

## Press Release 01

22 September 2021

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**The 4<sup>th</sup> agrofood & plastprintpack Ethiopia is back live and in-person from 14 to 16 October 2021**

**Exhibitor community representing a wide spectrum of the entire value chain**

**Strong support of Ethiopian and international institutions**

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**(Heidelberg/Addis Ababa)** Due to upbeat market development and an ever-increasing interest in the Ethiopian market, the 4<sup>th</sup> edition of [agrofood Ethiopia](#) & [plastprintpack Ethiopia](#) is back live and in-person from 14 to 16 October 2021 serving the Ethiopian agrofood & plastprintpack industry.

Global technology leaders from the world over will showcase adapted technologies and solutions towards more than two thousand specialised trade visitors in the fields of agriculture, food processing, ingredients, plastics, printing and packaging.

Organised by the German trade show specialists fairtrade in cooperation with their Ethiopian partners Prana Events the event takes place at the Ethiopian Skylight Hotel in Addis Ababa.

### **Exhibitor community representing a wide spectrum of the entire value chain**

“The entire team of fairtrade & Prana Events has prepared the 4th edition of agrofood & plastprintpack Ethiopia 2021 with much joy and commitment over the last months. We are all the more proud that our exhibitor community represents a wide spectrum of the entire value chain”, outlines Martin März, fairtrade Founder & Managing Partner.

“This year is not about reporting record numbers, especially as we have limited the space of the exhibition, because the safety of all participants has the highest priority. But we have succeeded in creating a platform with a strong community so that exhibitors from 9 countries namely from Ethiopia, France, Germany, India, Italy, Nigeria, Russia, Turkey and USA, and trade visitors from all over Ethiopia and neighbouring states can once again engage in conversation, tackle projects and work together.”

## The pavilions come from Germany, Italy, Russia and Turkey



The **German Pavilion** is presented by the Federal Ministry of Food and Agriculture, in cooperation with the Association of the German Trade Fair Industry AUMA. In addition to the information stand of the Ministry of Food and Agriculture, exhibitors like Buschhoff, Caisley International, Destilla, GGI-Spermex, Krones and Te So Ten Elsen Specht will display their products and solutions on their own stands within the official German Pavilion.



**Italian** exhibitors include Ave Technologies, Della Toffola, Priamo Food Technologies and Z-Italia.

Exhibitors in the **Russian Pavilion** supported by the Russian Export Center showcase adapted solutions and technologies for the Ethiopian agrofood industry. Russian exhibitors include Geomir, IMT Group, Royal Cane, 10 Med.



The **Turkish Pavilion** is again supported by the Ministry of Trade and features companies like Aves, Endülüs Krom, Intermaak, Kombi Makina, Kozlu Gıda, Kuarto, Milkman Makine, Özmermer Gıda, Nadir Yağ, Orkide (Küçükbay) and Seyhan.

## agrofood & plastprintpack Ethiopia enjoy 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:

- ACIMGA
- AMAPLAST
- DLG German Agricultural Society
- Embassies of Germany, France, Italy and Turkey
- German Federal Ministry for Food and Agriculture
- GIZ German Association for International Cooperation
- ITA Italian Trade Agency
- Kuwait PAI Public Authority for Industry
- NABC Netherlands African Business Council
- Pan African Chamber of Commerce and Industry
- Turkish Ministry of Trade
- Turkish Exporters Assembly
- VDMA Food Processing and Packaging Machinery Association

For more information about the exhibitors & products and to pre-register as visitor:

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

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

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## 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.

## Prana Events

Prana Events is a full-service event management, marketing and consulting firm based in Addis Ababa, Ethiopia. The company is established with an aim to support the event industry with Knowledge, technology and solutions.

Under the strong leadership of the founder and Managing Director - Mr. Nebeyu Lemma, who has a decade of expertise in managing international trade fairs and conferences, the company is staffed with young, hardworking and creative professionals that have high value and talent for their appointed position.

The team works round the clock, with synergy to push all areas of event management to new frontiers through executing projects with high standard that leverage industrial development.

As Ethiopia is on the lead as the fastest growing economy in the world, Prana Events is committed to be in the forefront in the area of trade fair and exhibitions by delivering world class shows.

Ethiopia  
agrofood

Ethiopia  
plastprintpack

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