

Press Release 03

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The 6th edition of agrofood & plastprintpack Ghana 2023 a great success!

Africa Agribusiness Excellence and Leadership Awards 2023 plus 15 round tables and presentations held alongside the exhibition.

(Heidelberg/Addis Ababa) The 2023 edition of [agrofood](#) & [plastprintpack](#) Ghana was a great success. This was the resounding opinion of all exhibitors, trade visitors, speakers and conference delegates.

Organised by fairtrade in collaboration with their local partners Geovision, the exhibition & conference took place from 21 to 23 November 2023 at the Trade Center Arena in the Accra International Conference Centre.

A great success, not only because of the countless new business opportunities that were established between the exhibitors and their Ghanaian and West African partners, but also because of the highly successful conference and the lively and warm atmosphere that characterised this event.

High exhibitor satisfaction with the 2023 event

Exhibitors satisfied or even very satisfied with the

- 97% services of fairtrade
- 89% event as a whole
- 84% business prospects after the show
- 78% quality of visitors
- 77% number of visitors

63 exhibitors from 12 countries and pavilions from GEPA, GIZ, Italy, the Netherlands and Nigeria

At the 2023 event, [63 exhibitors from 12 countries](#) and pavilions from GEPA, GIZ, Italy, the Netherlands and Nigeria presented customised solutions and technologies for the Ghanaian and West African markets.

The exhibitors came from Austria, China, France, Germany, Ghana, Italy, the Netherlands, Nigeria, Poland, South Africa, Thailand and Ukraine.

Africa Agribusiness Excellence and Leadership Awards 2023 held alongside agrofood & plastprintpack Ghana 2023

Another highlight of the 2023 edition: The Chamber of Agribusiness Ghana CAG organised the Africa Agribusiness Excellence and Leadership Awards alongside agrofood & plastprintpack Ghana 2023. This year's Leadership Awards were held on 22 November 2023 at the Accra International Conference Center – Grand Arena.

The Awards scheme equally brings together players in Africa's Agro Food Systems and the Agribusiness industry, Policy makers, and Financial Institutions, Agtech Industry and Development Partners to recognise achievements from local and international companies involved in promoting the development of the agribusiness sector in Africa.

Top learnings and networking in 15 round tables and presentations

The agrofood & plastprintpack Ghana 2023 was complemented by a [conference program with 15 roundtable discussions and presentations](#), guaranteeing participants top learnings and networking. The program was organised by AHK Delegation of German Industry and Commerce in Ghana in cooperation with fairtrade Messe.

The Ghanaian agrofood & plastprintpack market

- **Food & beverage technology:** Ghana's investments in food & beverage technology show an annual increase of 8.6% between 2017 and 2022, from €59 million in 2017 to €89 million in 2022. (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 Ghana:** According to the World Trade Organisation (WTO), Ghana imported food worth USD 1.2 billion and exported food worth USD 7.3 billion in 2021. Thus, food trade with Ghana is an 8.5 billion USD business.
- **Plastics technology:** Ghana's plastics technology imports show an annual increase of 12.8% between 2017 and 2022, from €23 million in 2017 to €42 million in 2022. (VDMA)
- **Printing and paper technology:** Ghanaian imports of printing and paper technology have 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 €53 million in 2022, up 12% annually from €30 million in 2017. (VDMA)

See you at our next events in West Africa!

In addition to agrofood & plastprintpack Ghana, fairtrade in West Africa serves Nigeria with the 9th agrofood & plastprintpack Nigeria. And francophone West Africa will finally meet again in 2024 in Abidjan, at the 2nd agrofood & plastprintpack West Africa before the 7th agrofood & plastprintpack Ghana will take place in Accra in November 2025.

For more information: www.agrofood-ghana.com | www.ppp-ghana.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

Kurfürsten-Anlage 36

D-69115 Heidelberg

Tel +49 / 62 21 / 45 65 22

c.mueller@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+49-6221-4565-31

n.winter@fairtrade-messe.de

www.fairtrade-messe.de