

**Press Release 01**

Accra / Heidelberg, 04 July 2023

---

**The 5<sup>th</sup> edition of agrofood & plastprintpack Ghana from 21 to 23 November 2023 in Accra**

---

**Ghana's agrofood & plastprintpack technology imports grow by double digits**

---

(Accra / Heidelberg) After the great success of agrofood & plastprintpack West Africa 2022 in Ghana, the 2023 edition is now coming up as agrofood Ghana to take place from 21 to 23 November 2023 at the Trade Center Arena at the Accra International Conference Centre.

This important business platform for the Ghanaian industry is organised by fairtrade in cooperation with their local partner Geovision.

The rebranding from agrofood & plastprintpack West Africa to agrofood & plastprintpack Ghana reflects the growing importance of the Ghanaian market since the inaugural event in Ghana in 2013. The figures below in the section "The Ghanaian agrofood & plastprintpack market" prove this impressively.

In addition to the 6<sup>th</sup> agrofood & plastprintpack Ghana, fairtrade in West Africa serves Nigeria with the 9<sup>th</sup> [agrofood & plastprintpack Nigeria](#). And francophone West Africa will finally meet again in 2024 in Abidjan, at the 2<sup>nd</sup> [agrofood & plastprintpack West Africa](#).

**Country pavilions in 2023 from Germany, Italy and the Netherlands**

The [German Pavilion 2023](#) will again be presented by the German Federal Ministry for Economic Affairs and Climate Action, in cooperation with the Association of the German Trade Fair Industry (AUMA), see details [here](#) for the 2022 event.

The Italian Trade Agency ITA in cooperation with AMAPLAST, ACIMGA, UCIMA and ANIMA / ASSOFOODTEC organise the second Collective Participation of Italian companies at agrofood & plastprintpack Ghana 2023 whereas [21 Italian exhibitors](#) participated at the 2022 event.

The Netherlands Pavilion is again supported by the Embassy of the Kingdom of the Netherlands and GNBC - Ghana Netherlands Business & Culture Council.

**3-day conference program**

agrofood & plastprintpack Ghana 2023 will again be supplemented by a [3-day program full of presentations and conferences](#), just as in 2022.

## The Ghanaian agrofood & plastprintpack market

**Food & beverage technology:** From €59 million in 2017 to €112 million in 2021, Ghana's imports of food & beverage technology show an annual increase of 17% between 2017 and 2021. (VDMA)

**Food & beverage ingredients:** With already well over 40 million inhabitants (2022), which according to the World Bank will rise to 80 million by 2050, Ghana is a huge food market. Expenditure in the F&B sector is growing steadily, and F&B production is by far the largest segment of the Ghanaian processing industry. Accordingly, the demand for food and beverage ingredients is rising continuously.

**Food trade with West Africa:** According to the World Trade Organization WTO, West African food imports have reached around US\$19 billion and exports US\$21 billion in 2021. Thus, food trade with West Africa is a US\$40 billion business.

**Plastics technology:** Ghana's imports of plastics technology have grown strongly in recent years, averaging 19.6% annually from 2017 to 2021, adding up to €47 million in 2021, up from €30 million in 2020, €34 million in 2019, €26 million in 2018 and €23 million in 2017. (VDMA)

**Printing and paper technology:** Ghanaian imports of printing and paper technology have also risen sharply, from €11 million in 2017 to €29 million in 2021, representing an annual average growth of 27% for this period. (VDMA)

**Packaging technology:** Ghanaian imports of packaging technology amounted to €64 million in 2021, up 21% annually from €30 million in 2017 - steady growth even in the Corona year 2021. (VDMA)

## Recap agrofood & plastprintpack 2022 in Ghana

The 6<sup>th</sup> edition of agrofood & plastprintpack 2022 in Ghana had [98 exhibitors from 22 countries](#) participating, namely 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.

They discussed business with 1,384 visitors from 31 countries, 74% of the visitors were from Ghana, 26% from the following countries: 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, Türkiye, United Kingdom and the USA.

The event was held from 29 November to 01 December 2022 at the state-of-the-art Trade Center Arena at the Accra International Conference Centre.

The results of the exhibitor survey proved the event was a major success: 86% of the exhibitors intend to participate again, 85% would recommend the event to their peers, 82% were satisfied or even very satisfied with the event as a whole and 94% with the service of the organiser fairtrade.

For more information: [www.agrofood-ghana.com](http://www.agrofood-ghana.com) | [www.ppp-ghana.com](http://www.ppp-ghana.com)

Characters (incl. blanks): 4,917

## 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.

#### Contact for press and media:

fairtrade Messe GmbH & Co. KG  
Mr Luca Leiser  
Public Relations  
Kurfürsten-Anlage 36  
D-69115 Heidelberg  
Tel +49 / 62 21 / 45 65 22  
[l.leiser@fairtrade-messe.de](mailto:l.leiser@fairtrade-messe.de)  
[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

#### Contact for exhibitors:

fairtrade Messe GmbH & Co. KG  
Ms Nele Winter  
Project Management  
Kurfürsten-Anlage 36  
D-69115 Heidelberg  
Tel +49 / 62 21 / 45 65 31  
[n.winter@fairtrade-messe.de](mailto:n.winter@fairtrade-messe.de)  
[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

#### Local organizer:

Geovision Services Ltd  
Mr Edmund B Frimpong  
Head of Projects  
[edmund@geovisionservices.com](mailto:edmund@geovisionservices.com)  
+233 24 55 29 467