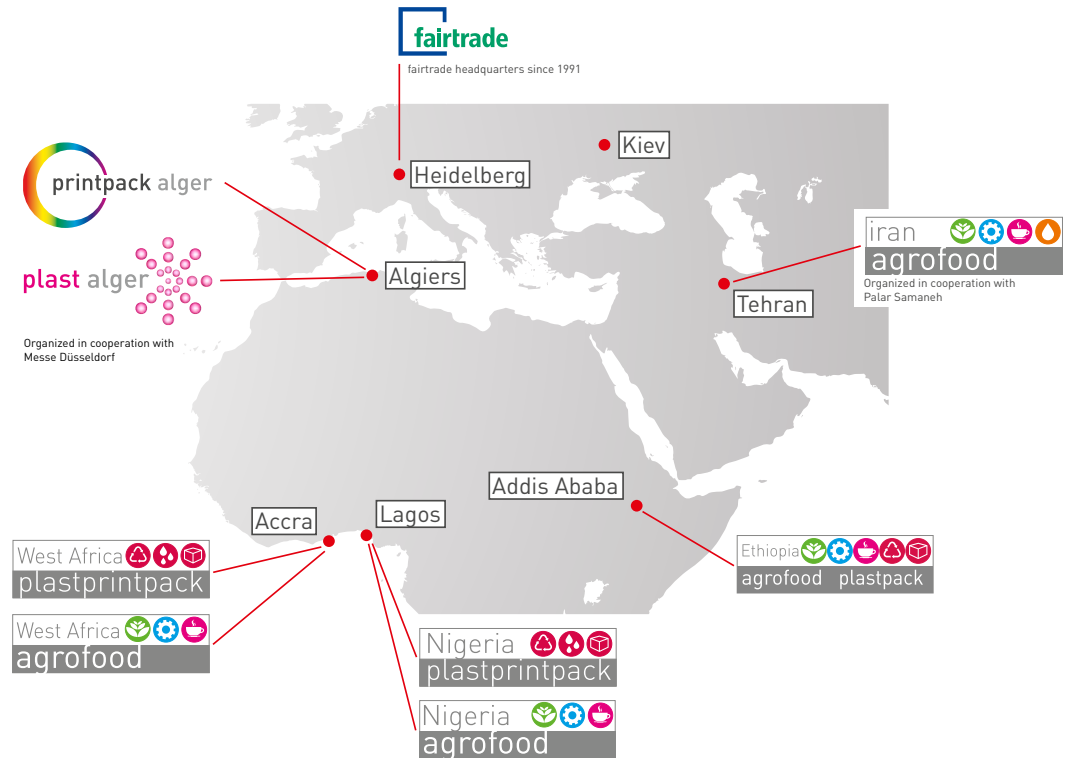
Managed by its shareholder and headquartered in Heidelberg, Germany, fairtrade maintains a powerful network of agencies and partnerships throughout the world. Since 2003, fairtrade operates a subsidiary company in Algiers, Eurl fairtrade expo.

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.

Prana Promotion

Prana Promotion is the leading exhibition organiser and event management company in Ethiopia. The company works across a wide range of sectors and has delivered the country most important events. Its unique blend of services has enabled foreign companies to generate new leads, reach qualified buyers and key decision-makers besides gaining solid access to the lucrative Ethiopian and neighboring countries market.



We'll be your back-up team !

Contact worldwide



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ISO 9001:2008 certified



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