



POST SHOW REPORT

West Africa
agrofood

West Africa
plastprintpack

Promising outlook for business

**29 Nov – 01 Dec
2022**

Grand Arena – Accra International Conference Centre

www.agrofood-westafrica.com • www.ppp-westafrica.com



#agrofoodWA
#pppWA





VIDEO 2022



Chances for business are promising for exhibitors and visitors alike.

1,384 trade visitors discussed their investments with 98 exhibitors from 22 countries

The 7th edition of agrofood & plastprintpack West Africa 2022 had exhibitors participating from Belgium, Burkina Faso, Egypt, France, Germany, Ghana, Hungary, India, Iran, Italy, Ivory Coast, Morocco, the Netherlands, Nigeria, Poland, Sierra Leone, South Africa, Spain, Sri Lanka, Türkiye, United Arab Emirates and USA.

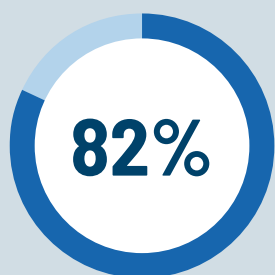
Organised by the German trade show specialists fairtrade, in cooperation with their local partner Geovision, the event took place from 29 November to 01 December 2022 at the state-of-the-art Trade Center Arena at the Accra International Conference Centre.

The exhibition was again supplemented by a 3-day program full of presentations and conferences.

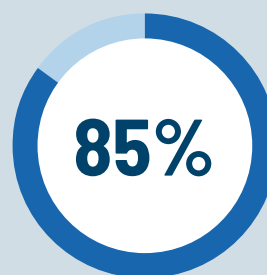
Get familiar with all exhibitors and their technologies, products and solutions they offer in our exportal. Via the fairtrade exportal, exhibitors and visitors can stay in touch all year round.

Exhibitors satisfaction ratings

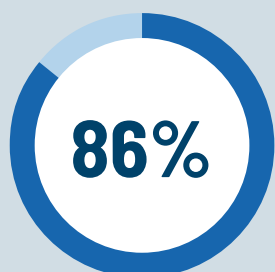
satisfied or even very satisfied



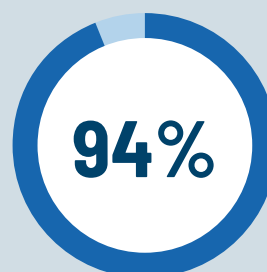
event as a whole



would recommend the event to their peers



intend to participate again



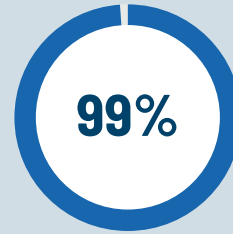
with the service of fairtrade

Visitors feedback

satisfied or even very satisfied



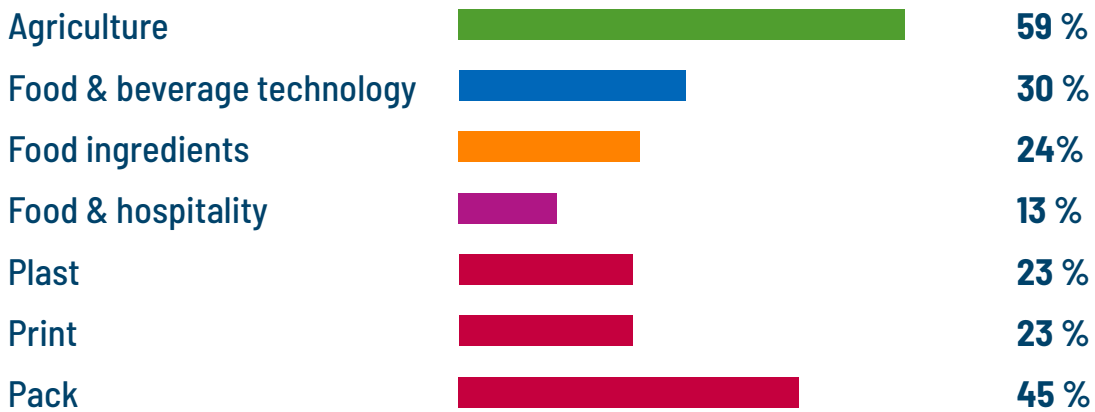
quality of
business
contacts



would recommend
the event to their
peers

Sectors of visitors' interest

multiple answers possible



Visitor profile

Visitors from 31 countries

74% of visitors came from Ghana

Rest comes from:

Australia, Belgium, Brazil, Burkina Faso, Egypt, France, Gambia, Germany, Hungary, India, Iran, Italy, Ivory Coast, Jamaica, Japan, Lebanon, Mauritania, Niger, Nigeria, Russia, Senegal, Sierra Leone, South Africa, South Korea, Spain, Sri Lanka, Switzerland, Turkiye, United Kingdom, United States





34%

To establish and expand
business contacts

9%

To visit the accompanying
conference program

56%

To get information about
new products and innovations

**Main reasons
to visit**

This is what they said



Ghana is a market with a promising perspective. Currently Ghana is already interested in dedicated solutions.

We met quite a few business partners, actually more than expected. ...

Thomas Rathmer
Head of Sales - Bewital



Ghana is a politically stable country and agriculture is developing rapidly. Post-harvest processing techniques are still missing but most farmers are very interested in modern

technique. Being a manufacturing company of these machines we are intested in Ghana ...

Siba Laurent Koropogui
Sales - Export West Africa - RIELA Africa



The Ghanaian market is important to our busines because of the portfolio, which covers items in food processing, beverage and dairy processing. We access the Ghanaian

market by creating more visibility for our business by letting the customers know what we have to offer ...

Kanayo Akunwa
Market Intelligent Strategist - GEA West Africa



We are happy to be here after all the pandemic period. This exhibiton is a good push to get more visibility, moving our products and experience. We are happy to be able to

be part of this trade fair once again ...

Sabrina Caldeira
Commercial Export - Decopack



Ghana is one of the most developed countries in the sub-Saharan market with a bright future. Politically stable since more than 30 years. The agrofood trade show gives

us the perfect combination of market overview and direct access ...

Matthias Thienel
CEO - Destilla



Ghana is a nascent wine market in West Africa with great future potential for wines from South Africa. In addition there is also huge opportunity for collaboration and

partnership in other industries as well. Here at agrofood West Africa, we met visitors from the agro-processing value chain. ...

Londiwe Thabethe
Marketing and Agribusiness Agricultural Economic Services - Western Cape Government

more agrofood testimonials



This is what they said



We are not active in Ghana yet but with our participation at agrofood & plastprintpack West Africa we would like to understand if this could be a potential market for us. Therefore

we were looking for plastic pipes producers, or people willing to do it ...

Trementini Fabrizio
Area Sales Manager - ITIB Machinery International



Ghana is an important market because it holds 50% of our marketing activities as well as a lot of potential in a promising market. We have met a lot of farmers and food

processing companies here at plastprintpack West Africa. ...

Mervyn Moodley (right)
Chief Executive Officer & Founder - Safrique



The demand for packaging is rising both in quantity and quality. Here at plastprintpack West Africa 2022, we met our existing customers and also potential new contacts.

Our booth is a good spot to meet and we are happy to welcome everyone ...

Julian Banse
Regional Manager Technical Sales Africa - Windmüller & Hölscher KG



THANK YOU



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SEE YOU AGAIN

21 - 23 | Accra, Ghana
Nov. 2023 | Grand Arena - AICC

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