fairtrade goes digital!
Meet Africa’s top buyers!

Africa agrofood
Agriculture
Food Processing
Ingredients
Food & Hospitality

Africa plastprintpack
Plastics
Printing
Packaging

23 - 26 November 2020
1st Virtual International Trade Event
www.virtual-africa.net
fairetrade: 20+ years of experience with trade shows for Africa

Founded in 1991 and active in Africa since 1997, fairetrade now looks back on an impressive range of professional trade shows in Northern and sub-Saharan Africa.

plast & printpack alger for instance is the most important event for Algeria and the Maghreb countries.

For West Africa, fairetrade organizes its agrofood & plastprintpack trade fairs in Ghana, Ivory Coast and Nigeria.

And last but not least, fairetrade is active with agrofood & plastprintpack in Kenya and Ethiopia and thus in East Africa. Its last edition in Addis Ababa of May 2019 featured not less than 153 exhibitors from 18 countries and 3,205 visitors from 20 countries.

Since the exhibitors were extremely satisfied with our live trade shows, it came as no surprise that some exhibitors asked us to create such a platform virtually as well.

So here we are, fairetrade goes digital!

The objective of Virtual agrofood & plastprintpack Africa is to provide a platform for valuable business contacts between leading global manufacturers and decision makers from the African agrofood & plastprintpack industry.

Knowledge, networking and gaining business leads are three of the core priorities we want you to achieve with this virtual event. Learn more about the industry, forge meaningful business connections, this is what you will get. And we deliver a strong event marketing strategy, inspiring speakers, relevant and informative content and the opportunity for you to network.

Grow your business!

Our 35,000 visitor database of our past exhibitions in Algeria, Egypt, Ethiopia, Ghana, Ivory Coast, Morocco and Nigeria ensures that you reach relevant decision-makers in the Maghreb, West and East Africa. In addition, a dedicated and targeted digital visitor promotion campaign covering the entire continent will include all major African markets, including South Africa.

Event platform and exhibitor profiles in English and French

The event platform operates in English and French.

To best address potential customers in anglophone and francophone Africa, exhibitors should create their profiles and product descriptions in English and French.
agrofood Africa consists of the four sub-brands agro, food + bev tec, food ingredients and food + hospitality

### agro

**Exhibitor profile**
- Seeds
- Pesticides and fertilizers
- Agricultural machines and farming tractors
- Floriculture and horticulture
- Veterinary equipment
- Artificial insemination

**, Visitor profile**
- Farmers
- Breeders
- Keepers

### food + bev tec

**Exhibitor profile**
- Process technology
- Refrigeration and air-conditioning technology
- Packaging technology
- Conveying, transport and storage installations

**, Visitor profile**
- Food or beverage producer - Looking for tailor-made process technologies

### food ingredients

**Exhibitor profile**
- Food and drink ingredients
- Raw materials
- Proteins
- Semi-finished products
- Food additives
- Flavours, colours and fragrances
- Starter cultures and enzymes for dairy
- Antioxidants & Antimicrobials

,** Visitor profile**
- Food or beverage producer - Looking for innovative products, know-how and ingredients

### food + hospitality

**Exhibitor profile**
- Food and beverages
  - » Dairy and milk products
  - » Meat and meat products
  - » Fish and seafood products
- Hospitality, hotel, shop and catering equipment
  - » Foodservice equipment
  - » Catering technology
  - » Professional kitchen equipment

,** Visitor profile**
- Finished food producer
- Food trader
- Hotel, bar, café, catering professional
Why exhibit in agro?

Africa agro for crop production, agricultural technology and animal husbandry

The importance of agriculture has been highlighted in Africa through national and continental long- and medium-term plans, and most recently the priority agenda for the upcoming years, which emphasizes the importance of 100% food and nutrition security for all Africans.

To transform Africa’s agricultural sector and make it a continental powerhouse, the governments have formulated defined strategies.

US$ 24 billion committed to agriculture by the AfDB

To diversify Africa’s economies and revive its rural areas, the African Development Bank (AfDB) has prioritized agriculture. The Bank has committed US$ 24 billion towards agriculture in the next 10 years, with a sharp focus on agricultural industrialization.

Opportunities in the agricultural industry

- Massive investments in crop production, agricultural technology and animal husbandry
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Medium-term development extremely promising

Africa’s imports of food processing & packaging technology make up for €2.977 billion in 2018

This puts Africa on a par with Southeast Asia’s €2.893 billion, but well ahead of South America’s €1.843 billion, Central America’s €1.775 billion and the Middle East’s €1.678 billion.

Africa’s imports of food processing & packaging machinery (in €1,000)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Africa</td>
<td>1,190,217</td>
<td>1,323,526</td>
<td>1,251,012</td>
<td>1,152,033</td>
<td>1,212,452</td>
<td>5.2</td>
</tr>
<tr>
<td>West Africa</td>
<td>629,250</td>
<td>497,682</td>
<td>557,217</td>
<td>533,869</td>
<td>622,894</td>
<td>16.7</td>
</tr>
<tr>
<td>Other Africa</td>
<td>1,108,998</td>
<td>1,116,346</td>
<td>1,090,665</td>
<td>1,115,187</td>
<td>1,141,901</td>
<td>2.4</td>
</tr>
<tr>
<td>Africa total</td>
<td>2,928,465</td>
<td>2,937,554</td>
<td>2,889,894</td>
<td>2,801,089</td>
<td>2,977,247</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: German Food Processing & Packaging Machinery Association VDMA 2020

Opportunities in the food & beverage industry

- Africa’s food industry is ever more diversifying. Massive investments are currently being made in the food and beverage industry.
- The demand for finished food products is expanding. In recent years, fast food chains have discovered the African market. They need a functioning supply chain.
- Revival of local food production and “Made-in Africa”-trend in combination with political will to expand local food production
- One of the largest global markets for food products - still undersupplied
Why exhibit in food ingredients?

Demand for F&B ingredients rising continuously
With 1.3 billion inhabitants, Africa has long been one of largest food markets in the world.

Expenditure in the F&B sector is growing steadily and F&B production is by far the largest segment of the African processing industry.

Accordingly, the demand for food & beverage ingredients is rising continuously. So it is only natural that Africa food ingredients forms an important part of Africa agrofood.

Opportunities for food ingredient suppliers
• Africa’s food industry is ever more diversifying.
• Revival of local food production and “Made-in Africa”-trend;
  political will to expand local food production
• Massive investments are currently being made in the food and beverage industry.
• The demand for food ingredients is expanding.
• One of the largest global markets for food ingredients - still undersupplied

Africa’s annual food imports of US$ 35 billion to rise to US$ 110 billion by 2025

Africa presently imports US$ 35 billion worth of food and agricultural products.

According to the African Development Bank, Africa’s annual food imports are estimated to rise to US$ 110 billion by 2025.

Retail services contribute billions of US$ to GDP
Retail services contribute billions of US$ to Africa’s GDP, with supermarkets comprising a key segment of the sector, largely in urban areas. Local chains have been joined by a rising number of foreign entrants in recent years as international brands seek a share of the growing consumer market.
Meet Africa’s plastprintpack top buyers

Africa’s plastics industry is fast growing

Africa is a huge importer of plastics in primary forms
Since Africa only produces 39% of its required plastic raw materials itself and imports 61% (mainly from the Middle East, Europe and Asia), Africa has great potential for exporters of plastics in primary forms. Imports of plastics raw materials, for instance, grew by 5.9% annually between 2011 and 2017, from 4,220 kt to 5,939 kt, +41%.

Range of exhibits

**Plast**
- Plastics raw materials and composites
- Semi-finished products, technical parts and reinforced plastics
- Machinery and equipment for the plastics industry

**Print**
- Pre-press and pre-media
- Printing machinery, appliances, accessories and materials
- Paper converting and packaging production

**Packaging and Conditioning**
- Packaging machines and equipment
- Packaging material

[Graph showing imports of plastics raw materials from 2011 to 2017]
Africa’s per capita plastics consumption on the up

The per capita consumption of plastics in Africa has grown by 2.8% annually over the past years, from 9.8 kg in 2011 to 11.7 kg in 2018 and is estimated to be 13.3 kg in 2022.

Source: EUROMAP

Africa’s plastics consumption by application 2018
52% of consumption is accounted for by packaging, 19% by construction, 5% by automotive, 4% by electrical, electronics & telecom, the remainder by various industries.

Africa’s plastics consumption by processing method 2018
In plastics processing, extrusion is in the lead with 49%, followed by injection molding with 24%, PET preform & stretch blow molding with 11% and blow molding with 8%.

24% Injection molding
49% Extrusion
8% Blow molding
1% EPS foam molding
11% PET preform & stretch blow molding
7% Other
Why exhibit in plastprintpack Africa?

Africa’s plastics consumption – Strong and steady increase

Africa’s plastics consumption has grown by 5.2% annually over the past years, from 5,704 kt in 2011 to 8,075 kt in 2018 and is estimated to be 9,996 kt in 2022.

Africa’s imports of plastics technology make up for €997.132 million in 2018.

This puts Africa well ahead of South America’s €722.052 million and the Middle East’s €671.256 million.

Africa’s imports of plastics machinery (in €1,000)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Africa</td>
<td>324,588</td>
<td>317,919</td>
<td>368,095</td>
<td>397,203</td>
<td>451,530</td>
<td>13.7</td>
</tr>
<tr>
<td>West Africa</td>
<td>158,711</td>
<td>184,568</td>
<td>143,810</td>
<td>178,858</td>
<td>218,579</td>
<td>22.2</td>
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<tr>
<td>Other Africa</td>
<td>313,216</td>
<td>346,802</td>
<td>318,957</td>
<td>320,860</td>
<td>327,023</td>
<td>1.9</td>
</tr>
<tr>
<td>Africa total</td>
<td>796,515</td>
<td>849,289</td>
<td>830,282</td>
<td>896,821</td>
<td>997,132</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: VDMA
Africa’s imports of packaging technology make up for €1.367 billion in 2018
This puts Africa on a par with Southeast Asia’s €1.303 billion, but well ahead of South America’s €952 million, Central America’s €860 million and the Middle East’s €851 million.

Africa’s imports of packaging machinery (in €1,000)

<table>
<thead>
<tr>
<th>Region</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Africa</td>
<td>566,937</td>
<td>580,116</td>
<td>564,402</td>
<td>560,623</td>
<td>608,393</td>
<td>8.5</td>
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<tr>
<td>West Africa</td>
<td>320,278</td>
<td>229,505</td>
<td>239,965</td>
<td>263,242</td>
<td>308,940</td>
<td>8.4</td>
</tr>
<tr>
<td>Other Africa</td>
<td>441,897</td>
<td>476,412</td>
<td>461,738</td>
<td>455,162</td>
<td>451,802</td>
<td>-0.7</td>
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<tr>
<td>Africa total</td>
<td>1,329,112</td>
<td>1,286,033</td>
<td>1,266,105</td>
<td>1,298,027</td>
<td>1,367,135</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: VDMA

Africa’s imports of printing & paper processing technology make up for €733 million in 2018
This puts Africa well ahead of South America’s €680 million, Central America’s €669 million and the Middle East’s €634 million.

Africa’s imports of printing & paper processing technology (in €1,000)

<table>
<thead>
<tr>
<th>Region</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Africa</td>
<td>273,360</td>
<td>285,505</td>
<td>301,614</td>
<td>312,292</td>
<td>301,050</td>
<td>-3.6</td>
</tr>
<tr>
<td>West Africa</td>
<td>153,745</td>
<td>119,622</td>
<td>121,164</td>
<td>92,974</td>
<td>106,678</td>
<td>14.7</td>
</tr>
<tr>
<td>Other Africa</td>
<td>279,569</td>
<td>291,385</td>
<td>253,185</td>
<td>295,827</td>
<td>325,780</td>
<td>10.1</td>
</tr>
<tr>
<td>Africa total</td>
<td>703,674</td>
<td>696,512</td>
<td>675,863</td>
<td>701,083</td>
<td>733,508</td>
<td>6.3</td>
</tr>
</tbody>
</table>

Source: VDMA
As a senior representative of an African, North or Latin American, Asian, Australian or European ministry of economic affairs, export promotion agency or association, it is your priority to support companies from your country in their export efforts to Africa. In the short term, but above all in the medium and long term. This is exactly where we want to support you, this is the aim of our concept.

Innovative digital offer: 4 core event days, 10 bonus days, 11-month subscription
Here is how it works

- Virtual agrofood & plastprintpack Africa takes place for the first time from 23 - 26 November 2020.
- Following the core event period and the bonus of 10 days, exhibitors may stay in touch with their African buyers for only EUR199/month, subject to monthly cancellation.
- All stand features previously booked remain activated, from exhibitor video and collateral, instant video calls with lead scoring, live chat with sales staff, inbound meetings, products showcase to live stream product demos with Q&A and more.
- The subscription may be added to the stand package at the exhibitor's discretion, but is not compulsory. It enables the exhibitors to remain visible with their offers, being able to update their profile at any time with new videos, brochures, offers etc.
- Exhibitors within country pavilions have their country's flag in their profile and appear under their country as soon as visitors select exhibitors by country of origin.

As the organizer and platform operator, we regularly offer special events on the portal throughout the year and take the stage, for example with conferences in the individual sections of the event, on individual countries in Africa, with national days, you name it …

Within this framework country pavilions may invite to own events on the portal, use the conference facilities and regularly receive new leads and their data and stay connected.
There are many events & portals. In ours, however, companies are featured that recommend themselves as sustainable partners for African businesses. If an African buyer is interested in new technologies and products and innovative suppliers, then he first looks at our events, our portals. Because for more than 20 years we have been offering him and her events and portals with suppliers strongly interested and proven in the African business.

**Numerous national pavilions, 150+ exhibitors and 8,000+ buyers expected – Limited sponsorship packages**

We expect numerous national pavilions and more than 150 exhibitors and 8,000 buyers to participate. If you are interested in sponsoring, please hurry, as the number of sponsor packages is limited to 3 Platinum, 5 Gold and 10 Silver – first come, first serve.

**Why this event & portal?**
Virtual booths that generate leads

1. Exhibitor video and collateral
2. Instant video calls with lead scoring
3. Live chat with sales staff
4. Inbound meetings
5. Showcase products
6. Live stream product demos with Q&A
1. Reminder notifications
2. Launch video calls
3. Redirection to sponsor profiles
4. Share documents
5. Add notes, ratings, tags and export leads
Exhibitors can follow their analytics in real-time

Exhibitors modules
- Company
- Meetings
- Products
- Settings

Lead analytics
- Number of leads
- Evaluation of leads
- Source of leads
- Rate of inbound leads
Virtual agrofood & plastprintpack Africa featuring inspiring speakers, relevant and informative content and the opportunity for you to network

Events designed to capture the situation in certain African countries and regions are dedicated to:

- Algeria & the Maghreb
- Nigeria, Ghana, Ivory Coast & West Africa
- Ethiopia, Kenya & East Africa

Among the topics

**General**
- The African agrofood & plastprintpack industries in times of Free Trade
- Positioning Africa’s agriculture & food processing industry for the African Continental Free Trade Agreement (AfCFTA)
- Finance & Digitalization: Access to finance and how to approach banks for funding
- Financing opportunities for startups
- Using technology to optimize productivity
- Industry 4.0: The digital transformation in process industries in Africa

**agro - food & bev tec – food ingredients – food production**
- Addressing the post-harvest loss challenge in Africa through an effective cold chain system
- New trends and keeping up the pace - What to do to remain relevant in the FMCG industry?
- Setting and enforcing food safety standards to promote export – Which measures have been put in place?
- Inability to meet domestic food demands in Africa – Effects of a flawed transportation and distribution system. Solutions and alternative approach
- Packaging: Water, beer, juice, soft drinks, honey...
  Choosing the right container based on filling, labeling, hygienic and sustainability aspects

**plastics & packaging**
- Outlook on the African plastics and packaging industry – How new technologies and business models are transforming the industry
- The need for adopting global packaging standards and collaboration with international partners to boost the African food and beverage industry
- Plastics: Stretching the potential
  Sustainability Investments: Plastics, Planet, People and Profits
- Converting Technologies – Functions, applications for flexible packaging laminates (bags & pouches, barrier, extended shelf-life, laminates, lidding films, non-food
- Plastic film: Understanding resins for optimized plastic film production and the circular economy
- Sustainability: Sustainability in thermoform packaging for food packaging
- Production: The process chain, converting polymer films for food packaging products
Conferences, webinars, workshops, roundtables, live demos, panel sessions, product launches and demos

1. Sessions can include webinars, product launches, workshops and demos
2. Interaction with registered attendees
3. Attendees can ask questions
4. Sponsored sessions are displayed
5. Multiple session sponsors are listed
6. Sponsor can publish polls
Sponsors showcased at the top

1. Exhibitors ordered by sponsor level
2. Sponsor ads ordered by sponsorship level
# The packages

<table>
<thead>
<tr>
<th>Choose your package</th>
<th>Basic EUR 4,490</th>
<th>Business EUR 6,490</th>
<th>Professional EUR 7,990</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Showfloor and leads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create your extensive exhibitor profile including your logo, add your stand reps as team members and define your industry</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Upload your company video: It’s the first impression that counts</td>
<td>–</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Place and receive unlimited video calls for private one-to-one meetings with lead scoring</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Benefit from interaction with new customers: Unlimited live chat with dedicated attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Showcase your products</td>
<td>3 included</td>
<td>6 included</td>
<td>unlimited included</td>
</tr>
<tr>
<td>Enhance your profile with documents</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Engage with attendees through AI recommendations: Highly qualified contacts through digital lead generation and match-making</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Get real-time lead reporting including scoring of your meetings with attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Export your attendees’ data including your notes, ratings and tags (database &amp; contact)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Integrate your social media channels</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo / Text in show newsletter (e-newsletter)</td>
<td>EUR 449</td>
<td>EUR 449</td>
<td>1 included, any additional EUR 449</td>
</tr>
<tr>
<td>Receive invitation cards / banners</td>
<td>–</td>
<td>–</td>
<td>customized including your logo</td>
</tr>
<tr>
<td><strong>Conferences and networking</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deliver your 10 minutes interactive presentation</td>
<td>–</td>
<td>1 included, any additional EUR 390</td>
<td>2 included, any additional EUR 390</td>
</tr>
<tr>
<td>Product demos with Q&amp;A allowing exhibitors to engage with potential buyers via the chat function (15 minutes)</td>
<td>–</td>
<td>2 included, any additional EUR 490</td>
<td>4 included, any additional EUR 490</td>
</tr>
<tr>
<td>Deliver your 20 minutes keynote</td>
<td>–</td>
<td>1 included, abstract for approval needed</td>
<td>1 included, abstract for approval needed</td>
</tr>
<tr>
<td>Notify all attendees about your session or showroom</td>
<td>–</td>
<td>EUR 290</td>
<td>1 included, any additional EUR 290</td>
</tr>
</tbody>
</table>
Enhance your brand awareness

<table>
<thead>
<tr>
<th>Brand awareness</th>
<th>EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-shot (self-designed pre- or post-show-newsletter to segmented database)</td>
<td>790</td>
</tr>
<tr>
<td>Display your column ad on the exhibition platform</td>
<td>1790</td>
</tr>
<tr>
<td>- 1080 x 1920 px</td>
<td></td>
</tr>
<tr>
<td>- bookable by 2 companies only</td>
<td></td>
</tr>
<tr>
<td>Sponsor the attendee registration</td>
<td>690</td>
</tr>
<tr>
<td>- bookable by 2 companies only</td>
<td></td>
</tr>
<tr>
<td>Sponsor a conference session</td>
<td>390</td>
</tr>
</tbody>
</table>

That only Virtual can do!
Stay in touch with your buyers all year long for only EUR 199/month

- the exhibitor’s presentation during the core event period. Stand personnel should be available throughout this period for personal contact, enquiries, ...
- the exhibitor’s presentation for an additional 10 days at no extra costs during which the exhibitors can be contacted by attendees. During this time, exhibitors do not necessarily have to be present, but visitors may request appointments.

Following the core event period and the bonus of 10 days, exhibitors may stay in touch with their buyers by maintaining their presence for a further 11 months against a monthly subscription fee of only EUR 199/month, subject to monthly cancellation.

This enables the exhibitors to remain visible with their offers, being able to update their profile at any time with new videos, brochures, offers etc.

As the organizer, we regularly offer special events throughout the year and take the stage, for example with conferences in the individual sections of the event, on individual countries in Africa, with national days, you name it ...

Within this framework exhibitors can
- invite to own corporate events on the portal
- use the conference room
- regularly receive the data of their stand visitors, stay connected and receive new leads

Prolong your visibility throughout the year

<table>
<thead>
<tr>
<th>EUR 199/ month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit from valuable business contacts throughout the year (at monthly notice)</td>
</tr>
<tr>
<td>Dedicated conferences and content on the platform throughout the year</td>
</tr>
</tbody>
</table>

✓
<table>
<thead>
<tr>
<th>Sponsoring Packages</th>
<th>Silver EUR 1,790</th>
<th>Gold EUR 2,890</th>
<th>Platinum EUR 3,990</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum number of sponsors</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Display your column ad on the event platform</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Display your banner ad on the event platform</td>
<td>—</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Mentioning of the sponsorship within the conference program</td>
<td>—</td>
<td>3x</td>
<td>6x</td>
</tr>
<tr>
<td>Sponsor the attendee registration and interact with registered attendees</td>
<td>—</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Become one of the main sponsors of the entire event</td>
<td>—</td>
<td>—</td>
<td>√</td>
</tr>
<tr>
<td>Have your exhibitor profile displayed on top of everybody else according to your sponsorship</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>