Newly launched virtual event to bring African agrofood, plastprintpack industries together

Fairtrade, the Germany based organiser behind agrofood & plastprintpack trade shows in Algeri Ethiopia, Ghana, Iran, Iraq, Ivory Coast, Kenya and Nigeria has launched a new digital event called Virtual agrofood & plastprintpack Africa, which is set to take place from 19 to 22 October 2020.

Image via faitrade Messe - 2019

The four-day event brings leading global manufacturers and decision-makers from the African agrofood ar plastprintpack industries together, creating a network of valuable business contacts.

In addition to the business-to-business meetings, the event offers conferences with inspiring speakers an relevant content, webinars, workshops, roundtables, live demos, panel sessions and product launches. Events designed to capture the situation in certain African countries and regions are dedicated to Algeria and the Maghreb, Egypt, Nigeria, Ghana, Ivory Coast and West Africa as well as Ethiopia, Kenya and East Africa.

Paul Maerz, managing director at fairtrade says: "Virtual agrofood & plastprintpack Africa is a direct response to what our trade visitor network has told us they need – an opportunity to meet with suppliers, source new products, network with existing and new business contacts as well as a place to be inspired ar learn. All this on an African scale. We are delighted to build on our 30 years of experience as organisers c agrofood & plastprintpack events to create a digital platform that serves the African and global community these unprecedented times."

Facts and figures on Africa's agrofood & plastprintpack imports

• **Agro**: To diversify Africa's economies and revive its rural areas, the African Development Bank (AfDB) h committed US$ 24 billion towards agricultural industrialisation. According to the German Engineering Federation VDMA, Africa's agricultural machinery imports amount to well over one and a half billion euros annually.

• **Food and beverage technology**: Imports of food processing and packaging technology account for €2.977bn in 2018, after €2,801bn in 2017 (+6.3%). This puts Africa on a par with Southeast Asia's €2.893bn, but well ahead of South America's €1.843bn, Central America's €1.775bn and the Middle East' €1.678bn.

• **Food ingredients**: With 1.3 billion inhabitants, Africa has long been one of largest food markets in the world. Expenditure in the food and beverage sector is growing steadily and production is by far the largest segment of the African processing industry.

• **Food and hospitality**: According to the African Development Bank, Africa's annual food imports are estimated to rise from US$35bn to US$110bn by 2025.

• **Plastics**: Africa is a huge importer of plastics in primary forms. Imports of plastics raw materials grew by 5.9% annually between 2011 and 2017, from 4,220 kt to 5,939 kt, +41%. (Euromap) Africa's imports of plastics technology made up for €997.132m in 2018. This places Africa well ahead of South America's €722.052m and the Middle East's €671.256m.

• Print: Africa's imports of printing and paper processing technology represent €733m in 2018. This ranks the continent well ahead of South America's €680m, Central America's €669m and the Middle East's €634m.

• Pack: Africa's imports of packaging technology make up for €1.367bn in 2018. This puts Africa on a par with Southeast Asia's €1.303bn, but well ahead of South America's €952m, Central America's €860m and the Middle East's €851m.

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