

Press Release

Heidelberg / Lagos, 21 August 2023

Reaching for the stars with the 9th edition of agrofood & plastprintpack Nigeria 2024

(Heidelberg / Lagos) Following the remarkable success of the 8th edition of agrofood & plastprintpack Nigeria in March 2023 ([Post show report](#)), the organisers are committed to raising the standards even further.

Their relentless efforts are focused on enhancing every facet of the upcoming 9th edition in March 2024, ensuring an experience that surpasses the already exceptional benchmark set before.

The event, organised by German trade fair specialists fairtrade, will be held from 26 to 28 March 2024 at the Landmark Centre in Lagos, Victoria Island.

And here is what exhibitors may expect.

- An incredible sustained interest in the exhibitors' products & solutions on the part of decision-makers from business and politics
- A very large number of targeted business meetings - these resulted in an 89% exhibitor satisfaction rating in 2023.
- Active participation of key ministers from the new government, both at the Federal and Lagos State levels
- [Spotlight on Milling & Bakery](#) @ agrofood Nigeria 2024 featuring prominent exhibitors from the milling and bakery sector, engaging workshops and live bakery sessions.
- The [2024 MFI Awards](#) on 26 March 2024 co-sponsored by the MFI Micronutrient Fortification Index and powered by TechnoServe via a Bill & Melinda Gates Foundation sponsored initiative, the Technical Assistance Accelerator Program.
- Key learnings from 20+ sessions with 70+ speakers in the top level 3-day conference
- Great networking

As Africa's largest economy will invest more and more in agrofood & plastprintpack solutions, products and technologies, bright times are ahead for all market participants.

Spotlight 2024 on Milling & Bakery

In the bustling landscape of Nigeria, the milling and bakery industry is experiencing an extraordinary surge. Fueled by rapid population growth, urbanisation, and evolving consumer preferences, this sector is ripe with opportunities. The demand for bakery products, including the rise of healthy and organic options, has propelled local and international bakeries to expand their operations across Nigeria.

Embracing the wave of innovation, many bakeries have harnessed the power of automation and technology in their production processes. This transformative shift has not only enhanced efficiency and cost-effectiveness but also enabled the creation of an extensive range of delectable products. Against this backdrop, the 9th edition of agrofood Nigeria is set to cast a luminous Spotlight on Milling & Bakery.

This highly anticipated event will showcase:

- Prominent exhibitors from the milling and bakery sector,
- Engaging workshops and live bakery sessions,
- Themed panel discussions featuring industry experts,
- A plethora of influential buyers representing major milling and bakery companies.

Top level 3-day conference

A top level [3-day conference](#) featuring 20+ sessions and 70+ top-class speakers will run alongside the exhibition.

Due to high demand in 2023, the conference room had been enlarged to 180 seats and equipped with an 11m wide backdrop, including 7m of LED for the best possible presentation quality.

C-level speakers representing market-leading companies and institutions deliver educational and entertaining sessions of the highest quality, promising immediate benefits for the audience in their day-to-day business.

The 2024 MFI Awards on 26 March

The 2024 MFI Awards will again be hosted alongside agrofood Nigeria and WACCSE 2024. The MFI Awards Ceremony is co-sponsored by the MFI Micronutrient Fortification Index and powered by TechnoServe via a Bill & Melinda Gates Foundation sponsored initiative, the Technical Assistance Accelerator Program.

Several Nigerian ministers and members of the Dangote family and the Dangote Foundation will personally present the awards to the CEOs of the top 5 brands in the wheat flour, edible oil and sugar industries.

WACCSE again co-located with agrofood Nigeria as fairtrade & OTACCWA deepen their cooperation

Based on the excellent cooperation ever since the 2021 event, fairtrade & OTACCWA, the Organization for Technology Advancement of Cold Chain in West Africa, also cooperate in organizing the 6th West African Cold Chain Summit & Exhibition WACCSE by OTACCWA alongside agrofood & plastprintpack Nigeria 2024.

Nigeria investing heavily in food, beverage and packaging technology - Facts & figures

- In 2021, Nigeria for the first time became the [largest importer of food and packaging technology in Africa](#) with €346 million, ahead of Egypt (€341 million) and South Africa (€293 million). (VDMA 2022)
- The [enormous population growth from 224 million in 2023 to 411 million in 2050](#) demands high sustainable investments in Nigeria's food industry.
- Sharp increase: Nigeria's food production has grown by 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020 and is expected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International)
- With food imports worth US\$7.375bn in 2021 (WTO), Nigeria remains one of Africa's biggest food importers – despite high investments in local food production.

Facts & figures on the fast-growing Nigerian plastprintpack market

With € 165m in 2021 (+48% compared to 2020), Nigeria is the second largest importer of plastics technology in Africa, just behind Egypt (€ 202m) and well ahead of South Africa (€ 144m). Nigeria's imports increased by an average of 25% per year between 2016 and 2021.

And with € 151 million in 2021, Nigeria is also one of the three largest importers of packaging technology in Africa, in line with South Africa with € 152 million and behind Egypt with € 195 million. (VDMA)

Strong institutional support

agrofood & plastprintpack Nigeria 2024 enjoy the strong support of the following institutions: Delegation of the European Union to Nigeria & ECOWAS; AHK Nigeria Delegation of German Industry and Commerce in Nigeria; APO Africa Packaging Organisation; ELAN Equipment & Leasing Association of Nigeria; FMARD Federal Nigerian Ministry of Agriculture and Rural Development; German Ministry for Economic Affairs and Climate Action; German Consulate General Lagos; IOPN Institute of Packaging Nigeria; Lagos State Ministry of Agriculture; NABC National Agency for Food and Drug Administration and Control; NABG Nigeria Agribusiness Group; NAFDAC National Agency for Food and Drug Administration and Control; NIFST Nigerian Institute of Food Science and Technology; OTACCWA Organization for Technology Advancement of Cold Chain in West Africa; VDMA German Engineering Federation

For more information about the event, please visit www.agrofood-nigeria.com and www.ppp-nigeria.com

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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 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 www.fairtrade-messe.de