

enabling new business

 **SWITZERLAND  
GLOBAL  
ENTERPRISE**

Join the mini **SWISS** Pavilion!

# **PLASTPRINTPACK & AGROFOOD NIGERIA 2019**

**26 – 28 MARCH, 2019, LAGOS**



OFFICIAL PROGRAM

**Switzerland.**   
Trade & Investment Promotion.



In co-operation with:



# WHY TAKE PART?

## Nigeria Country Information

Nigeria is the new growth engine in Africa. Hardly any other country provides the business opportunities available here due to the growing middle class.



### S-GE Market Study: Rising Middle Class

One thing up front: Nigeria is not a simple market, and probably unsuitable for newcomers to international business. For companies with export experience that are looking for new and attractive markets, it is definitely more than just an alternative to many others.


The economic figures of Nigeria speak for themselves: With a population of 179 million it is the most densely populated country in Africa, and with a GDP of 573 billion dollar, also the economically strongest nation on the continent.

The average economic growth in recent years was 7.8% per year. This means Nigeria is also one of the top five fastest growing African countries. And this growth will remain at such a high level


A good foundation for Nigeria to fulfill its Vision 20:2020 (i.e.: by 2020, it wants to become one of the 20 most important economic nations) on time. Especially as the middle class in Nigeria should continue growing strongly over the next few years. As a result of this, the demand in designated middle class needs categories – such as education, health, communication, leisure time and personal hygiene – should increase significantly. And this increase in buying power will go hand-in-hand with demands regarding the quality and reliability of products and services. Aspects that are also associated with “Swissness” and “Switzerland” in Africa and Nigeria too.

# PLASTPRINTPACK & AGROFOOD NIGERIA




 26 – 28 March 2019

 Landmark Centre, Lagos, Nigeria

 The **plastprintpack Nigeria** is an international trade fair for plastics, printing and packaging technology. An attractive and fast-growing consumer market with an abundance of natural resources such as oil, gas and agricultural land. The Nigerian market for plastic, printing and packaging technology attracts massive private and public investment. Numerous international exhibitors present their latest products and take the opportunity here to develop new business.

**Agrofood Nigeria** is an international trade fair covering the entire value chain from field to fork consisting of three sub-events with the following exhibition topics: Agriculture, Food Processing, Packaging, Bakery & Confectionery Technology, Ingredients, Food & Hospitality.

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

 [Post show report plastprintpack Nigeria](#) / [Post show report agrofood Nigeria](#)

## MINI SWISS PAVILION – THE BOOTH

---



Country Pavilion for Swiss and Liechtenstein companies



Approx. 18-24 sqm (depending on number of exhibitors)



Own exhibition space for each company



Joint hospitality area for your meetings



individual packages available



A minimum of four Swiss companies is required to realize the mini **SWISS** Pavilion

# PARTICIPATION PACKAGE / 3-4sqm

---

## Be part of it (3 - 4 sqm)

---

- Booth space of 3-4 sqm
- Side and back walls
- 1 company logo
- 1 counter & 1 bar stool
- Shipment of your brochures (max. 5kg, one way only)
- 1 waste bin
- **SWISS** Pavilion service package

## Costs

---

### Package fee:

CHF 4'100.-

### Registration fee:

CHF 650.- (S-GE Gold Members)

CHF 800.- (S-GE Silver Members & Partners)

CHF 950.- (Non Members)

### Registration fee fair trade:

EUR 395.-

EUR 245.- (official catalogue entry)

# PARTICIPATION PACKAGES / 6-9sqm

---

## Small but stylish (6 - 9 sqm)

---

- Space rental
- Basic booth construction
- 1 high table
- 3 high chairs
- 1 lockable sideboard *or* 1 showcase
- 1 brochure holder
- 1 waste bin
- **SWISS** Pavilion service package

## Costs

---

### Package fee:

CHF 1050.00/sqm

### Registration fee:

CHF 650.- (S-GE Gold Members)

CHF 800.- (S-GE Silver Members & Partners)

CHF 950.- (Non Members)

### Registration fee fair trade:

EUR 395.-

EUR 245.- (official catalogue entry)

# THIS IS WHAT WE DO FOR YOU – OUR SERVICE PACKAGE

---

## S-GE service package

---

### **We care about all organizational belongings:**

Project management before, during and after the show • consulting by all project partners • Swiss side event • exhibitor badges • name tags

### **Let the show begin:**

Turn-key booth • attractive Swiss design • info bar • hosted hospitality & networking area • snacks, coffee, non-alcoholic drinks for free • internet access • power supply • illumination • cleaning & garbage removal • wardrobe & storage facilities

### **Your company and products deserve attention:**

Entry in the official show catalogue and the buyer's guide • direct link to all exhibiting companies via the S-GE website

## Not included

---

- Transport and insurance of your exhibits
  - Individual stand design and additional furnishings
  - Technical connections and operating costs
  - Travel and accommodation
- For more information please consult the [S-GE general terms and conditions](#) (item 4.6 and 7.2).

## 5 REASONS TO ATTEND THE MINI SWISS PAVILION

---



Concentrate on the development and care of your customer relations – we organize your participation



Clear identification by the Swiss design – the Swiss identity has long been widely recognized to be a symbol of high-quality standard and innovations



Attractive stand design creating an inviting atmosphere



Use of the common area for your customer meetings



Ready to use stand



# REGISTRATION / CONTACT

Registration Deadline: **31 January 2019**



[Download Registration Form](#)

Project Management mini **SWISS** Pavilion:



**+** SWITZERLAND  
GLOBAL  
ENTERPRISE

OFFICIAL PROGRAM

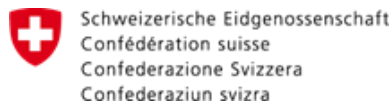
Switzerland.   
Trade & Investment Promotion.



Sandra Brogli  
[sbrogli@s-ge.com](mailto:sbrogli@s-ge.com)  
+41 44 365 54 51

Leonie Ganser  
[l.ganser@fairtrade-messe.de](mailto:l.ganser@fairtrade-messe.de)  
+49 6221 45 65 14

## Partners:



The Consulate General of Switzerland in Lagos / Trade Point Nigeria

# Impressions



mini **SWISS** Pavilion @ Africa Health 2014



mini **SWISS** Pavilion @ Africa Health 2016



mini **SWISS** Pavilion @ plastprintpack 2018



Plastprintpack Nigeria 2018

# LET'S GET STARTED - WE LOOK FORWARD TO WELCOMING YOU

