

PROPAK West Africa gears up for inaugural event

Montgomery West Africa, organisers of [PROPAK West Africa](#), are getting ready to welcome visitors to the Eko Convention Centre in Lagos, Nigeria as the show prepares to launch its inaugural event from 4-6 September 2012.



"We are delighted with the response we have received from the industry to this inaugural event," says Lydia Botha, new business development manager at Montgomery Africa. "Two months prior to the show, the exhibition was already 80% sold out and it's also clear that potential show visitors from Africa and abroad are extremely excited about this new event for the West African market."

Held in conjunction with FoodPro West Africa, Pro-Label West Africa and Print Expo West Africa - PROPAK West Africa 2012 is an event dedicated to all those involved with food processing, packaging, printing, labelling and plastics. PROPAK West Africa offers exhibitors the opportunity to explore the possibility of expanding business opportunities in the West African region, while providing visitors from all over Africa with the opportunity to source from the widest range of suppliers.

Launch products, showcase brands

PROPAK West Africa is an ideal platform for exhibitors to launch new products and showcase their brands to an increasingly lucrative market in an environment geared to promoting the latest global trends.

"There are so many innovative trends emerging in this industry at the moment," says Botha, "Some of these include manufacturers now opting for better materials made from renewable resources and developing sophisticated, cost-effective technologies to meet consumer demands. In addition, some of the latest packaging technologies can now counteract premature food perishing in Africa."

And while exhibitors can demonstrate these and many of the other latest innovations through their product launches at the show, visitors, including specifiers, buyers and senior decision-makers - will have the opportunity to compare products and suppliers and keep abreast of the latest industry trends by attending educational seminars. Visitors can also extend their network of contacts by meeting up with other industry peers and industry experts.

Global exhibitors

PROPAK West Africa's exhibitor list includes leading companies from all over the globe, including: China, France, India, Italy, Nigeria, South Africa and Turkey.

The first PROPAK West Africa comes at a time when the event organisers have long recognised the potential for a show in one of the world's fastest growing economies. The West African region is poised for phenomenal growth and at the very centre of it all, Nigeria boasts a GDP in excess of \$200 billion. With the Nigerian market now eager to source world-class offerings, this show provides a professional and centralised platform to highlight the untapped potential of this region.

In addition, PROPAK Africa has a 20-year legacy in South Africa as the definitive event for the packaging industry that brings world-class suppliers face-to-face with buyers.

"We encourage all exhibitors and visitors to take heed of this enviable opportunity, make the most of their time at this event and explore business opportunities in a region that is bursting with untapped potential," concluded Botha.

For more, go to www.propakwestafrica.com.

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