agrofood
West Africa

Valuable synergies: agrofood is held in conjunction with plastprintpack West Africa

3 - 5 DECEMBER 2013
ACCRA - GHANA

ACCRA INTERNATIONAL CONFERENCE CENTRE
WWW.AGROFOOD-WESTAFRICA.COM

Organised by:

Institutional Partners:
AGROFOOD WEST AFRICA 2013 IN ACCRA:
THE NATURAL GATE TOWARDS THE HIGH POTENTIAL WEST AFRICAN MARKET

“Africa, especially West Africa, during the past few years has become a focal point of interest as a market of the future, with high potential. Especially exporters for the food, agricultural and food processing and food packaging industry benefit from this development. West Africa, in 2012, reached a GDP growth of 5%. Ghana’s growth, however, continuously exceeds 7%, the major reasons being political stability and the exploration of oil fields which have been started in 2010.

According to VDMA-The German Engineering Association, exports of food processing and packaging machinery to West Africa, in 2011, have considerably grown. This is also true for exports of agricultural machinery and equipment. And UN comtrade data prove the same for West African imports of finished food products. For details, please refer to the next page.

The West African countries joined forces in 1975 when founding ECOWAS-The Economic Community of West African States as a regional group of 15 West African countries with the signing of the Treaty of Lagos. Its mission is to promote economic integration across the region. And Accra as the capital of Ghana is the natural gate towards the West African market. ECOWAS nationals for instance do not need a visa to enter Ghana.

On this background and responding to the growth, demand and vitality of West Africa’s industry, fairtrade organises agrofood West Africa in Accra as the 1st International Trade Show on Agriculture and Livestock, Food, Beverage & Packaging Technology and Food, Beverages & Hospitality.

To create valuable synergies, agrofood is held in conjunction with printpackplast West Africa.

We cordially like to welcome the entire global agrofood business community wishing to do business in West Africa to join this major event!”

Martin März, Managing Director, fairtrade

The West African market for agricultural technology and livestock becomes ever more important and enjoys staggering growth. According to VDMA-The German Engineering Association, West Africa imported agricultural machinery and equipment, in 2011, at a volume of 167.9 million Euro, after 135.4 million Euro in 2010. This marks an increase of 24.0%. For 2012, these imports remain firm on a high level with 154.4 million Euro.

West African imports of agricultural machinery and equipment (in million Euro)

Food + Hospitality West Africa 2013: the major platform for the growing food trade with West Africa

food+bev tec West Africa 2013 takes place on the background of fast growing West African imports of food processing and packaging technology in 2011 and a stable development in 2012. According to VDMA-The German Engineering Association, West African imports of food processing and packaging machinery and equipment, in 2011, have increased to 567.4 million Euro, compared to 341.3 million Euro in 2010, a plus of 66.2%! And with 507.0 million Euro imports of such kind remained relatively stable on a high level in 2012.

West African imports of food processing and packaging machinery and equipment (in million Euro)
THE MARKET

Africa, especially West Africa, during the past few years has become a focal point of interest as a market of the future with high potential. West Africa, in 2012, reached a GDP-growth of 5%. Ghana’s growth, however, continuously exceeds 7%, the major reasons being political stability and the exploration of oil fields which have been started in 2010.

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Considered one of the pillars of the African Economic Community, the organization was founded in order to achieve “collective self-sufficiency” for its member states by creating a single large trading bloc through an economic and trading union.

The ECOWAS-States (Economic Community of West African States)

<table>
<thead>
<tr>
<th>Total area</th>
<th>$5,112,903 km² (7th)</th>
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<tbody>
<tr>
<td></td>
<td>1,974,103 sq mi</td>
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<tr>
<td>Population 2011 estimate</td>
<td>300 million (4th)</td>
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<tr>
<td>GDP (PPP) 2011 estimate</td>
<td>US$ 703,279 billion (23rd)</td>
</tr>
<tr>
<td>Total</td>
<td>US$ 703,279 billion (23rd)</td>
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<td>Per capita</td>
<td>US$ 2,500</td>
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AGROFOOD WEST AFRICA 2013 AT THE ACCRA INTERNATIONAL CONFERENCE CENTRE

Situated in Ghana’s capital, with ready access to Kotoka Airport and first-class hotels, the multi-purpose Accra International Conference Centre has a 6,000-person capacity. For large-scale conferences and events, there is no finer venue – the Accra International Conference Centre is a centre of attention for everyone doing business in West Africa.
Ghana: Success Model for Africa and Important Hub for West Africa

Ghana may prepare for a GDP growth of over 7% also within the next years. The country is regarded as one of Africa’s success models, due to its political stability, transparency and eco-friendliness. Ghana is the third-largest importer in Sub-Sahara-Africa, only next to South Africa and Nigeria.

Immediately after oil deposits were discovered in Ghana, it came to investments. This is not natural for African conditions and has to do very much with the stable political environment and the quite low corruption level in Ghana. Investors have visibly taken hold of confidence in the political environment of the West African country.

The work of the new president could be aggravated, however, by a development which at present is still considered to be beneficial for the West African country. The enormous revenues from the oil production. Improving the income side of the country so much, the distributional struggles might increase thus as well, for instance the danger of corruption. Observers hope that such possible trends do not endanger the stability of the country, and the quite good climate for investment.

Observers see the economic performance of Ghana positively for the next years. Ghana belongs to the out-performers in Subsahara-Africa, with GDP-growth rates of considerably more than 7% also in the years to come. The growth should be driven by various sectors. Next to the oil and gas sector, the agrofood as well as the mining (gold) sector will contribute to high growth rates. The telecommunications and the building sector will also create lots of investments and business.

Ghana has been able to profit strongly of its own political and economic stability in a region shaken by political crisis. Like this the country has developed into a „Donor darling“ of the international giver community.

Potential Investors and Enterprises Which Want to Export to Ghana Should Take into Account the Strengths and the Opportunities of the Country:

Strengths:
- huge reserves in oil and gas, gold and cacao
- relatively low corruption grade
- political stability, good and stable relation with donor countries, “Donor darling” of the international giver community
- hub for West Africa

Opportunities:
- oil and gas sector on the upswing. Good chances to supply equipment.
- numerous infrastructural investments (energy, telecoms, transport)
- considerable market for capital and consumer goods

Foreign Trade

The international business community, in 2012, has exported goods to Ghana to the value of over 17.7 billion Euro, a plus of 12.1%. This trend could already be noticed in previous years. The upward trend still might continue within the next years. The forecasts of the Economist Intelligence Unit (EIU) see annual import increases, for 2012 to 2014, of more than 10%. Ghana is import dependent, especially what concerns investment goods, high-tech products, equipment and machinery, but also consumer goods such as motor vehicles, household and consumer goods electronics and special chemical products.

<table>
<thead>
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<th>Foreign trade (billion Euro):</th>
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<tr>
<td>Imports</td>
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<tr>
<td></td>
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<tr>
<td>Exports</td>
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<tr>
<td>Trade balance</td>
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Source: gtai German Trade & Invest, January 2013
For more information visit www.ppp-westafrica.com
## EXHIBITION PROGRAM

### AGRO WEST AFRICA
- Agricultural machines, farming tractors, harvesting equipment
- Milling and mixing installations/equipment
- Dryers, silos and storage systems
- Livestock and poultry breeding
- Stable equipment
- Poultry equipment
- Feeding equipment
- Milk processing equipment
- Seeds, seedlings
- Greenhouse and greenhouse plastics and equipment
- Pesticides and fertilizers
- Equipment for fish farming
- Irrigation systems
- Veterinary syringes
- Analytical equipment

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### FOOD+BEV TEC WEST AFRICA

#### Process technology
- Slaughtering and meat processing technology
- Beverage technology
- Noodle technology
- Dairy technology
- Fish processing technology
- Vegetable and fruit technology
- Bakery technology
- Confectionery technology
- Ice cream technology
- Delicatessen and convenience food technology
- Aroma-, essences- and spice-technology

#### Packaging technology
- Packaging machines
- Packaging materials

#### Refrigeration and air-conditioning technology
- Refrigeration installations
- Ventilation, air conditioning and heating technology

#### Conveying, transport and storage installations

#### Ingredients and auxiliary materials

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### FOOD+HOSPITALITY WEST AFRICA

#### Food and beverages
- Dairy and milk products
- Meat and meat products
- Fish and seafood products
- Vegetables, fruits and dried fruits
- Groceries: pasta, rice, oils, fats, sugar, tea, coffee...
- Frozen food
- Canned food
- Bakery products, confectionery, biscuits, cookies and fine breads
- Sweets and chocolates
- Convenience food
- Speciality food
- Health/organic food
- Snacks and ice cream
- Beverages and drinks
- Food and drink ingredients

#### Hospitality, hotel, shop and catering equipment
- Foodservice equipment
- Catering technology
- Professional kitchen equipment
- Restaurant and bar equipment
- Hospitality information systems
- Retail technology, shop-fittings, product display
- Hotel supplies and services
- Vending and dispensing equipment
AGROFOOD WEST AFRICA 2013:
A NEW EVENT REALISED BY HIGHLY EXPERIENCED ORGANISERS

FAIRTRADE – VALUABLE BUSINESS CONTACTS
ISO QUALITY MANAGEMENT. UFI QUALITY NORMS.

Ever since its foundation in 1991, fairtrade ranks among the leading organisers of professional international trade fairs in the emerging markets of North Africa, the Middle East, Asia and Eastern Europe. Managed by its shareholder and headquartered in Heidelberg, Germany, fairtrade maintains a powerful network of agencies and partnerships throughout the world. Since 2003, fairtrade operates a subsidiary company in Algiers, Eurl fairtrade expo.

At fairtrade, we focus on achieving an ever higher degree of customer satisfaction with innovative products, providing excellent service and generating valuable business contacts for exhibitors and trade visitors alike. Our management system is ISO 9001 : 2008 certified. Being a member of UFI The Global Association of the Exhibition Industry, fairtrade organises events according to the UFI quality norms.

SUSTAINABLE SUCCESS IN AFRICA EVER SINCE 1996

The event is organised by fairtrade who, ever since 1996, successfully organise top quality international trade fairs on the African continent, especially in Algeria, Egypt and Morocco.

fairtrade has a wealth of experience in organising international agrofood and packaging technology trade fairs such as:

<table>
<thead>
<tr>
<th>VALUABLE SYNERGIES:</th>
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<tbody>
<tr>
<td>AGROFOOD IS HELD IN CONJUNCTION WITH PLASTPRINTPACK WEST AFRICA</td>
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</table>

To create valuable synergies for exhibitors and trade visitors alike, agrofood will be held in conjunction with plastprintpack West Africa featuring the following exhibition topics:

- Plastics, Composites, Chemistry
- Printing and Paper Solutions and Material
- Packaging Machinery and Material
**WORLDWIDE NETWORK OF SALES PARTNERS**

For any inquiries and bookings, please contact your nearest sales agent or the organisers directly:

**PLEASE CONTACT:**

<table>
<thead>
<tr>
<th>Country</th>
<th>Organization</th>
<th>Contact Information</th>
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<tbody>
<tr>
<td><strong>Africa anglophone:</strong></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>AHK Delegation of German Industry and Commerce in Ghana</td>
<td>Tel: +233-30-70 1206/7 e-mail: <a href="mailto:info@ghana.ahk.de">info@ghana.ahk.de</a></td>
</tr>
<tr>
<td><strong>Africa francophone:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>fairtrade Algeria</td>
<td>Tel: +213-21-48 40 16 e-mail: <a href="mailto:kbehloul@gmail.com">kbehloul@gmail.com</a></td>
</tr>
<tr>
<td><strong>Austria, Czech Republic,</strong></td>
<td>Gesell &amp; Co. GmbH &amp; Co. KG</td>
<td>Tel: +43-132-050 37 16 e-mail: <a href="mailto:a.pittlk@gesell.com">a.pittlk@gesell.com</a></td>
</tr>
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<td><strong>Hungary, Slovenia,</strong></td>
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<td><strong>Switzerland:</strong></td>
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<td><strong>China:</strong></td>
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<tr>
<td></td>
<td>fairtrade China</td>
<td>Tel: +86-108 763 56 22 e-mail: <a href="mailto:info@fairtradecn.com">info@fairtradecn.com</a></td>
</tr>
<tr>
<td><strong>France:</strong></td>
<td>adepta</td>
<td>Tel: +33-1-44 18 24 32 e-mail: <a href="mailto:florian.desaintvincent@adepta.com">florian.desaintvincent@adepta.com</a></td>
</tr>
<tr>
<td><strong>India:</strong></td>
<td>Comnet Exhibitions Pvt Ltd</td>
<td>Tel: +91-11-4279-5000 e-mail: <a href="mailto:hemasaxena@eigroup.in">hemasaxena@eigroup.in</a></td>
</tr>
<tr>
<td><strong>Italy:</strong></td>
<td>Organizzazione Vittorio Caselli Srl</td>
<td>Tel: +39-055-284 292 e-mail: <a href="mailto:andrea.caselli@caselli.it">andrea.caselli@caselli.it</a></td>
</tr>
<tr>
<td><strong>Portugal:</strong></td>
<td>WALTER &amp; Cia., Lda</td>
<td>Tel: +351-213-556 254 e-mail: <a href="mailto:hans.walter@walter.pt">hans.walter@walter.pt</a></td>
</tr>
<tr>
<td><strong>South Korea:</strong></td>
<td>ExMa Company</td>
<td>Tel: +822-414 29 21 e-mail: <a href="mailto:go.exma@gmail.com">go.exma@gmail.com</a></td>
</tr>
<tr>
<td><strong>Spain:</strong></td>
<td>ANA MAMARBACHI</td>
<td>Tel: +34-934 122 460 e-mail: <a href="mailto:ana.mamurbachi@infonegocio.com">ana.mamurbachi@infonegocio.com</a></td>
</tr>
<tr>
<td><strong>Taiwan:</strong></td>
<td>THISBE CORP.</td>
<td>Tel: +886-2-2722 2200 e-mail: <a href="mailto:thisbetwi@gmail.com">thisbetwi@gmail.com</a></td>
</tr>
<tr>
<td><strong>Turkey:</strong></td>
<td>Forum Fairs &amp; Promotions Co. Inc.</td>
<td>Tel: +90-312-446 08 22 / 232 e-mail: <a href="mailto:cerensualpi@forumfuar.com">cerensualpi@forumfuar.com</a></td>
</tr>
</tbody>
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**agrofood West Africa**
WE’LL BE YOUR BACK-UP TEAM!

Full exhibition service

- A high powered media campaign which will attract precisely the target group of buyers!
- Technical connections and top quality booth construction – to highlight your products!
- Catalogue entry – so that new customers can find your name and address once the trade fair is over!
- Invitations and e-invitations – to enable your customers to visit your booth!
- Transport of your exhibition goods including customs clearance – we take good care of your exhibits!
- Booth staff / specialists – so you can do business without worries on your mind!
- General security service and general cleaning of the exhibition area!
- Forum – so you can present your products!

Your perfect presentation

Exhibitors can register for three different options:

Option 1 – raw exhibition space.
The minimum stand area is 18 sqm.

Option 2 – exhibition space including booth construction, Octanorm standard.
The minimum stand area is 9 sqm.

Option 2 includes the following standard features of modular booth construction:
- stand area with blue carpet
- modular exhibition system with white walls and aluminium profiles
- 3 spotlights 150W with extended arm
- 1 round table with blue tablecloth
- 3 folding chairs
- 1 socket 13A square pin British type supplied with continental mains adaptor
- 1 waste paper basket
- fascia with your company name in upper case

Option 3 – outdoor exhibition area.
The minimum stand area is 24 sqm.

WE’VE THOUGHT OF EVERYTHING!

Going to a trade fair can certainly keep you busy! You have to invite customers, prepare your presentations and set your own schedule. Wouldn’t it be nice if you didn’t have to worry about every little detail? If you could just “talk business” at your leisure?