



Press Release

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plast & printpack alger 2018 is growing strongly

Massive investments in the Algerian plastics, printing and packaging industry

Organized by fairtrade and Messe Düsseldorf at the brand new CIC alger

(Algiers/Heidelberg/Düsseldorf) Good news about plast & printpack alger 2018: The 5th International Plastics and Composites and the 6th Printing and Packaging Trade Show is growing strongly. Algeria invests heavily in the plastics, printing and packaging industries. This is why more and more international technology leaders are opting for a participation in the leading trade fair in North Africa. Organized by fairtrade and Messe Düsseldorf, the event will take place at the brand new CIC in Algiers on March 11-13, 2018.

Massive investments in the Algerian plastics, printing and packaging industry

“When registering as a visitor to the previous plast & printpack alger in April 2016, 70% of visitors said they intended to invest in the next 12 months” recalls Martin März, fairtrade's founder and Managing Partner. “Figures from the VDMA German Engineering Federation



Mr Martin März, fairtrade's founder and Managing Partner

confirm this very impressively: In 2016, Algeria increased its plastics technology imports by a remarkable 40%. While they amounted to EUR 96 million in 2015, they already recorded EUR 135 million for 2016. Imports of packaging technology rose by 9% to EUR 228 million in the same period. This makes Algeria the largest importer of packaging technology and the second largest importer of plastics technology on the African continent.”

plast & printpack alger 2018 is growing strongly



Mrs Petra Cullmann, Global Portfolio Director Plastics & Rubber at Messe Düsseldorf

“After 166 exhibitors from 22 countries and 4,360 trade visitors participated in the last event in 2016, the plast & printpack alger in 2018 is again showing all signs of growth” outlines Petra

Cullmann, Global Portfolio Director Plastics & Rubber at Messe Düsseldorf. “Although it is still too early for definitive figures, strongly grown exhibitor numbers, especially from Algeria, Austria, China, France, Germany, India, Italy, Qatar, Spain and Turkey point to a robust growth of the trade fair.”



What's new in 2018?

For the first time, fairtrade and Messe Düsseldorf are jointly organizing the plast & printpack alger, as Messe Düsseldorf has entered as an equal partner into cooperation with fairtrade. Organizer of the world's No. 1 trade shows K, drupa and interpack, Messe Düsseldorf is the global leader in professional trade fairs for the plastics, printing and packaging industry. It goes without saying that Messe Düsseldorf can make a valuable contribution to the further development of the plast & printpack alger.

Another remarkable novelty is that the event takes place in the brand new CIC alger, the Centre International de Conférences d'Alger, North Africa's most sophisticated and best-equipped exhibition ground.

http://www.plastalger.com/plastalger_e.html

http://www.printpackalger.com/printpack_e.html

Characters (incl. blancs): 2,584

Pictures can be downloaded from the [gallery](#).

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, the Middle East and Eastern Europe. Managed by its shareholder and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer





satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. A member of UFI The Global Association of the Exhibition Industry, fairtrade's management system is ISO 9001: 2008 certified.

The Messe Düsseldorf Group:

With a revenue of around EUR 443m in 2016, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. 32,100 exhibitors presented their products to 1.6m trade visitors at events in Düsseldorf this year. They were joined by about half a million visitors at various conventions. About 50 trade fairs were held in Düsseldorf, including 23 global leaders in five areas of expertise: machinery, plants and equipment, retail, trade and services, medicine and healthcare, fashion and lifestyle, and also leisure. In addition, there were about 70 proprietary, joint and contracted events outside Germany, demonstrating that the Messe Düsseldorf Group is a leading global platform for export. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. The Group runs a global network of sales offices in 138 countries (74 international representations) as well as competence centres in 8 countries.

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