



PROPAK

WEST AFRICA 2022

▪ PACKAGING ▪ PROCESSING ▪ PRINTING ▪ PLASTICS

22 – 24 NOVEMBER 2022

LANDMARK CENTRE • LAGOS • NIGERIA

1895 MONTGOMERY GROUP
AFROCET

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www.propakwestafrica.com

The Largest Packaging, Plastics, Food Processing, Labelling and Print Exhibition in West Africa



BOOST YOUR BUSINESS IN 2022

Give your business a boost and discover innovation in packaging, plastics, food processing, labelling and print in West Africa at the region's largest B2B trade event, **Propak West Africa 2022**.

Taking place from 22 - 24 November 2022 at the Landmark Centre in Lagos, Nigeria, Propak will set the stage for reconnecting the West African manufacturing community.

While the 2021 event took place under challenging conditions, we are confident that the 2022 event will bounce back and remind everyone why Propak remains the perfect platform for you to grow your business in West Africa. By networking with key local and regional stakeholders and representing your brand alongside 200 of the industries biggest names take your opportunity to build your footprint in the market.

Discover the latest technology, products and solutions, source new distributors, benchmark your business, learn about trends and growth opportunities and fill your order book.

THREE DAYS – ONE VENUE – COUNTLESS OPPORTUNITIES



87%

of exhibitors accomplished their goals



74%

REBOOKED ONSITE



89%

of exhibitors would recommend Propak to a colleague



200+

BRANDS



30+

COUNTRIES



5,000+

VISITORS

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.



\$432.3bn – Nigeria has the highest GDP in Africa



The Nigerian Packaging Industry is expected to **grow at a CAGR of approximately 8%** during the forecast period (2021 - 2026).



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



Nigeria is Africa's **3rd largest importer** of plastics



Nigeria is Africa's **2nd largest** importer of printing & paper processing technology

“ Customers have come from the pharmaceutical and plastics industries who have seen our machines which work hand in hand with theirs and had some interesting discussions as to how we can provide them with solutions for their plans and their processes ”

Osareme Omijie, Atlas Copco

 **60%** Source / purchase new technologies

 **38%** Networking

 **31%** Gather market information

 **23%** Training & education

 **19%** Evaluate for future participation

Reason For Attending

50% Owner/ senior management 

10% Marketing 

9% Production 

9% Sales 

8% Consultant 

5% Procurement 

3% Finance & Administration 

3% Engineer 

2% IT 

Job Function

Primary Sectors Present

 **45%** Packaging

 **19%** Printing

 **16%** Processing

 **16%** Plastics

 **5%** Labelling



PLASTICS

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



PRINTING

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



PROCESSING

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



MARKETS PRESENT

PACKAGING

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

SNAPSHOT OF PAST VISITORS:



WHEN & WHERE

**The Landmark Centre,
Oniru, Lagos, Nigeria**

Tuesday, 22nd November 2022

Wednesday, 23rd November 2022

Thursday, 24th November 2022



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 the high quality of visitors to 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



Outdoor advertising through billboards in strategic traffic hotspots



Ongoing PR and content marketing



Telemarketing and SMS campaign



CONTACT US TODAY

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OUR SISTER EVENTS

