

Press release

Algiers, Heidelberg, Duesseldorf – 28 October 2024

Algeria emerges as the Maghreb's major plast & printpack market

The 9th edition of plast & printpack alger from 24 to 26 February 2025 at the SAFEX in Algiers

(Algiers, Heidelberg, Duesseldorf) Building on the incredible success of plast & printpack alger 2024 featuring 5,199 trade visitors from 42 countries and 297 exhibitors from 22 countries, the organisers fairtrade Messe and Messe Duesseldorf announce an even more vibrant experience for 2025.

Responding to strong demand, the organisers have decided to move to an annual exhibition cycle after 16 years. The 9th edition of plast & printpack alger will take place from 24 to 26 February 2025 at the Palais des Expositions d'Alger - SAFEX, showcasing cutting-edge products, technologies, and solutions.

This landmark event will gather industry leaders and innovators, presenting the future of plastics, printing, and packaging in Algeria.

plast & printpack alger 2025 is thematically structured

- Pavilion Ahaggar left side: plast alger 2025 Plastics machinery
- Pavilion Ahaggar right side: printpack alger 2025 Printing and packaging machines and materials
- Pavilion C Casbah: plast alger 2025 Raw materials & auxiliaries, Plastics machinery

Voices from the organisers



"We are proud that since 2010 plast & printpack alger has been embraced by leading technology and raw material suppliers from around the globe as their most important business platform in the region", says **Martin März, fairtrade founder and managing partner**. "And we thank the Algerian government as well as Algerian, Maghreb, European, Middle Eastern and Asian embassies, institutions and associations for their unmitigated and ongoing support."



And **Thomas Franken, Project Director K with Messe Duesseldorf** adds: "When it comes to plastics technology, Algeria's investments amounted to 210 million euros in 2023. This makes Algeria the second largest investor in plastics technology in Africa according to VDMA."



Sabine Geldermann, Director drupa and Global Head Print Technologies with Messe Duesseldorf points out: "Algeria's imports of printing and paper technology in 2022 amounted to €77 million, up from €57m in 2016. Algeria thus ranks among the largest importers of printing technology on the African continent, behind South Africa, Nigeria and Egypt, but ahead of Morocco €60m, Kenya €34m, Tunisia €25m, Ghana €17m and Ivory Coast €14m."

Official national pavilions and valuable institutional support

plast & printpack alger is proud to host major governmental institutions and market leaders from Algeria's plastics, printing, and packaging industries. From the international side, the event will feature major participations from more than twenty countries and pavilions from Austria, China, France, Germany, India, Italy and Türkiye.

Institutional partners supporting the event include Advantage Austria, Chambre de Commerce et d'Industrie Mezghena Alger, ACIMGA, AMAPLAST, AUMA, AHK Alger Chambre Algéro-Allemande de Commerce et d'Industrie, AVEP Valencian Plastics Industries Association, CCIAF Chambre de Commerce et d'Industrie Algéro-Française, German Federal Ministry for Economic Affairs and Climate Action, ITA Italian Trade Agency, Türkiye Ministry of Commerce and VDMA.

Investment in technology to boost local production, export and replace imports - Algeria is the Maghreb's major plast & printpack market.

According to the German mechanical engineering association VDMA, Algeria is the Maghreb's major plast & printpack market and one of the largest investors in plastics, printing and packaging technologies in Africa and the Middle East. These technological imports enable Algeria to develop and diversify its own production, increase its exports, and replace imports of consumables.

In this context, plast & printpack alger plays an important role in raising awareness among the Algerian public of environmentally friendly materials and packaging, and in familiarising the public with the circular economy.

plast alger 2025: For several years now, Algeria has been investing heavily in the production of plastic raw materials in order to gradually reduce its imports. Imports of plastic raw materials have risen sharply over the past 16 years, from 304 kt in 2007 to well over a thousand kt in 2023, worth more than US\$2 billion. (EUROMAP) In plastics technology, Algeria's imports of plastics technology increased by 32% annually between 2020 and 2023, from €91m to €210m. This makes Algeria the second largest importer of plastics technology on the African continent after Egypt with €220m. (VDMA)

printpack alger 2025: In the field of printing and paper technologies, demand in Algeria is constantly growing and investment in this area has risen from 57 million euros in 2016 to 101 million euros in 2020 and 77 million euros in 2021 and 2022, making Algeria, along with South Africa and Egypt, one of the three largest investors in printing and paper technologies in Africa. In terms of investment in packaging technologies, with 127 million euros in 2022, Algeria is among the leading investors in packaging technologies on the African continent, along with Nigeria, South Africa and Egypt. (VDMA)

For further information, visit

www.plastalger.com

www.printpackalger.com

Characters (including blanks): 4,995

fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.

About the Messe Düsseldorf Group*

Messe Düsseldorf is among the most successful trade fair companies worldwide. It hosts around 40 trade fairs including 20 leading international trade fairs at its 613,000 sqm exhibition centre on the Rhine. In the 18 halls international market leaders and top decision-makers of various sectors get together every year in order to present and discover innovations, to exchange ideas and network. The sectors of expertise of Messe Düsseldorf include: "Machinery, Plants and Equipment" (i.a. drupa, K, interpack, glasstec, wire and Tube); "Retail, Trades and Services" (EuroShop, EuroCIS, ProWein); "Health and Medical Technology" (MEDICA, COMPAMED, REHACARE); "Lifestyle and Beauty" (BEAUTY, TOP HAIR) as well as "Leisure" (boot, CARAVAN SALON). Add to this numerous conventions, corporate events, conferences and meetings by its subsidiary Düsseldorf Congress. Abroad, Messe Düsseldorf organises 75 events and German joint exhibits. The global network of the group of companies encompasses 77 foreign representatives for 141 countries - including 7 international subsidiaries.

Contact for press and media:

fairtrade Messe GmbH & Co. KG

Mr Christoph Müller

Public Relations

Voßstrasse 3

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

c.mueller@fairtrade-messe.de

www.fairtrade-messe.de

Contact for exhibitors:

fairtrade Messe GmbH & Co.

KG

Ms Freyja Detjen

Project Management

Voßstrasse 3

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 19

f.detjen@fairtrade-messe.de

www.fairtrade-messe.de

Contact for exhibitors:

Messe Düsseldorf GmbH

Mr. Thorsten Henke

Project Management

Messeplatz

D-40474 Düsseldorf

Tel +49-211-4560-77 32

HenkeT@messe-duesseldorf.de

www.messe-duesseldorf.de