

Press Release

5 October 2016

Messe Düsseldorf and fairtrade cooperate for plast & printpack alger

Algeria is investing \$ 260 billion in the modernization of infrastructure and the further industrialization alone by 2019

(Heidelberg / Düsseldorf) Messe Düsseldorf enters as an equal partner into cooperation for plast & printpack alger, which is organized by the German trade show specialists fairtrade in Algiers bi-annually since 2008. A corresponding agreement was reached by the end of September between Werner M. Dornscheidt, CEO of Messe Düsseldorf, and Martin März, fairtrade's founder and Managing Partner. The aim is to further develop the trade show and perceive growth opportunities together.

Since 2008 the German trade show specialists fairtrade organize the plast & printpack alger in Algiers bi-annually. Now Messe Düsseldorf enters into cooperation as an equal partner. A corresponding agreement was reached by the end of September between Werner M. Dornscheidt, CEO of Messe Düsseldorf, and Martin März, fairtrade's founder and Managing Partner.

plast & printpack alger: One of the most important industry platforms in Africa

"Algeria is among the four largest economies in Africa, together with South Africa, Nigeria and Egypt" outlines Dornscheidt. "In terms of technology imports in the fields of plastic, printing and packaging, the 41 million strong country is even among the top 3. As such Algeria and the plast & printpack alger perfectly fit into the portfolio of Messe Düsseldorf around K, drupa and interpack, an important step to expand our activities in this region. The plast & printpack alger has grown steadily in recent years, to 4,360 trade visitors (+ 41%) and 166 exhibitors from 22 countries and is now one of the most important industry platforms in Africa."

Algeria is the fourth largest gas exporter and sixteenth-largest oil exporter in the world and counts for foreign exchange reserves in the amount of 156 billion dollars. Currently, many well-known car manufacturers decide to build plants in Algeria, a significant development for the plastics industry. The manufacturers include Fiat Iveco, Hyundai, Nissan, PSA Peugeot-Citroen and Volkswagen. They all follow Renault producing in Algeria already since the end of 2014.

Algeria is investing \$ 260 billion in the modernization of infrastructure and in the further industrialization

The industrialization of Algeria also raises März: "As part of the five-year program from 2015 to 2019, the Algerian government is currently investing \$ 260 billion in the modernization of infrastructure and the further industrialization. The expansion of the automotive, food, packaging and plastics industry is thereby given the highest priority. After we operate now in Algeria for fifteen years, we have good market knowledge. Combined with the expertise of Messe Düsseldorf in plast, print and pack we can create



interesting synergies to drive the growth of the show successfully together. We look forward to working with Messe Düsseldorf. "

The next plast & printpack alger takes place in March 2018 in Algiers and is then jointly organized by fairtrade and Messe Düsseldorf.

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

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

Characters (incl. blancs): 2.933

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 turnover of EUR 302 million in 2015, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. During that year to the tune of 25,800 exhibitors presented their products to 1.1 million trade visitors at the events in Düsseldorf. Add to this more than half a million congress delegates. The Messe Düsseldorf Group is a leading global platform for export. About 50 trade fairs, including 24 number-one events, take place at the Düsseldorf Exhibition Centre in five areas of expertise: machinery, plant and equipment, retail and services, medicine and health, fashion and lifestyle as well as leisure. In addition, Messe Düsseldorf runs between 80 and 100 proprietary events, international participations and third-party events in other countries. Messe Düsseldorf GmbH ranks first in terms of international capital goods exhibitions.

Contact fairtrade GmbH & Co.

KG:

Ms Sarah Nitsche
Head of Marketing & PR
Kurfürsten-Anlage 36
D-69115 Heidelberg
Tel.: +49 / 62 21 / 45 65 22
s.nitsche@fairtrade-messe.de
www.fairtrade-messe.de

Contact Messe Düsseldorf GmbH:

Ms Eva Rugenstein
Head of Public Relations
Messeplatz
40474 Düsseldorf
Tel. +49/ (0)211-4560 240
RugensteinE@messe-duesseldorf.de
www.messe-duesseldorf.de