

UK AFRICA PACKAGING TRADE VISIT 2012

Tuesday, 28th February – Friday, 02nd March 2012
Birmingham - United Kingdom



IMPROVE YOUR BUSINESS
Meet potential clients - develop new and existing contacts at UK top packaging event of the year.



UK AFRICA PACKAGING TRADE VISIT 2012 will feature various activities on the packaging industry:

Half day Seminar/Briefing

2-days visit to a top British Packaging Exhibitions

1-day Site visit to a modern manufacturing company

PACKAGING INOVATIONS

ECOPACK

CONTRACT PACK

PACKTECH

PRINT INNOVATIONS

VISIT 5 TOP BRITISH EXHIBITIONS ON PACKAGING
29th February – 01st March 2012, NEC



ORGANISED BY:



AfBBA
African British
Business
Association

Email: info@afbbaevents.co.uk/
afbba.org@gmail.com

Website:

<http://www.afbbaevents.co.uk>

<http://www.afbba.org>

Tel: + 44 (0) 77 8022 16796

+44/ (0) 75010 8391

SUPPORTED BY:



easyFairs®

TIME & COST-EFFECTIVE TRADE SHOWS

OTHERS:



UK AFRICA PACKAGING TRADE VISIT 2012



28th February -1st March 2012
Birmingham - United Kingdom

EVENT OVERVIEW

It is widely acknowledged that many countries in Africa need to improve both the manufacturing and agro-processing sectors of their economies, and that one of the limiting factors is the poor state of their processing and packaging industry.

This is often manifested in form of a high wastage in the agricultural produce and result in inability to meet the food demand or to increase the level of manufactured goods sufficiently to meet the local demand or for exports.

The packaging sector is essentially a service industry, which is capable of supporting several manufacturing sectors such food and drinks industries, pharmaceuticals and chemicals and other sectors, essential to meet the growing demands by both the urban and rural customers.

The main focus of this event is therefore to assist African economies in improving their capacity in processing and packaging of manufactured goods and agricultural products, which on the long term basis contribute to achieving the much desired accelerated and sustainable development.

The African British Business Association (AfBBA) firmly believes that it is essential develop its capacity adequately in the packaging sector and in the quest for this, it will be helpful to form effective partnerships with countries with the know-how and adequate capability such the UK who are one of the market leaders in the field, to assist African businesses to attain the development required.

It is envisaged such partnerships with British businesses and institutions will assist African countries to gain wider access to high quality processing and packaging machinery and equipment which are more durable with high technical capabilities, high safety standards, good maintainability-ease of serviceability and more cost effective than those available from other markets, as well as to skills training and all other related ancillary services necessary for to process products more efficiently for both the local and export markets.

The UK Packaging Manufacturing Industry has annual sales of £10 Billion and employs some 85,000 people – representing 3% of the UK's manufacturing workforce. It is a major contributor to the UK GDP and a vital link in the Packaging Supply Chain. It is well structured and capable of assisting in the development of a sustainable processing and packaging sector in Africa.

To this end, the African British Business Association (AfBBA) a UK based trade development and facilitation organization with the support of other development agencies is hosting on the packaging sector from 28th February to 01st March 2012 in Birmingham in the United Kingdom.

The UK Africa Packaging trade visit is aimed at assisting African governments and decision makers in the development and capacity building of the processing and packaging sector, and assisting businesses

The format of the trade visit include- a half day short seminar and networking session, a 2 day at a UK top and comprehensive exhibition on packaging and finally a site visit to a production facility in the United Kingdom which will give delegates the opportunity to view a modern production facility in the UK.

Overall, these activities have been designed to enable participants to meet with global suppliers of machinery and equipment, service providers and other stakeholders in the industry. Furthermore, during the show, delegates will have the opportunity of attending a series of short presentations on topical issues and the latest technological developments within the industry.

BENEFITS OF ATTENDING THE EVENT

The multiple activities due to take place at the event have been carefully planned to ensure maximum benefits accrue to delegates attending the event, which include

- opportunities to meet potential clients in a neutral yet sales oriented environment
- meet to negotiate and discuss your personal requirements face-to-face
- develop new contacts and renew existing contacts
- achieve long term goals for sales and marketing
- meet the key decision makers and get valuable media attention
- thoroughly discuss the issues your clients are facing
- find out about the latest innovations in the market to make your brand stand out from the crowd

Overall, the trade visit will enable the region to improve the packaging sector

- Capacity Building and infrastructure Development - support to enhance food security
- Opportunity to gain access to other markets
- Acquisition of packaging machinery , technology and Access to the latest Innovation
- Skill Acquisition assistance in developing expertise and knowledge required to build the infrastructure for skills development.

WHO SHOULD ATTEND THE EVENT

Delegates are welcomed from various sectors such as Agriculture, Food & drinks, Pharmaceuticals, Education & Training, Development and others

- Agriculturalists, Farmers & Commodity Exporters
- Food and drink processors
- Pharmaceuticals and chemicals processors and distributors
- Cosmetics & Toiletries manufacturers
- Mineral processors
- Marketing & Directors
- Brand Owners
- Creative Directors

WHO SHOULD ATTEND THE EVENT (continue)

- Packaging manufacturers
- Packaging Designers
- Packaging Technologists
- Contract processors and Packers/fillers
- Packaging Machinery manufacturers and distributors
- Retailers
- Printers & Print buyers
- Product Managers & developers
- R & D/New Product Development Managers
- Key Government Officers, Development Agencies , NGOs & Community groups, particularly women groups

WHERE & WHEN

LOCATION: London and Birmingham

DATES: 26th February – 01st March 2012

COST

£600 PER DELEGATE

Price includes travel arrangements from London to and fro Birmingham and during the event and light refreshments at the event.

Price exclude

Air Travel to the United Kingdom, local transport to and from hotel to the airport. Hotel accommodation varies from £60-£120 per night. (List of hotels will be provided upon confirmed registration for the event.)

REGISTRATION

REGISTER NOW On line <http://www.afbbaevents.co.uk> or <http://www.afbba.org>
OR download application form- WORD' or 'PDF' version by visiting <http://www.afbbaevents.co.uk> or <http://www.afbba.org>

Please complete application form – 'to info@afbbaevents.co.uk or afbba.org@gmail.com

If you experience any difficulties, please contact us on + 44 77 8022 1679 or (local contact telephone provided where applicable)

CLOSING DATE FOR APPLICATION AND FULL PAYMENT IS ON THE 27th January 2012.

We advise delegates without a valid visa for the United Kingdom, to complete their registration as soon as possible to allow ample time for the visa application.

PROGRAMME

DATE	EVENT	DETAILS	LOCATION
28 th Tuesday	REGISTRATION & NETWORKING	<p>12.00 Arrival & Registration</p> <p>12.30 Introduction overview of the Packaging Industry in the UK /Branding products for the UK market</p> <p>13.30 Networking</p> <p>14.30 Close</p>	Birmingham NEC
29 th Wednesday	EXHIBITIONS: <ul style="list-style-type: none"> • PACKAGING INNOVATIONS • ECOPACK • CONTRACT PACK • PACKTECH • PRINT INNOVATIONS 	<p>10.00 Arrival at the NEC for Pre-exhibition Briefing</p> <p>17.00 Close</p>	
01 st Thursday	EXHIBITIONS: <ul style="list-style-type: none"> • PACKAGING INNOVATIONS • ECOPACK • CONTRACT PACK • PACKTECH • PRINT INNOVATIONS 	<p>09.00 Arrival at the NEC</p> <p>17.00 Close</p>	
02 nd Friday	SITE VISIT	<p>09.00 Arrival</p> <p>13.00 Site Visit</p> <p>16.00 Departure for London</p> <p>END OF PROGRAMME</p>	

The organisers reserve the rights to amend the programme as deemed necessary.

ABOUT THE EXHIBITIONS

PACKAGING INNOVATIONS 2012 is Europe's top event for primary and secondary packaging

Absolutely the very best in branded packaging is on display at PACKAGING INNOVATIONS 2012

If your job is to make your company's goods jump off the shelves into consumers' hands, you've found your niche at PACKAGING INNOVATIONS 2012. From the latest eye-popping materials to design agencies, the entire value chain for developing and producing branded packaging is represented here. At PACKAGING INNOVATIONS 2012, you can go shopping for ideas.

**From soup to nuts: you'll find it all under one roof at the NEC
But only for two days**

Co-located with four other packaging shows, **ECOPACK, CONTRACT PACK, PACKTECH and PRINT INNOVATIONS**, **PACKAGING INNOVATIONS 2012** is quite simply *the UK's most comprehensive packaging event*.

Together the four shows cover all aspects of packaging, from ingenious design and branding concepts, through environmental sustainability, technology for packaging and outsourced services, to stunning print innovations especially for packaging.

One visit to PACKAGING INNOVATIONS 2012 is worth weeks, possibly months, of your time

In just a few hours, you'll see more relevant offerings and make more valuable business contacts than you could through any other medium. Compare products and services side by side and quiz the exhibitors directly about how their solutions might work for your products.

Mark your calendars: 29 February – 1 March 2012 at the NEC!

PACKAGING INNOVATIONS 2012 is Europe's leading event for **Primary & Secondary packaging.**

"The PACKAGING INNOVATIONS show at the NEC this year was one of the busiest for us. Visitors included totally new contacts and existing customers, a majority of which had a genuine interest in product displayed

By exhibiting at PACKAGING INNOVATIONS 2012, you will have decision makers and influencers approaching your company in person. thousands of packaging buyers will attend PACKAGING INNOVATIONS 2012..... so make sure you're there too!



PACKTECH 2012 - the event for packaging machinery and technology

As a leading exhibition in the packaging industry PACKTECH 2012 provides you with a perfect opportunity to penetrate the market and create instant awareness of your products and services to current and new clients

PACKTECH 2012 and the co-located shows attract nearly 4500 decision makers and influencers across all sectors including:

Industry sectors at PACKTECH include, FMCG Food and Drink , Personal Care, Cosmetics, Toiletries, Healthcare, Pharmaceutical and Retail

If you are VISITING, you have the opportunity to get involved with these personnel from these businesses to discuss your business needs and improve your own business.

PACKTECH 2012 will be attractive and productive to delegates with job titles that include:

- Owners / Proprietors
- Managing Directors
- Production Directors & Managers
- Chief Engineers
- Operations Directors & Managers
- Production / Operations / Project Engineers
- Purchasing Managers
- Logistics / Warehouse Managers
- Distribution Managers
- Quality Control & Assurance Managers

ECOPACK 2012 - The event for environmentally responsible packaging.

ECOPACK 2012 provides the perfect location to discover the future of sustainable, environmental and eco-friendly products to enhance and confirm the image of your corporate social responsibility.

Easyfairs - The event will be featuring a range of new environmentally friendly products, providing a perfect ground for hundreds of companies to showcase their products and services to range of sectors including Agricultural, DIY, Automotive, Food & Drink, Chemicals, I.T. , Clothing , Office Equipment, Consumer electronics, Pharmaceutical , Consumer durables, Publishing, Cosmetics, Retail , Construction , Toiletries, Design and Toys / games

Nearly 4,500 visitors attended the exhibition in 2011, with 73% indicating their purpose to attend was to look for new products

Exhibitions not only provide you with the chance to meet, negotiate and discuss your personal requirements face-to-face, they also help you find out about the latest innovations in the market to improve or maintain your sustainable agenda..

ECOPACK 2012 is a must-attend if you're a:

- Packaging Technologist
- Packaging Manager
- Brand Manager
- Brand Owner
- Own Brand Retailer
- Packaging Procurement
- Marketing
- Product Management
- Creative Agency
- R&D / New Product Development

At ECOPACK 2012 you will be able to use all your **SENSES** to make an informed purchasing decision and provide yourself with peace of mind.

CONTRACT PACKER 2012

Easyfairs- The event offers a place to find professional outsourcing partners

Welcome to CONTRACT PACK 2012 – The place to find a professional outsourcing partner

Taking place on 29th February – 1st March, CONTRACT PACK 2012 provides the perfect location to learn about the packaging industry in greater detail, looking at the new innovations available, and then sourcing the companies who can take on your requirements and business plans.

Hundreds of companies showcase their products and services for a range of sectors including: Agricultural, Automotive, Chemicals Clothing, Construction Consumer durables Consumer electronics, Cosmetics / Toiletries, Design, DIY, Food & Drink, I.T. Office Equipment, Pharmaceuticals, Publishing and Retail.

WHY VISIT -To help make your product “fly off the shelf”!

Exhibitions not only provide you with the chance to meet, negotiate and discuss your personal requirements face-to-face, they also help you find out about the latest innovations in the market to make your brand stand out from the crowd.

At CONTRACT PACK 2012 you will be able to use all your senses to make an informed purchasing decision and provide yourself with peace of mind.

PRINT INNOVATIONS 2012

Welcome to the inaugural **PRINT INNOVATIONS 2012** incorporating **PRINT FOR PACKAGING**

Since the launch of PRINT FOR PACKAGING in 2010, easyFairs has been overwhelmed by the positive response from equipment manufacturers and converters. They finally have a forum to talk directly to brand and marketing managers and demonstrate the opportunities and possibilities that their products and services offer

PRINT INNOVATIONS 2012 and the co-located shows attract nearly 4,500 decision makers and influencers across all sectors including:

Industry sectors: FMCG ,Food and drink, Personal care, Cosmetics, Toiletries , Healthcare,

PRINT INNOVATIONS is a sales platform for producers and suppliers of technology, materials, software and services for the following segments: prepress and premedia - systems, appliances, software .press and printing machinery, equipment and accessories finishing and converting machinery, equipment and accessories, paper, inks, glue, consumables , services and consultancy

Participating in PRINT INNOVATIONS enables you to:

WHO SHOULD VISIT – Delegates with job titles including:

Marketing Managers & directors

Brand managers Brand owners

Designers

Creative directors

Own brand

Retailers

Packaging managers & buyers

Printers & print buyers

Product managers & developers

Packaging technologists

R&D/NPD managers

ABOUT THE ORGANISERS

African British Business Association (AfBBA)

The African British Business Association is a trade association set up in 2003 as joint initiative by the African Diaspora business community, some British trade institutions with the support of African diplomatic corps and various government institutions, towards improving trade between the two regions. AfBBA has adopted a mission statement of **Fostering Sustainable Development in Africa through of Global Partnerships** in accord with the New Economic Partnerships (NEPAD) for Africa's Development's goals and strategy on private sector development.

Our Aims & Objectives

- To promote economic, educational and training, sciences and technology and sustainable development ties between African countries and the UK
- To encourage and provide assistance to businesses and organisations in Africa and United Kingdom, to improve and develop new trade opportunities with one another, and also ensuring that the concerns of businesses in both regions are addressed.
- To create a wider broader awareness of trade and investment opportunities in African countries to UK businesses and to explore new strategies for improving trade and to engage with each other more effectively
- The association has successfully initiated a number of strategies on promoting bilateral trade between businesses, trade associations and governments in the UK and Africa.

The African British Business Association (AfBBA) main goals are to promote and facilitate partnerships and foster linkages on **Trade and Investment**, Education **& Training**, **Science & Technology** and **Sustainable Development between** African countries and United Kingdom at levels.

To achieve the stated goals, AfBBA have focused its effort on initiatives that foster an environment of cooperation and widen opportunities between the private sector trade organisations Associations, Government Institutions and NGOs in African countries with the United Kingdom

AfBBA has taken part in a number of trade international forums and conferences. Further, AfBBA has prepared proposals and undertaken projects with various African countries – Senegal, Gambia, Guinea, Sierra Leone, Cote d'Ivoire, Ghana, Gabon, Kenya, Tanzania, Lesotho and Namibia

Some of the main sectors of experience and activities are focused on – Agriculture, Food & Drink, Education & Training development –partnerships, Biomedical/Biosciences, Healthcare & Pharmaceuticals, Environment, Textiles & Leather, Manufacturing, High Technology, and Creative Industries

For more information on African British Business Association, please visit our website: <http://www.afbba.org> or email us at afbba.org@gmail.com or info@afbbaevents.co.uk

or write to us: African British Business Association (AfBBA)

80 Main Street, Fleckney, Leicester LE8 8AN, United Kingdom

Tel: +44 (0) 7780 221679 or 44 (0)75010 83971

Email: afbba.org@gmail.com or info@afbba.org

Website: <http://www.afbba.org> or <http://www.afbbaevents.co.uk>

FUTURE EVENTS – 2012

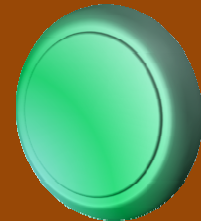
Date	Title	Venue
	EDUCATION	
15 th – 17 th Mar	EDUCATION SHOW The Education Show is the largest educational resources event , designed for all levels of educator	Birmingham NEC
	FOOD & DRINKS	
25 th - 27 th March	FOOD & DRINK EXPO The Food & Drink Expo featuring farm shop & Deli is a trade exhibition bringing together the grocery, foodservice, wholesale , manufacturing and specialty retail food and drink markets fro across the world	Birmingham NEC
	MACHINERY	
28th Feb – 01 st Mar	MAINTEC 2012 This is an event that attracts from across the spectrum of British processing and manufacturing industries. From automotive to food , and chemicals to utilities looking to invest in maintenance solution that will help to improve efficiency and performance	Birmingham NEC
16 th - 18 th April	MACH 2012 A British industry Machinery event which features latest manufacturing technologies	Birmingham NEC
	LEATHER & FOOTWEAR	
19 th -21 st Feb	MODA FOOTWEAR MODA Footwear is the UK largest and busiest footwear exhibition and the most essential date on the UK footwear buying calendar.	Birmingham NEC
	TEXTILES & ACCESSORIES	
19 th – 21 st T Feb	MODA WOMAN	Birmingham NEC
19 th – 21 st Feb	MODA MENSWEAR	Birmingham NEC
19 th – 21 st Feb	MODA ACCESSORIES	Birmingham NEC
19 th – 21 st Feb	MODA LINGERIES & SWIMWEAR	Birmingham NEC

Other events at other venues will soon be published on our website, please visit: <http://www.afbba.org>

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Birmingham - United Kingdom

28th February - 1st March 2012



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INNOVATIONS**

ECOPACK

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29 February-01 March 2012, NEC



ORGANISER



AfBBA

African British Business
Association

Email:

SUPPORTED :



TIME & COST-EFFECTIVE TRADE SHOWS

