



**Algeria: One of Africa's & the Middle East's largest importers of**

Plastics in primary forms  
Plastics technology  
Packaging technology

7th International Trade Fair for Plastics and Composites for Algeria and the Maghreb

**16 - 18 May 2022**



Centre International de Conférences  
d'Alger Abdelatif Rahal CIC

[www.plastalger.com](http://www.plastalger.com)

# Review on plast alger 2020

# 2020

➔ Gallery

➔ Show video

➔ Exhibitor list

➔ Testimonials





# Valuable institutional support

# 2020



## Personalities having participated at the official opening of plast & printpack alger 2020

- Mr Megateli Redouane, Adviser to the Minister for Microenterprises, Startups and the Knowledge Economy
- H.E. the Ambassador of Germany Ulrike Knotz
- H.E. the Ambassador of Italy Pasquale Ferrara
- H.E. Ambassador of Turkey Mahinur Özdemir Göktaş
- Mr. Amine Mered, Chairman - Packaging Committee of the Business Leaders Forum
- Mrs. Latifa Turki Liot, President - Professional Union of the Automobile and Mechanical Engineering Industry UPIAM
- Mr. Franz Bachleitner, Commercial Counsellor - Austrian Embassy
- Mr. Jose María Hernando, Economic and Commercial Adviser - ICEX Spain Export and Investment
- Ms. Besma Belbedjaoui, CEO Plasticycle & ECC Algeria
- Mr. Martin & Paul März, MDs fairtrade & Ms. Petra Cullmann, Global Portfolio Manager Plastics & Rubber - Messe Duesseldorf

# Facts on plast alger 2020



## According to a survey conducted among visitors and exhibitors

Exhibitors from **22** countries\*

**93%** of exhibitors want to participate in the next show

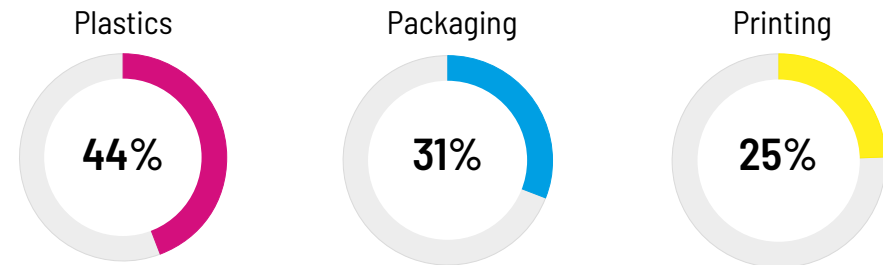
**88%** of exhibitors satisfied or very satisfied with the services of the organisers

**75%** of exhibitors satisfied or very satisfied with the quality of the visitors

**3,162** visitors from **25** countries\*

**88%** of the visitors recommend the trade show to their peers

### Visitors' sector of interest



\* together with printpack alger



# plast alger 2022

## The success story continues



Based on upbeat market developments, plast & printpack alger is to continue its growth story. Both in quality and in quantity.

International market leaders from around the globe will be back again for 2022 as well as many official country pavilions, for instance from

Austria

India

China

Italy

Egypt

Spain

France

Tunisia

Germany

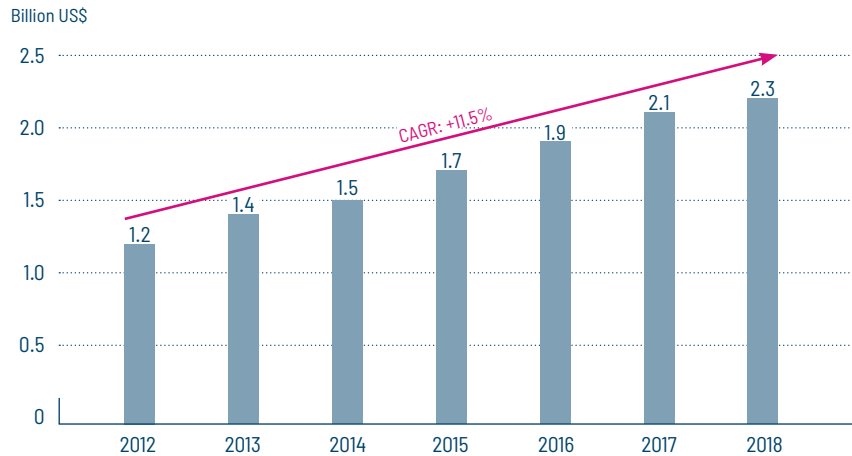
Turkey





# Why exhibit in 2022?

➔ **US\$ 2.3 billion in 2018: Algeria is the second largest importer of plastics in primary forms in Africa & the Middle East**



Source: gtai German Trade & Invest

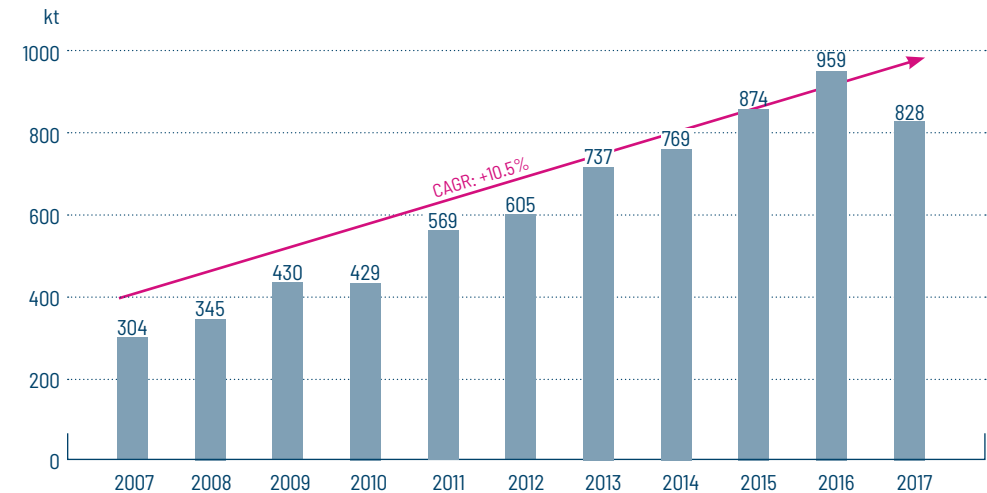
As all plastic raw materials are imported (mainly from the Middle East, Asia and Europe), the Algerian market has an immense potential for exporters.

With imports of 828 kt in 2017, Algeria is the second largest importer of plastics in primary forms in Africa and the Middle East.

Following Egypt and well ahead of Nigeria with 729 kt, the UAE with 658 kt, South Africa with 627 kt, Saudi Arabia with 625 kt and Iran with 473 kt.

Source: EUROMAP Plastics Resin Production and Consumption, February 2019

➔ **Imports of plastic raw materials grew by 10.5% annually between 2007 and 2015, from 304 kt to 828kt!**



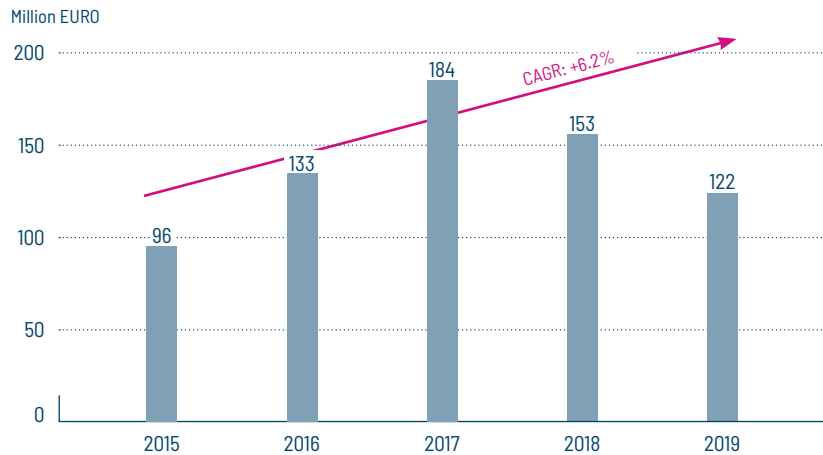
Source: EUROMAP / Graph: fairtrade

Plastic raw material imports of other countries over the past years have developed as follows:

- Morocco: from 374 kt in 2007 to 568 kt in 2017, +52%
- Tunisia: from 209 kt in 2007 to 327 kt in 2017, +56%
- Nigeria: from 513 kt in 2007 to 729 kt in 2017, +42%
- Ethiopia: from 54 kt in 2010 to 237 in 2017, +338%

# Why exhibit in 2022?

➔ **Algeria is the largest importer of plastics technology in the Maghreb and one of the largest importers in Africa and the Middle East**



Source: VDMA / Graph: fairtrade

## Africa

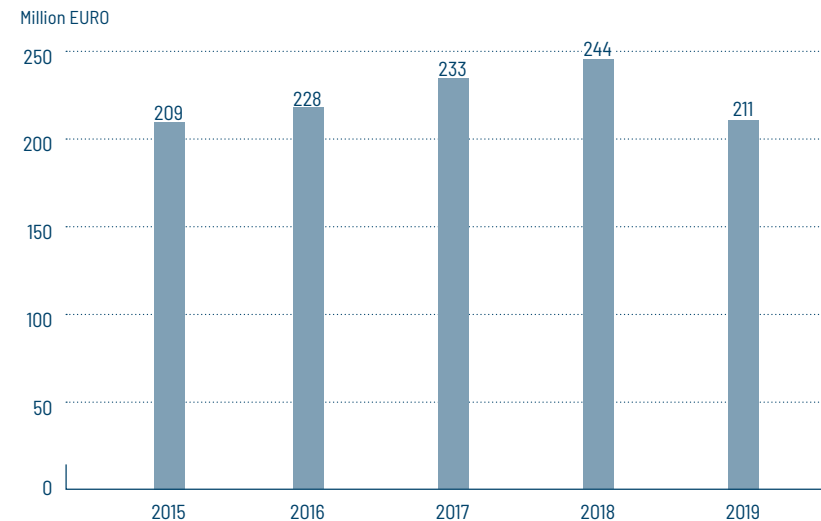
With 122 million euros, Algeria is by far the largest importer of plastics technology in the Maghreb, ahead of Morocco with 92 million and Tunisia with 47 million. Together with Egypt, Nigeria and South Africa, Algeria is one of Africa's largest importers of plastics technology.

Algeria's main suppliers are China, Italy, Germany, France, Canada, Switzerland, Luxembourg, Austria, Spain and Turkey.

## The Middle East

With a value of 122 million euros in 2019, Algeria imports far more than other major Middle Eastern countries such as Iran (95 million) or Israel (91 million) and is at a similar level to the United Arab Emirates (125 million). This also makes Algeria one of the largest importers of plastics technology compared to the Middle East, after Saudi Arabia (151 million).

➔ **Strong and sustainable growth: Algeria is the largest importer of packaging technology in Africa and the Middle East**



Source: VDMA / Graph: fairtrade

## Africa

With 211 million euros, Algeria is the leading importer of packaging technology on the African continent in 2019, together with South Africa (212 million), Egypt (189 million) and Nigeria (155 million euros).

## The Middle East

Algeria is also the leading importer compared to major countries in the Middle East. In 2019, for example, Saudi Arabia imported packaging machinery worth 160 million euros, the UAE for 150 million, Israel for 96 million and Iran for 93 million.

Italy, Germany, France, Spain, China, Turkey and Austria are Algeria's main suppliers.

## Raw materials and auxiliaries

- Thermoplastics
- Thermoplastic elastomers
- Coating compounds
- Foams and intermediates
- Rubbers
- Synthetic fibres, bristles, tapes
- Adhesives and glues
- Paint resins
- Additives
- Fillers
- Reinforcing fibres, -materials
- Starting materials, intermediate, polymerisation, auxiliaries

## Semi-finished products, technical parts and reinforced plastics

- Processing technologies
- Follow on treatment of plastics products
- Supplying
- Product groups
- Products

## Machinery and equipment for the plastics and rubber industries

- Machines and equipment for preprocessing and recycling
- Machinery and plant for processing
- Post processing machines
- Extruders and extrusion lines
- Injection moulding machines
- Blow moulding machines
- Machinery and plant for finishing, decorating, printing and marking
- Welding machines
- Moulds and dies
- Integrated automation
- Ancillary equipment
- Measuring and test equipment
- Parts and components

## Services for the plastics and rubber industry

- Computer software
- Professional literature
- Trade associations
- Subcontracting
- Science and consulting





# Market update: Facts about Algeria at a glance



## Algeria – The economic powerhouse Hundreds of billion US\$ investment program

Algeria is the largest country in Africa and the most populous in the Maghreb region.

The vast country is the leading gas producer in Africa and the second largest gas supplier for Europe. It is one of the three largest oil producers in Africa.

Considerable oil and gas revenues together with economic opening, liberalisation and privatisation have created constant GDP growth in most of the past few years.

With a GDP of US\$ 147 billion in 2020, Algeria is the economic powerhouse on the African continent, ranking fourth after Nigeria, South Africa and Egypt.

Imports have increased from US\$ 38.9 billion in 2010 to US\$ 41.9 billion in 2019.

Exhibitors will benefit from the fourth massive investment program of hundreds of billion US dollars for 2020 and 2024, which will contribute to the development of the country's infrastructure and the improvement of the living conditions of Algerians.

➔ **Inhabitants:**

- 43.9 million (2020)

➔ **Strengths:**

- 18th largest oil exporter and 7th largest exporter of gas in the world
- huge oil and gas reserves
- high cash reserves and minimal foreign debt
- stable government
- fast growing market for consumer and investment goods

➔ **Opportunities:**

- Public investment programs improve infrastructure and offer chances for supply
- new industrial policy to strengthen competitiveness offering chances for cooperation with foreign enterprises
- oil and gas production to be enlarged
- funding of large-scale projects state guaranteed
- considerable market for capital and consumer goods
- financial strength, young and western oriented population

➔ **Commodities:**

- agrarian: wheat, barley, oats, grapes, olives, citrus fruits, sheep, cattle
- mineral: crude oil, natural gas, iron, phosphate, zinc, lead

## Centre International de Conférences d'Alger Abdelatif Rahal CIC

Opened in 2016, CIC Alger (Centre International de Conférences Alger) is North Africa's most exciting new venue for exhibitions, conferences and more.

This first-class international conference and exhibition center features an abundance of meeting rooms, exhibition halls, world-class shopping, a variety of restaurants, on-site TV studios, horse stables, parking facilities, and an auditorium which can hold 6,000 guests. The highest quality fire and state security services ensure that our guests can conduct business or entertain in a safe and secure setting.

### Exhibition Services

The CIC exhibit space has been thoughtfully designed for business transactions, the exchange of ideas, and the showcase of products and services.

### Meetings, Conferences & more

Showcasing contemporary, flexible and superior quality architectural design - and delivering outstanding customer service and omnipresent technology - the CIC will soon become the mainstay for Algiers' and North Africa's largest meetings, expos, conferences, and celebrations.

### Dining & Restaurants

What makes a meeting, event or celebration even more memorable? The CIC is proud to house over 30 kitchens, bars and restaurants.



# Visibility Content Network

## Your benefits

all exhibitors • all products • all visitors  
networking & matchmaking

exportal

### Get connected!

### Check out all exhibitors and products



- enter the portal
- detailed company and product profiles



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



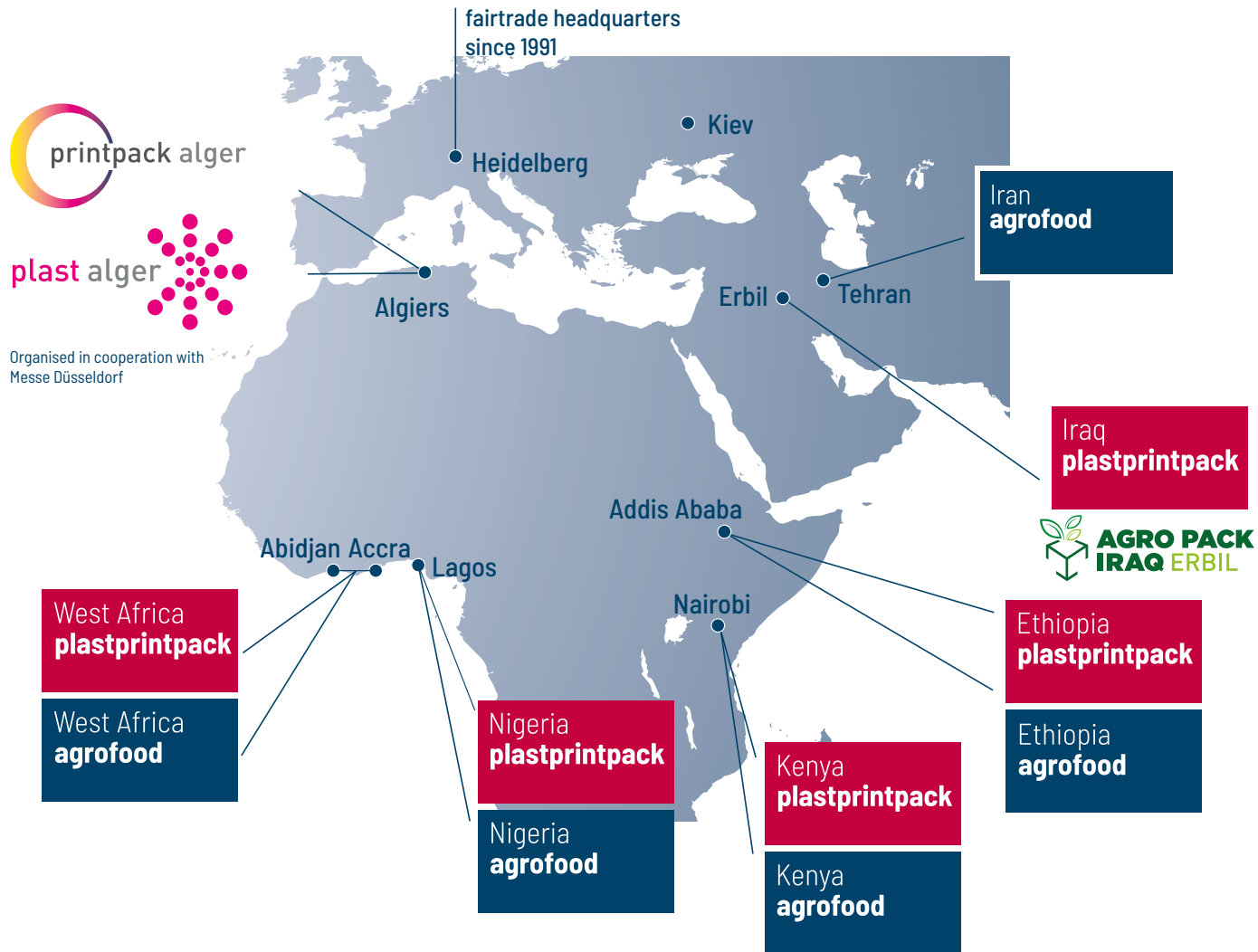
- contact the exhibitors before and after the show
- present your ideas to potential business partners
- make an appointment for the event
- find good business contacts with the help of detailed profiles



- be contacted by other visitors & exhibitors
- benefit from B2B matchmaking
- your profile is active 24/7 all year round



# Grow your business - upcoming events



**Nigeria** **22 - 24** Lagos  
 March 2022  
[www.ppp-nigeria.com](http://www.ppp-nigeria.com)  
[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)

**Algeria** **16 - 18** Algiers  
 May 2022  
[www.plastalger.com](http://www.plastalger.com)  
[www.printpackalger.com](http://www.printpackalger.com)

**Ethiopia** **02 - 04** Addis Ababa  
 June 2022  
[www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)  
[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com)

**Iran** **07 - 10** Tehran  
 June 2022  
[www.iran-agrofood.com](http://www.iran-agrofood.com)

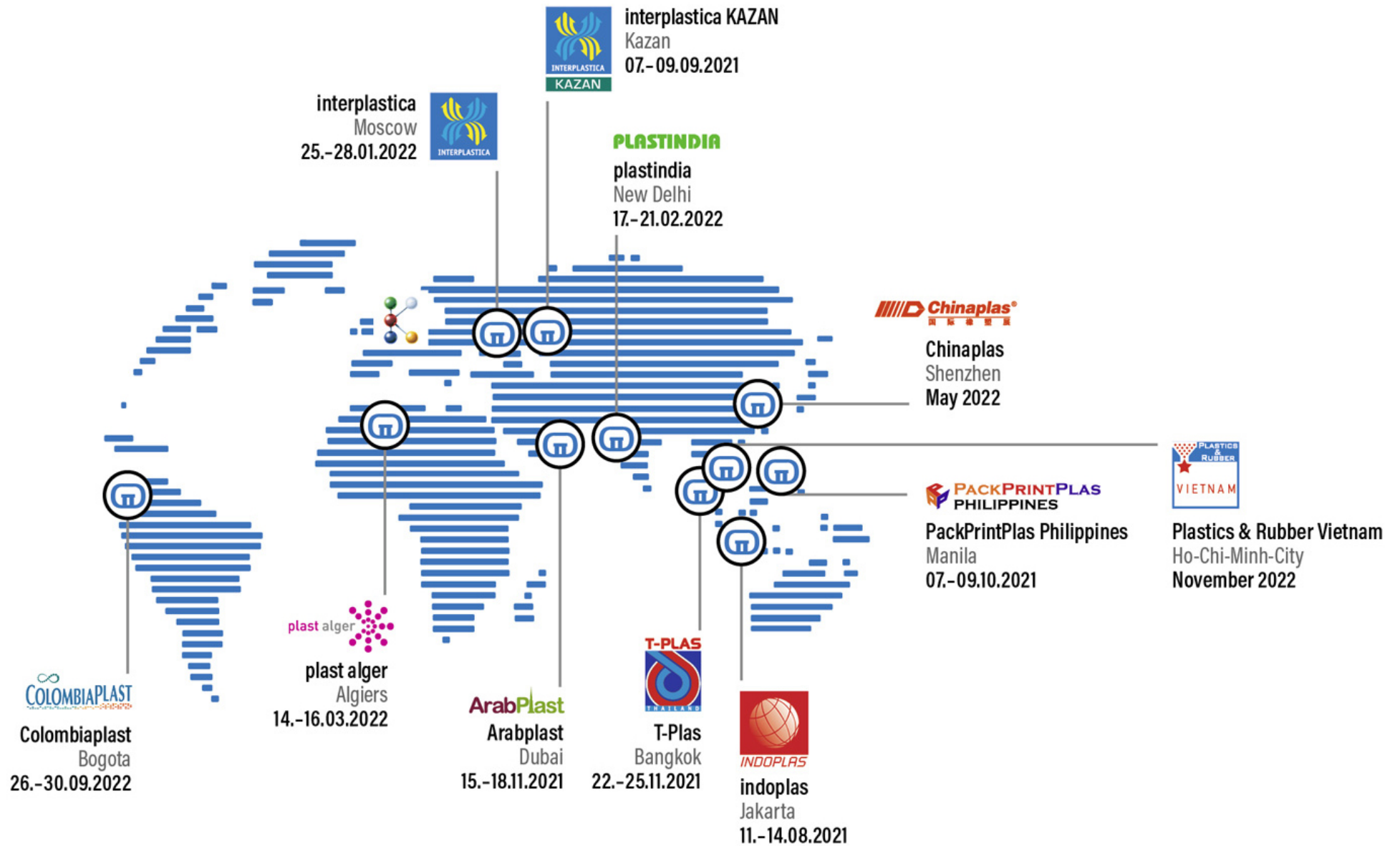
**Kenya** **22 - 24** Nairobi  
 Nov. 2022  
[www.ppp-kenya.com](http://www.ppp-kenya.com)  
[www.agrofood-kenya.com](http://www.agrofood-kenya.com)

**Iraq** **22 - 24** Erbil  
 Nov. 2022  
[www.ppp-iraq.com](http://www.ppp-iraq.com)  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)

**West Africa** **01 - 03** Accra, Ghana  
 Dec. 2022  
[www.ppp-westafrica.com](http://www.ppp-westafrica.com)  
[www.agrofood-westafrica.com](http://www.agrofood-westafrica.com)



# Messe Düsseldorf events



# We'll be your back-up team!



## About fairtrade

### 30 years of Valuable business contacts

Founded in 1991, fairtrade Messe 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.

Whether we are going down innovative digital paths with our Virtual Events or opening-up new markets with international trade shows. We always find the best possible way to enable valuable business contacts between our exhibitors and visitors, that is 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 and 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.



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## The Messe Düsseldorf Group\*

The Messe Düsseldorf Group generated sales amounting to EUR 131.5 million in the Covid-19 year 2020. At the seven events in Düsseldorf 5,558 exhibitors presented their products to 534,914 trade visitors in this trade fair year.

Messe Düsseldorf has developed a ground-breaking Hygiene and Infection Protection Concept, which was successfully put to work at CARAVAN SALON as Germany's first major trade fair held since spring 2020.

Düsseldorf Exhibition Centre hosts around 40 trade fairs in the five fields of expertise: "Machinery, Plants & Equipment", "Retail, Crafts & Services", "Medicine & Health", "Lifestyle & Beauty" as well as "Leisure", including 22 proprietary No. 1 trade fairs as well as, currently, 15 robust partner and guest events.

Add to this over 1,000 conventions, corporate events, congresses and meetings held by its subsidiary Düsseldorf Congress.

In addition to this, the Messe Düsseldorf Group organises 75 events, joint events and contracted events abroad and is one of the leading export platforms worldwide. The group of companies runs a global network with 77 foreign representations serving 141 countries – including 7 international subsidiaries.

\* All figures are subject to final accounts.



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