

**Press Release**

Heidelberg / Lagos, 25 March 2024

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**Opening by the Honorable Minister of Budget and Economic Planning, Senator Atiku Bagudu****For the first time in 3 halls: The 9th agrofood & plastprintpack Nigeria is the largest yet.****140 global technology leaders from 15 countries, great additional events and a 3-day conference at the highest level.**

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(Heidelberg / Lagos) The Honorable minister of the Federal Ministry of Budget and Economic Planning has confirmed his attendance and will deliver the keynote speech during the official opening session on March 26 at the Landmark Centre in Lagos, Victoria Island.

[Many other dignitaries](#) have confirmed their participation and will give opening remarks.

Chief Olusegun Obasanjo, one of Africa's most esteemed statesmen and former president of the Federal Republic of Nigeria, has confirmed his personal participation in this 9th edition of agrofood & plastprintpack Nigeria. The former Nigerian president will give a speech as distinguished guest of honor during the official opening session.

Building on the momentum of the highly successful March 2023 edition, the organizers are proud to announce the elevated standards set for the upcoming 9th edition. With an unwavering commitment to excellence, every aspect of the event has been meticulously enhanced to deliver an unparalleled experience, surpassing previous benchmarks.

These efforts are now being rewarded. From 26 to 28 March 2024, the 9th agrofood & plastprintpack Nigeria for the very first time expands into three halls, solidifying its position as the largest gathering yet.

Organized by the German trade show specialists fairtrade Messe, this international exhibition & conference is set to unfold once again at the prestigious Landmark Centre in Lagos, Victoria Island, pioneering global innovations for Nigeria's agrofood & plastprintpack industry.

**Here's a glimpse of what attendees can anticipate:**

- [140 world-class exhibitors](#) from Belgium, Bulgaria, China, France, Germany, Ghana, India, Italy, the Netherlands, Nigeria, Qatar, South Africa, Spain, Taiwan, Tunisia and Türkiye showcasing tailored products and solutions for the Nigerian market.
- Active participation of key ministers from the new government, both at the Federal and Lagos State levels.
- Official national pavilions from China, Germany, Italy, the Netherlands and South Africa.
- [Spotlight on Milling & Bakery](#), featuring prominent exhibitors, engaging workshops, and live bakery sessions.
- On 26 March: The [3rd Annual MFI Awards](#) and the Millers for Nutrition Country Launch - powered by TechnoServe via a Bill & Melinda Gates Foundation sponsored initiative - the [Millers for Nutrition Coalition - M4N](#). Several Nigerian ministers and members of the Dangote family & 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.
- [Top-level 3-day conference](#) in a 180-seat conference room with 20+ sessions and 70+ speakers. The conference is sponsored by [TECO Mills & Steel Works](#).
- A Two-Day Executive Packaging Masterclass, organized by the Advanced Institute of Packaging Professionals Nigeria LTD/GTE, is held alongside agrofood & plastprintpack Nigeria on 26 and 27 March 2024.
- [Bureau Veritas](#), a world leader in testing, inspection and certification services, is again the Registration Sponsor of the event.
- [GEA](#) as one of the world's largest systems suppliers for the food, beverage and pharmaceutical sectors, is the event's Lanyard Sponsor.
- Great networking opportunities

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

Following the fruitful collaboration since the 2021 event, fairtrade & OTACCWA, the Organization for Technology Advancement of Cold Chain in West Africa, will co-organize the 6th West African Cold Chain Summit & Exhibition (WACCSE) by OTACCWA alongside agrofood & plastprintpack Nigeria 2024.

### **Nigeria's technological investments - Driving growth in agrofood, plastics, printing and packaging**

- With investments in food & packaging technology amounting to €363m in 2022, Nigeria stands as Africa's second-largest investor, trailing only South Africa with €381m and leading Egypt with €319m. (VDMA 2023)
- Nigeria's food production has witnessed a remarkable surge of 39.6% in recent years, from €26bn in 2016 to €36.3bn in 2020, projected to rise by 48% between 2021 and 2024, from €42.3bn to €62.6bn. (Euromonitor International)
- Despite significant investments in local food production, Nigeria's food imports totaled US\$6.9bn in 2022 (WTO), positioning the nation as one of Africa's foremost food importers.
- With €143m in 2022, Nigeria emerges as the second-largest investor in plastics technology in Africa, showcasing an annual growth rate of 17.6% between 2016 and 2022.
- Nigerian imports of printing & paper processing technology have surged by 17% annually, reaching €92m in 2022, securing Nigeria's position as the second-largest investor in sub-Saharan Africa.
- Nigeria leads in packaging technology investments in Africa, with €183 million in 2022, surpassing South Africa with €175 million and Egypt with €162 million.

*Source for technology investment figures: VDMA 2023*

For more information about the event,  
please visit

[www.agrofood-nigeria.com](http://www.agrofood-nigeria.com)

and

[www.ppp-nigeria.com](http://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 Christoph Müller  
Public Relations  
Voßstraße 3  
D-69115 Heidelberg  
+49 6221 45 65 22  
[c.mueller@fairtrade-messe.de](mailto:c.mueller@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  
Voßstraße 3  
D-69115 Heidelberg  
+49 151 706 408 88  
[n.winter@fairtrade-messe.de](mailto:n.winter@fairtrade-messe.de) [www.fairtrade-messe.de](http://www.fairtrade-messe.de)