



May 3 – 5, 2010  
Palais des Expositions d'Alger - SAFEX  
Algeria's 2<sup>nd</sup> International Printing and Packaging Technology Exhibition

## POST SHOW REPORT

**“printpack alger 2010 has been a resounding success for us”**

### **Saga was the Gold Sponsor**

Exhibitors of printpack alger 2010 were very satisfied with the number and the quality of the trade visitors, the positive outlook on future business and the event's overall organisation. “Better than expected”, this was the conclusion pronounced by many. Asked, whether the exhibitors would recommend printpack alger to their peers, the answer was a clear “yes”.

With 853 trade visitors and [31 exhibitors from 8 countries](#), printpack alger 2010 confirmed its position as Algeria's most important business platform for the printing and packaging industry. Exhibitors presented their innovations in the fields of printing and packaging technology.

[SAGA](#), distributor of world-famous graphical art machine manufacturers, was the Gold Sponsor. With its 22 employees in Algeria, SAGA has gained more than 1,000 clients. And its services support several thousands of machines in the whole territory of Algeria.

“printpack alger 2010 has been a very successful event for Saga as we were able to meet many new clients, conclude business deals straight away on our stand and strengthen our brand towards existing clients and the overall Algerian market. As we notice strong growth and an ever improving investment climate on the Algerian printing market, printpack alger has worked out successfully as a very important platform for our industry”, underlined Pierre Henri Gerbet, Saga's managing director.

Positive were also the remarks of Mustapha Merzouk, the managing director of GIPEC: “With a turnover of some US \$ 75 million and 30 years of experience, GIPEC is the leader in the Algerian paper industry and one of the most important partners for the paper and cellulose industry in Africa. At printpack alger 2010, we have successfully exhibited with our two brands Embag and Sacar. As we have heavily invested in new machinery and equipment, we were able to considerably improve the quality of our products.”

For his part, Christian Deufert, manager at the German exhibitor Windmüller & Hölscher, one of the world's leading companies in the area of flexible packaging, was likewise impressed by the outcome of the event: “Because of the business opportunities initiated on the Algerian growth market, printpack alger 2010 has been a resounding success for us. We have sold some printing and extrusion machines. Our target now is to grow even stronger than the market and become the market leader in Algeria.”



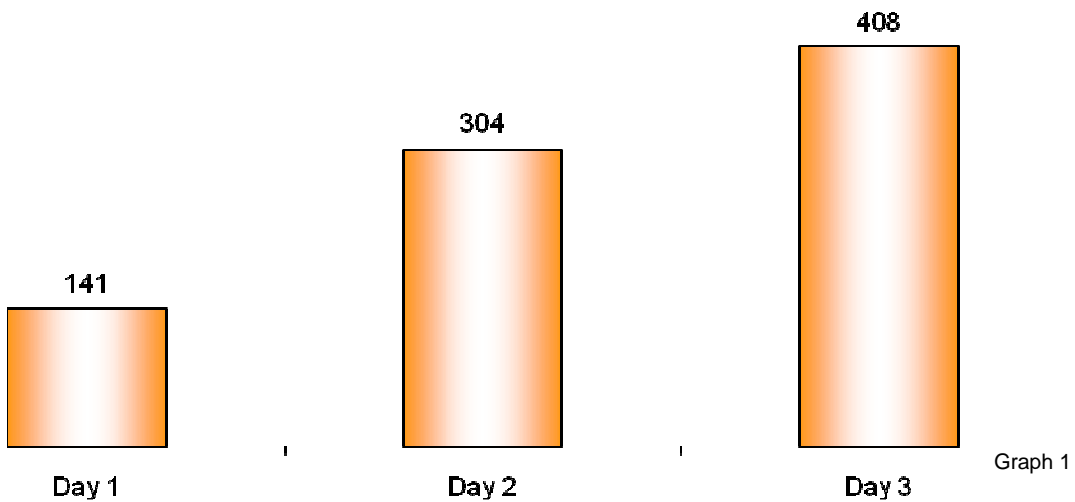


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## Evaluation of the visitor statistics

All trade visitors were required to register and fill in a questionnaire. The following data is based on this survey, conducted by fairtrade.

### Number of trade visitors per day:



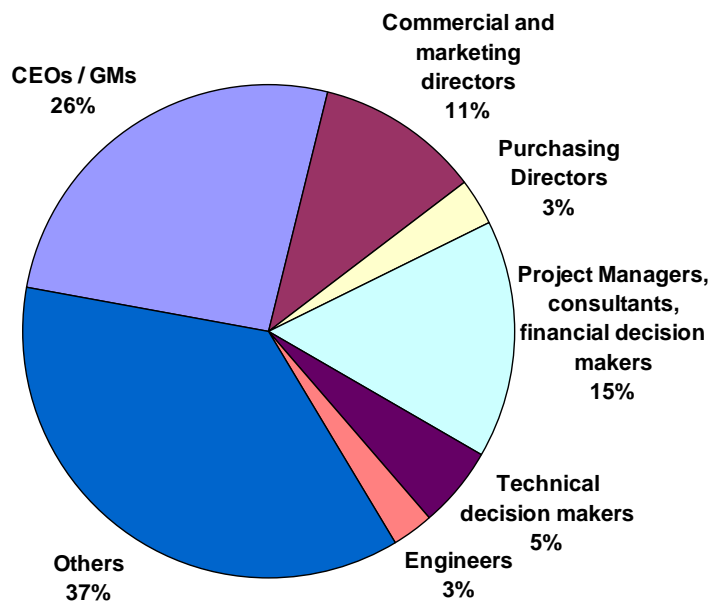
A total of 853 visitors attended the event.

### Visitors according to their function:

63% of the visitors at printpack alger were decision-makers:

CEOs and General Managers constituted the most important group (26%). The second biggest group of visitors was composed of Project Managers, Consultants, and Financial Decision Makers (15%).

11% of the visitors were commercial and marketing directors. 5% of the visitors were Technical Decision Makers and 3% were Purchasing Directors and Financial Decision Makers. Another 3% were engineers.



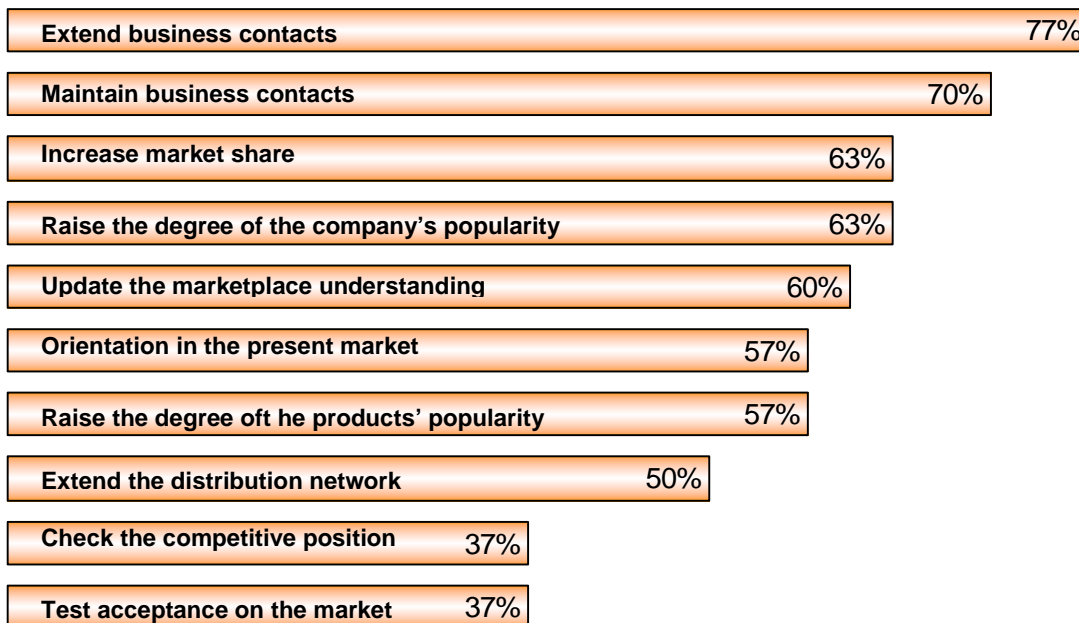


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## Evaluation of the exhibitor survey

All exhibitors were required to fill in a questionnaire on the last day of the event. 97% of the exhibitors returned the questionnaire. The following evaluation is based on this survey.

### The main targets for participating (multiple responses possible)



Graph 3

## Satisfaction of the exhibitors

Would you participate again?



Services of the organizer fairtrade



Quality of visitor contacts



Graph 4



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## Quality standards: UFI and ISO

printpack alger has been organised by the German trade fair specialists [fairtrade](#) and its German-Algerian team. fairtrade operates a daughter company in Algiers already since 2003. ISO 9001:2008 certified and a member of [UFI The Global Association of the Exhibition Industry](#), fairtrade organises events according to the UFI quality norms.

[plast alger 2010](#), the Premier International Euro-Mediterranean Trade Fair for the Algerian Plastics and Chemical Industry, took place concurrently, creating excellent synergies for both exhibitors and visitors.

## Daily

For more interviews with exhibitors, please see the [printpack alger 2010-daily](#).

## Photo gallery

For photos, please visit the [gallery](#).



THANK  
YOU!

On behalf of the entire organising team, we would like to extend our gratitude to all who have contributed to the success of the event, exhibitors, trade visitors, supporting authorities, sponsors, organisers of pavilions, agents, media partners, media, journalists...

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#### Organised by:



fairtrade GmbH & Co. KG  
Kurfürsten-Anlage 36  
D-69115 Heidelberg  
Germany  
Tel: +49-62 21-45 65-0  
Fax: +49-62 21-45 65-25  
info@fairtrade-messe.de  
www.fairtrade-messe.de  
ISO 9001 : 2008 certified

Eurl fairtrade expo  
13 Chemin Parmentier  
Hydra  
DZ- Algiers, Algeria  
Tel: +213-21-48 40 16  
Fax: +213-21-48 40 05  
nboulecane@gmail.com  
www.printpackalger.com