

**Press Release 02**

Addis Ababa / Heidelberg, 12 June 2023

---

**agrofood & plastprintpack Ethiopia 2023 was a resounding success****3,558 trade visitors discussed their business with 138 exhibitors from 16 countries****Hosted Buyers' Program & high-profile conferences - made in KUWAIT Gold Sponsor**

---

(Heidelberg/Addis Ababa) Exhibitors and trade visitors, institutional partners and media agreed: The 5th edition of [agrofood](#) & [plastprintpack](#) Ethiopia 2023 was a resounding success.

Opened on 8 June, it got off to a flying start as the show was officially declared open by the State Minister of Industry, H.E. Mr Hassan Mohammed, in the presence of high-ranking government representatives, members of the diplomatic corps and [138 exhibitors from 16 countries](#).

"Today we commemorate the beginning of a new chapter, a chapter that integrates agriculture, food processing, packaging and plastics, opening up limitless possibilities for our people and our economy.

By bringing together stakeholders from across the globe, agrofood & plastprintpack Ethiopia serves as a paramount platform to showcase the immense potential of our nation and foster collaboration. We are eager to develop our agrofood & plastprintpack industry in close cooperation with our partners from around the globe."

The opening session was held with the participation of the Ethiopian government, associations and private businesses, the ambassadors of Germany, Kuwait and Türkiye and the Director of the Italian Trade Agency, ambassadors or embassy representatives of Oman, Palestine, Poland, Qatar, Saudi Arabia, the United Arab Emirates and Yemen, and the organisers fairtrade & Prana Events.

A highlight on the first day was the B2B session hosted by Ashenafi Merid and Getnet Belay from the Ethiopian Beverages Manufacturing Industries Association and the session on the Durum wheat value chain hosted by ITA Italian Trade Agency.

Day 2 started with a session on Challenges in the Ethiopian Plastic and Rubber Industry followed by a session by the German Embassy titled: The act on corporate due diligence obligations in supply chain - Human rights and environmental protection expanded to global value chains.

Among the show highlights was the Hosted Buyers Program for VIP investors from Rwanda, Tanzania and Uganda, organised in cooperation between the Italian Trade Agency ITA in Addis Ababa and the show organisers. The Hosted Buyers held B2B meetings with Italian and non-Italian exhibitors.

## Results – How exhibitors evaluated the event

As a result of the 3 show days, agrofood & plastprintpack Ethiopia 2023 facilitated thousands of B2B meetings between 3,558 trade visitors from all over Ethiopia and neighboring countries and the 138 exhibitors from 16 countries.

Said Gabriele Giallorenzo, Area Sales Manager – SACMI: “I found this fair very interesting, very busy. Sacmi cannot miss the opportunity to attend the agrofood exhibition here in Addis Ababa. We were very happy to attend this exhibition this year and I invite all of you to attend it also next year because we will be present for sure, and it will be a great opportunity for you to discover much more in the plastics and food industry.”

And Leslie Davis, Marketing Manager – ahlia Group outlined: “agrofood Ethiopia was a good show and the Ethiopian market is really important for us. What we feel is that the Eastern part of Africa shares a lot of similarities and habits of food with the Middle Eastern countries. And since we are from the Middle East, we find that we can actually cooperate a lot with Ethiopian businesses.”

The exhibitors came from Austria, Bulgaria, China, Ethiopia, France, Germany, India, Italy, Jordan, Kenya, Kuwait, Netherlands, South Korea, Taiwan, Thailand and Türkiye.

Organised by the German trade show specialists fairtrade Messe in cooperation with local partner Prana Events, this most important business platform for the Ethiopian agrofood & plastprintpack industry took place from 8 to 10 June 2023 at the Millennium Hall in Addis Ababa.

Exhibitors showcased adapted technologies and solutions in agriculture, food processing, ingredients, plastics, printing and packaging.

The event was supported by its Gold Sponsor [made in KUWAIT](#).

## National pavilions from China, Germany, India, Italy, Korea, Kuwait and Türkiye

The China Pavilion featured 64 exhibitors, while the German Pavilion was presented by the Federal Ministry of Food and Agriculture, in cooperation with the Association of the German Trade Fair Industry AUMA.

An official India Pavilion supported by CAPEXIL, India’s Premier Export Promotion Council, participated. The Italian Trade Agency ITA was present with an Italian joint participation in cooperation with the trade associations UCIMA, ANIMA, AMAPLAST and ACIMGA.

The Korea Trade-Investment Promotion Agency KOTRA was represented with an information stand as part of the trade section of their Embassy in Addis Ababa. The official Kuwaiti pavilion was organised by the PAI Public Authority for Industry – Kuwait and featured seven exhibitors presenting food specialities and packaging material from the Gulf.

made in KUWAIT also supported the event as Gold Sponsor.

Again, at the 2023 edition, the Türkiye Pavilion made an outstanding presentation, supported by the Ministry of Trade and featuring 17 Turkish exhibitors.

## Next edition

The 6<sup>th</sup> edition of agrofood & plastprintpack Ethiopia has been scheduled to be held at the Millennium Hall in Addis Ababa for 06 – 08 June 2024.

## Facts & figures on the Ethiopian agrofood & plastprintpack market

- Agriculture is the backbone of Ethiopia's economy and continues to contribute 33% of GDP, provide 66% of employment and generate 76% of the country's annual exports. Over the past five years, agriculture has grown at an annual rate of 9%, reaching a value of US\$36 billion. (ATA Ethiopian Agricultural Transformation Agency)
- With annual imports of food and beverage processing and packaging technology ranging from €64 million to €171 million in recent years, Ethiopia is one of Africa's largest importers of such technology.
- With a population of 120 million, expected to grow to 200 million by 2050 according to the World Bank, Ethiopia has long been the largest food market in East and Central Africa. Spending in the F&B sector is growing steadily, and F&B production is by far the largest segment of the Ethiopian manufacturing industry. Accordingly, the demand for food and beverage ingredients continues to grow.
- Despite heavy investment in local food production, Ethiopia remains one of Africa's largest food importers. Between 2018 and 2021, food imports will amount to between \$1.8 billion and \$3.3 billion annually, while food exports will amount to between \$1.9 billion and \$2.5 billion over the same period.
- Ethiopia is the second largest importer of plastics in primary form in East and Central Africa. As Ethiopia does not produce any plastic raw materials, 100% of the raw materials are imported. Imports of plastic raw materials will grow by 13.5% per year between 2007 and 2020, from 43 kt to 224 kt, +421%. (EUROMAP) Ethiopia is one of the two largest importers of plastics technology in East Africa, with imports of €25m in 2021. With a CAGR of 9.6% between 2012 and 2021, Ethiopia is also the fastest growing importer of plastics technology in Africa.
- With an annual growth rate of 7.4% from 2016 to 2021, Ethiopia is one of Africa's fastest growing importers of printing and paper converting technology.
- With packaging technology imports of €17m in 2021, Ethiopia is one of the largest importers of such technology in East Africa.

*Source for technology investment figures: VDMA 2022*

agrofood & plastprintpack Ethiopia 2023 enjoyed the strong support of the following Ethiopian and international institutions

Ethiopian government:

- Ministry of Agriculture
- Ethiopian Food, Beverage and Pharmaceutical Industry Development Institute
- Chemical and Construction Inputs Industry Development Institute

Internationally:

- AHK Delegation of German Industry and Commerce for Eastern Africa - DLG German Agricultural Society - German Federal Ministry of Food and Agriculture - GIZ - VDMA
- Embassies of Germany, France, India, Italy, Korea, Kuwait and Türkiye
- ITA Italian Trade Agency in cooperation with UCIMA, ANIMA, AMAPLAST and ACIMGA
- Kuwait PAI Public Authority for Industry
- Pan African Chamber of Commerce and Industry
- Republic of Türkiye Ministry of Trade & the Turkish Exporters Assembly

### **About the organiser 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

#### **Contact for press and media:**

fairtrade Messe GmbH & Co. KG

Mr Luca Leiser

Public Relations

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

[l.leiser@fairtrade-](mailto:l.leiser@fairtrade-)

[messe.de](http://messe.de)

[www.fairtrade-](http://www.fairtrade-)

[messe.de](http://messe.de) **Contact for**

**exhibitors:** fairtrade Messe  
GmbH & Co. KG Ms Freyja  
Detjen  
Project Management  
Kurfürsten-Anlage 36  
D-69115 Heidelberg Tel  
+49 / 62 21 / 45 65 19

[f.detjen@fairtrade-messe.de](mailto:f.detjen@fairtrade-messe.de)  
[www.fairtrade-messe.de](http://www.fairtrade-messe.de) **Local**

Lucky Building 5<sup>th</sup> Floor

Tel +251 116 184 365

**organizer:**

[nebeyu@fair-team.co](mailto:nebeyu@fair-team.co)

Prana Events

[www.pranaevents.net](http://www.pranaevents.net)

Mr Nebeyu Lemma

Managing Director

Bole Medhaniyalem,

For more information and to pre-register as visitor:

[www.agrofood-ethiopia.com](http://www.agrofood-ethiopia.com) [www.ppp-ethiopia.com](http://www.ppp-ethiopia.com)

Characters (incl. blanks): 10,328