



PROPAK

WEST AFRICA 2023

■ PACKAGING ■ PROCESSING ■ PRINTING ■ PLASTICS

12 – 14 SEPTEMBER 2023

LANDMARK CENTRE • LAGOS • NIGERIA

1895 MONTGOMERY GROUP
AFROCET

www.propakwestafrica.com

The 10th Edition of the Largest Packaging, Plastics, Food Processing, Labelling and Print Exhibition in West Africa



5,000+
VISITORS



30+
COUNTRIES



200+
BRANDS

PROPAK WEST AFRICA 2022 POST SHOW REPORT



143

EXHIBITORS



25

COUNTRIES



75

SPEAKERS



4,238

VISITORS



85%

OF VISITORS HAD
PURCHASING
INFLUENCE

VISITOR INSIGHTS



34%
Industrial



24%
Food



24%
Printing



9%
Beverage



4%
Pharmaceutical



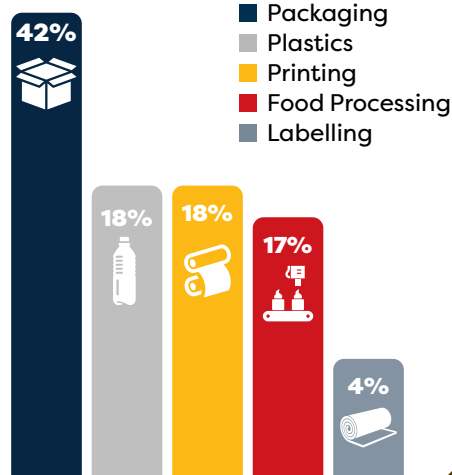
4%
Cosmetics

MAIN JOB FUNCTION



36%	Owner / CEO / MD
15%	Marketing
12%	General Management
8%	Production Manager
7%	Buying / Procurement
5%	Sell / Distribute
4%	Production Technician
4%	Administrative
3%	Training / Education
3%	IT
2%	Accounts / Finance
2%	Journalist / Media

PRIMARY SECTOR OF INTEREST



REASONS FOR VISITING



32% VIEW / PURCHASE
PRODUCTS AND TECHNOLOGIES



25% NETWORKING WITH
INDUSTRY PEERS



19% GATHER MARKET
INFORMATION



12% TRAINING
& EDUCATION



11% EVALUATE
FOR FUTURE
PARTICIPATION

ACCELERATE YOUR BUSINESS GROWTH IN 2023

Take your business to the next level at the largest B2B trade event for packaging, plastics, food processing, labelling and print in West Africa, Propak West Africa 2023. Taking place from 12 – 14 September 2023 at the Landmark Centre in Lagos, Nigeria, Propak is set to be the most anticipated event for the sector in the region. The event will serve as a platform to connect the West African manufacturing community and present the latest innovations in the industry.

Propak is the prime opportunity for you to connect, and network with key local and international industry players with some of the market's biggest names present and over 200 brands exhibiting. Discover the latest technology, products and solutions, source new suppliers, benchmark your business, learn about trends and growth opportunities and fill the gap in your supply chain.

WHY LAGOS IS THE GATEWAY TO WEST AFRICA

As the largest economy and population in Africa, it is no surprise that Nigeria is the gateway to West Africa. Being a huge market in itself as well as the regional hub means that Nigeria, especially Lagos is seen as an investment destination and with strong travel links to the rest of the region it's easy for those further afield to make their way to Lagos for the exhibition.



\$440bn – Nigeria has the highest GDP in Africa



*The Nigerian Packaging Industry is expected to **grow at a CAGR of approximately 7.1%** during the forecast period (2023 - 2028).



213 million – Nigeria has the highest population in Africa, which is forecast to double in size by 2050



*No. 2 – Nigeria is **Africa's 2nd largest importer** of food and packaging technologies



*No.1 – Nigeria is **Africa's largest importer** of plastics technology

**Source Mordor Intelligence Report*

10 YEARS OF PROPAK WEST AFRICA

This year's exhibition will be the 10th edition of **Propak West Africa**, having launched in Lagos in 2012 with 40 exhibitors and welcoming 800 visitors over three days, it has gone from strength to strength with each edition. With one year missed due to the pandemic and a smaller re-introduction following it, 2022 saw it bounce back and it's shaping up to break all records in September this year.

Propak Over the Years has welcomed:



966

EXHIBITORS



45

COUNTRIES



324

SPEAKERS



24,510

VISITORS

“I think it's an excellent platform to see the newest innovations, cutting edge technology and state of the art packaging material”

**Dr. Aina Olugbenga
Stephen, Deputy
Director,
NAFDAC**

2023 VISITOR PROFILE

SECTORS PRESENT



PACKAGING

Aluminium, Flexible packaging, Substrates, Paper, Tinplate, Adhesives, Boxes, Cans, Closures, Containers, Cartons, Components, Glass, Bottles, Pharmaceutical, Labelling



PLASTICS

Polymers, Rigid plastics, Plastic production, Rubber production, Plastic goods manufacturing, Rubber goods manufacturing, Raw products



PRINTING

Digital printing equipment, Offset printing equipment, Printing consumables, Printing Supplies, Converting equipment



PROCESSING

Food equipment for the food and beverage industry, Bakery equipment, Confectionary equipment

As the leading exhibition for the manufacturing sectors it serves in West Africa, **Propak West Africa** is the best place to meet with key decision makers from the private and public sectors who make up the manufacturing supply chain. As it has grown over the years, Propak has showcased the cutting edge of global technologies on the exhibition floor with more machines and products bringing in an ever larger audience looking to upscale their production lines.



SNAPSHOT OF PAST VISITORS:



BOOK YOUR STAND NOW!

WHY EXHIBIT?



Make Valuable Connections:

Meet new customers, suppliers and distributors to generate new revenue streams



Network: We all know how important it is to maintain business relationships, not only with existing customers but industry partners and peers as well



Discover market opportunities: Keep your finger on the pulse by identifying potential growth trends and technological developments



Close deals: Speak face-to-face with key decision makers, people buy from people!



Benchmark your business:

Test and re-test your products and price-points against competitors



ENHANCE YOUR STAND



SPONSORSHIP

Go further and take on one of our bespoke sponsorship packages that gives you maximum exposure both digitally and onsite at the exhibition



DIGITAL OPPORTUNITIES

Increase your exposure before you arrive at the exhibition and become a featured exhibitor which will provide you with a great digital footprint across our website and social handles



STAND BRANDING

Stand out from the companies around you and look to design your own stand or take a branding package that showcases your brand identity to all those who walk past your stand



SPEAKING POSITIONS

Want to showcase your products to a larger audience than can gather on your stand? Run a technical workshop to a focused audience and explain in detail how your products can benefit their supply chains

MARKETING MIX

As an exhibitor at Propak West Africa, you will have exclusive access to a variety of marketing services and resources to help you maximise your time at the exhibition.

To ensure a high quality of visitors at the show, we will undertake an extensive multi-channel marketing campaign that will be highly focused for each sector.

-  Strategic Partnerships with Trade Associations and key media publications to promote the event
-  Comprehensive email campaign to a focused regional database
-  Social media marketing with year round community building
-  Endorsements from Government bodies and respected institutions
-  Ongoing PR and content marketing
-  Outdoor advertising through billboards in strategic traffic hotspots
-  Telemarketing and SMS campaign

Brought to you by:

1895 MONTGOMERY GROUP
AFROCET

With a combined 145 years of experience, Afrocet Montgomery is a partnership that specialises in running high-end exhibitions and events in West Africa. Our extensive knowledge and experience of the African market has enabled us to develop a strong portfolio of shows in the three corners of Sub-Saharan Africa, which means we can offer the most focused event in West Africa.

WHEN & WHERE

The Landmark Centre, Oniru, Lagos, Nigeria

Dates:

Tuesday 12th September 2023
Wednesday 13th September 2023
Thursday 14th September 2023

TO DISCUSS HOW TO GET INVOLVED, GET IN TOUCH WITH ONE OF OUR TEAM MEMBERS BELOW:

NIGERIA

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REST OF WORLD

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OUR SISTER EVENTS

 **PROPAK EAST AFRICA 2024**
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 **PROPAK CAPE 2023**
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 **PROPAK AFRICA 2025**
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