



Press Release

14 November 2018

The 5th agrofood & plastprintpack West Africa 2018 for the first time in Abidjan: 80+ exhibitors from 17 countries, a high-profile conference programme and Bolloré as Gold Sponsor

(Heidelberg / Abidjan)

The 5th edition of agrofood & plastprintpack West Africa takes place for the first time in Ivory Coast, from 20 to 22 November 2018 at the Radisson Blu Hotel Abidjan Airport.

Organized by the German trade fair specialists fairtrade Messe and their Ivorian partners 2A Consult, this professional trade show is aimed at both West African industry and craftsmen: farmers, herders, food and beverage manufacturers, food retailers and catering and hotel professionals. And to the plastics, printing and packaging industry.

[80+ exhibitors from 17 countries](#) have confirmed their participation. These include many of the world's leading companies in their sector.

agrofood & plastprintpack West Africa 2018 is pleased to have gained [Bolloré](#) as Gold Sponsor. Founded in 1822, the Bolloré Group is one of the 500 largest companies in the world, with 81,420 employees and a turnover of 18.3 billion euro in 2017. Listed on the Paris Stock Exchange, Bolloré holds strong positions in all its activities around three business lines, Transportation and Logistics, Communication, Electricity Storage and solutions.





A quality conference and events programme

Conferences and events over all the three days include:

- The launch of the [HortiFresh Fruit and Vegetable Programme](#) in Côte d'Ivoire during agrofood West Africa 2018.
- Panel discussions and expert sessions in the HOLLAND LOUNGE on: The use of improved inputs - Agri-entrepreneurship. How to run a sustainable agribusiness
- Exporting organic fruits from the importer and grower perspective - Access to SME finance
- Bosch seminar on processing & packaging of local high added value products (coffee, cocoa, cereals, etc.) for the food and confectionery industries
- VDMA Plastics and Rubber [symposium](#) on how European plastic and rubber machines can make a valuable contribution to the West African plastic, packaging and recycling industries

Strong international support

agrofood & plastprintpack West Africa 2018 enjoy the support of the following international institutions:

- France - adepta French Agrofood Association & French Embassy Côte d'Ivoire
- Germany - German Embassy Abidjan, AHK Delegation of German Industry and Commerce in Ghana
- Italy - Italian Embassy Côte d'Ivoire
- Netherlands - Agricultural Counselor for West Africa with the Embassy of the Kingdom of the Netherlands, NABC Netherlands-African Business Council, SNV Netherlands Development Organisation
- Turkey - Ministry of Economy, Turkish Embassy Côte d'Ivoire

France, the Netherlands and Turkey are present with official national pavilions.

Photographic material available in our [gallery](#)





fairtrade - Valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organisers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe. Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world. fairtrade organizes shows in the sectors Agrofood, Building, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction. By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors. fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers. Our management is ISO 9001:2015 certified.

2A CONSULTING

2A CONSULTING is a communication consulting agency specialized in events, approved by the Higher Advertising Council (CSP). It is one of the best event agencies in Côte d'Ivoire, given the quality of its work and experience. 2A CONSULTING has expanded its activities by creating 2A Éditions, a structure specialized in publishing and advertising management, which produces ESPRIT, the first Ivorian Mind Style magazine. 2A Consulting is composed of about fifteen young and dynamic people with between 5 and 15 years of experience in communication and marketing in agencies or with advertisers.

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