

**Press Release 02**

Addis Ababa / Heidelberg, 09 April 2024

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**Around one hundred exhibitors from 11 countries ready for business****The 6th edition of agrofood & plastprintpack Ethiopia from 16 to 18 May 2024 at the Millennium Hall in Addis Ababa**

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(Heidelberg/Addis Ababa) Around [one hundred exhibitors from 11 countries](#) are geared up for one of Ethiopia's top business events. The 6th edition of agrofood & plastprintpack Ethiopia is scheduled to run from 16 to 18 May 2024 at the Millennium Hall in Addis Ababa.

Following the resounding success of the June 2023 edition, which saw 3,558 trade visitors flocking from across Ethiopia and neighboring nations, the organisers are delighted to unveil the 2024 event. Spearheaded by fairtrade Messe, the renowned German trade show specialists, and their Ethiopian partners Prana Events, this premier gathering is set to serve Ethiopia's vibrant agriculture, food, beverage, plastics, printing and packaging industries.

With exhibitors representing China, Ethiopia, France, India, Italy, Kenya, Taiwan, Thailand, Turkey, the United Arab Emirates and the United Kingdom, the stage is set for another compelling showcase of innovation and collaboration.

**agrofood & plastprintpack Ethiopia 2024 enjoy the strong support of the following Ethiopian and international institutions**

Ethiopian government:

- Ministry of Agriculture
- Ministry of Industry
- Chemical and Construction Inputs Research and Development Center
- Ethiopian Food, Beverage, Research and Development Center

Internationally:

- AHK Delegation of German Industry and Commerce for Eastern Africa
- Embassies of Germany, France, India, Italy and Türkiye
- GIZ German Association for International Cooperation
- Pan African Chamber of Commerce and Industry
- Republic of Türkiye Ministry of Trade
- Türkiye Exporters Assembly

**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,

Organiser



Local organiser



agriculture has grown at an annual rate of 9%, reaching a value of US\$36 billion. (ATA Ethiopian Agricultural Transformation Agency)

- With annual investments in food and beverage processing and packaging technology ranging from €64 million to €171 million in recent years, Ethiopia is one of East Africa's largest importers of such technology.
- With a population of 130 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's food imports stood at US\$3.5 billion in 2022 after US\$3.3 billion in 2021. Food exports were up from US\$ 2.5 billion in 2021 to US\$2.6 billion in 2021. (WTO)
- 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 €18m in 2022.
- 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 €16m in 2022, Ethiopia is one of the largest importers of such technology in East Africa.

*Source for technology investment figures: VDMA 2023*

For more information and:

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

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

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## 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.

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