

POST SHOW REPORT



Ethiopia
agrofood

Ethiopia
plastprintpack

**Ethiopia's leading trade show on agriculture,
food & beverage processing, food and plastics,
printing & packaging**

14 - 16

October 2021

Ethiopian Skylight Hotel – Addis Ababa

www.agrofood-ethiopia.com • www.ppp-ethiopia.com



#agrofoodET
#pppET



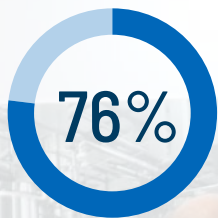
agrofood & plastprintpack Ethiopia made an impressive return in Ethiopia after Covid-19

This year, from 14 to 16 October 2021, exhibitors had come to Addis Ababa with rather low expectations due to Corona, many even stayed away altogether. All the more pleasing was the great interest in live business contacts of no less than **2,458 visitors** and their interest in doing business with exhibitors **from 9 countries** representing a wide spectrum of the entire value chain.

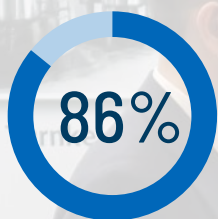
The high satisfaction ratings on the part of exhibitors reflect this, as does the statement by Matthias Thienel of Destilla: „We were unsure what to expect due to the pandemic and the overall situation of the country, but our expectations for the exhibition were outmatched by far.“

The exhibitors came from Ethiopia, France, Germany, India, Italy, Nigeria, Russia, Turkey and the United States of America.

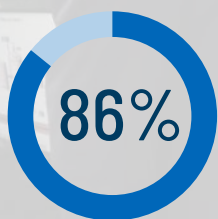
Exhibitors feedback



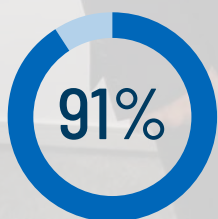
are satisfied with the quality of visitors



are satisfied with the whole fair



would recommend agrofood & plastprintpack Ethiopia



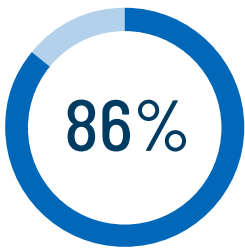
intend to participate in the next agrofood & plastprintpack Ethiopia



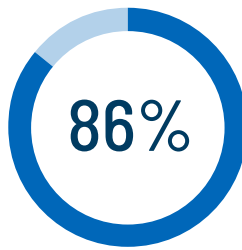
Video 2021



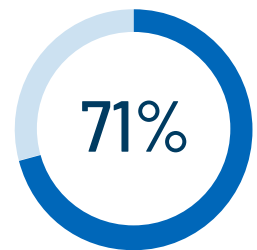
Visitors feedback



are satisfied with the quality of business contacts



would recommend agrofood & plastprintpack Ethiopia to their colleagues

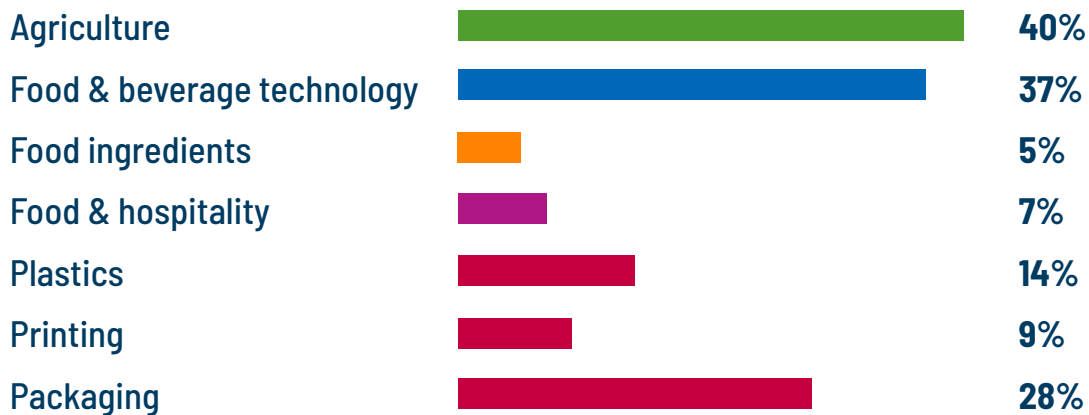


of the visitors are planning to invest within the next 12 month

Visitors profile

Visitors from 40 countries - among them 19 African countries

Sectors of visitors' interest





35%

To get information about
new products and innovations

65%

To establish and expand
business contacts

**Main reasons
to attend**

Voices of the exhibitors

Ethiopia has a huge potential because of the growing market and the population size. We as Krones aim to build long-term partnerships with our local branch office that opened in 2018.

The customers and visitors come from a diverse background of sectors. We are happy with everyone who took the time to meet us here at agrofood & plastprintpack Ethiopia. Even outside the beverage sector, we will partner with many visitors who are interested in our video yet printers.

Our expectations were met. We had good conversions and we are looking forward to participate in the future to network and build opportunities and long-standing partnerships on eye-level.

Chris Wegner, Deputy General Manager - Krones LCS Center East Africa Ltd.



Ethiopian plastics, packaging and printing sectors are the new and emerging fields that move the country's economy forward in creating jobs, establishing backward and forward linkages with agricultural and industrial outputs, import substitution and foreign currency generation.

In the plastic subsector, there are more than 400 factories in injection, blow film, extrusion and blow molding, small, medium and large-scale manufacturers. The production capacity of the sector rose from less than 50,000 tons to more than 400,000 in the past 5 years. Unfortunately, we still have to import all the raw materials like PVC, PE, PP, EVA, ... for all products produced locally. This sector alone consumes more than a billion dollars each year by average.

Dr. Yonas Abate, Rubber and Plastic Directorate Director - Chemical and Construction Inputs Industry Development Institute



As a producer to be here is very important to introduce our company directly to business people. At the show we met traders, wholesalers, exporters and importers, and we had productive meetings with many serious business people. It's been our first time attending agrofood & plastprintpack Ethiopia, so we were not sure what to expect, but it's been a great experience so far.

Hasan Özmermer, Vice President - Özmermer Gıda San. Ve. Tic. Ltd. Sti



Ethiopia is a country with large livestock populations. Animal identification and registration is emerging and can make important contributions to the efficiency and output of the livestock sector as well as to animal health and food safety.

We were able to talk to many interested people, animal keepers and traders, and demonstrate and explain our products. We rate the quality of the contacts as quite good.

Britta Nehls, Sales & Marketing - Caisley International GmbH



THANK YOU



SEE YOU AGAIN

09 - 11
June 2022

Addis Ababa, Ethiopia
Ethiopian Skylight Hotel

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