

Exclusive Packaging Expo for East Africa

Kenya | Tanzania | Uganda | Rwanda | Burundi
South Sudan | DR Congo | Somalia

2ND EDITION

compact
COMPLETE PACKAGING EXPO

Kenya

JUNE 2 - 4, 2014
KICC | NAIROBI | KENYA



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an enterprise of



&



Supported by



Confederation of
Tanzania Industries



TCCIA | Tanzania Chamber of Commerce,
Industry & Agriculture

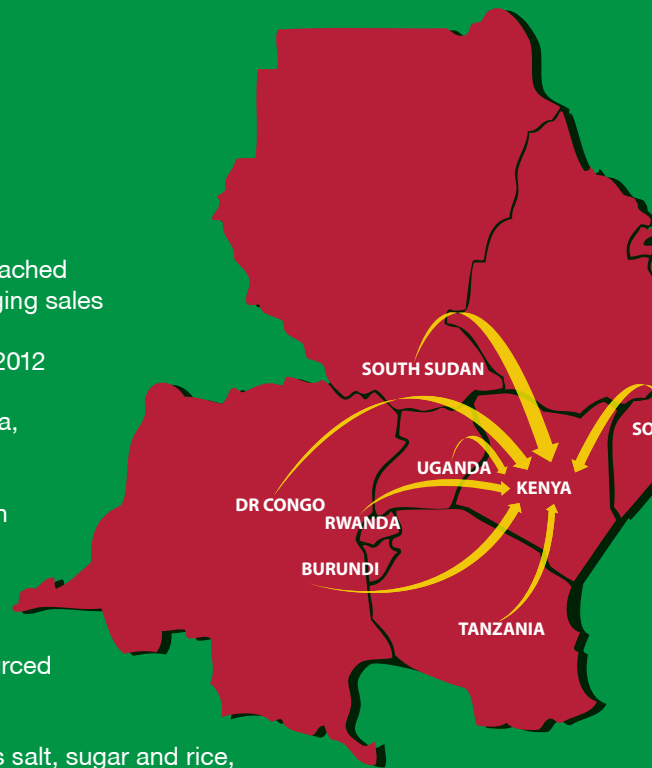


Uganda
Manufacturers
Association

East African Market

a Snapshot

- ▶ Total demand for flexible packaging in East Africa in 2012 approached US\$ 1.2 billion, representing 1.5% of the world's flexible packaging sales
- ▶ Overall flexible packaging demand in the region grew by 7% in 2012
- ▶ The most rapid growth in the East Africa Region is seen in Kenya, Tanzania & Uganda
- ▶ Intra-regional trade has been growing, with 15% traded between countries within the region. Significant volumes are imported into East Africa.
- ▶ Imports from outside the region have been growing and currently account for 14% of regional consumption - mostly sourced from Europe, India and China
- ▶ Dried & dehydrated foods which includes pasta, staples such as salt, sugar and rice, milk powder and other powdered foods such as soup mixes, accounts for a fifth of total demand
- ▶ Despite economic and political challenges, overall regional consumption of flexible packaging is expected to see steady growth of 4.5% per annum overall across the region



Highlights of the First Edition

Humble Beginning in an Emerging Market



Exhibit Profile

AUTOMATIC/MANUAL MACHINES

- Form Fill & Seal – Vertical & Horizontal Packing Machines
- Vacuum, Blister
- Wrapping – Shrink, Stretch
- Bagging, Sealing and Strapping
- Filling, Conveying, Dosing
- Labeling, Coding, Marking
- Gas Flushing, Vacuumising
- Online Thermoforming
- Aseptic Packaging

PACKING MATERIALS

- Flexible/Rigid
- Plastics, Paper, Board, Metal, Glass, Composite Containers
- Films, Foils, Laminates, Bags
- Woven, Non-Woven – Sacks, Fabrics
- Tubes, Bottles, Jars, Drums
- Boxes, Cartons, Cases
- Trays, Pallets, Crates
- FIBC, Leno, Raschel Bags
- Tapes, Strappings, Threads, Pins

PACKAGING SYSTEM AND INTEGRATED END-OF-THE-LINE SOLUTIONS

Visitor Promotion Efforts

CENSUS STUDY involving collating database of existing industries through multiple sources – associations, chamber members, raw material dealers and sellers, besides word of mouth.



BANNERS/VINYL POSTERS

in vehicles belonging to plastics processors

VIRAL MAIL CAMPAIGNS through social networking sites such as Facebook, Yahoo, LinkedIn and Gmail.



Periodic **WORKSHOPS, TECHNICAL LECTURES AND INDUSTRY MEETS** – resources supported by Compack Kenya.



Show **DIRECTORY PREVIEW** in January and April



PRE-EVENT LAUNCH

meets in Kenya, Tanzania and Uganda.

ARTICLES in newspapers and lead interviews /panel discussions in select TV channels prior to the event

PRESS ADS



POSTERS in factories

Sponsored **NEWSLETTERS** in three countries

E-INVITES AND SMS reminders prior to the event



ONE-DAY SEMINAR sometime in December 2013 / January 2014

ADS in trade magazines



OUTDOOR BANNERS in select industrial areas

E-NEWSLETTERS to stay connected with visitors – monthly to start with and once in 15 days over the last six months. These newsletters will include articles, news items – global and regional covering EAC, technical forum, feedback from readers, featured write-ups on exhibiting companies, banner ads with hyperlink to exhibiting companies.



For Space Booking, Contact:

Mr. Narendar Bafna +91 9952966752 compackkenya@efipl.in
Mr. B. Swaminathan +91 97890 95247 swaminathan@smartexpos.in
Mr. Ritesh Shah +91 93282 49374 ritesh.kmgindia@gmail.com

compackkenya@efipl.in | www.compackexpo.com

Our Marketing Associates

CHINA | TAIWAN | VIETNAM | THAILAND | SINGAPORE | JAPAN



Pilatus International

Ms. May Chien
Pilatus International Co. Ltd.
5B-19, No.5, Hsin Yi Rd.,
Sec. 5, Taipei World Trade Center,
Taipei 11011, Taiwan

Tel: +886 2 2720 7890
Fax: +886 2 2758 7979
Email: may.chien@pilatus-intl.com
Web: www.pilatus-intl.com

KOREA

Ms. Kelly Ko
EXMA Company
T9016 Garden 5 Life
516 Munjeongdong
Songpagu, Seoul, Korea

Phone: 82.2.414.2921
Email: go.exma@gmail.com
Web: www.exmacom.com

ITALY

Ms. Marinella Croci
GO LITE di Marinella Croci
via Prati 20
28053 Castelletto sopra Ticino
(NO) – Italy

Mobile: +39 339 3829681
Web: www.golite.it

AFRICA & MIDDLE EAST

Trans Europa Events & Fairs (Kenya)
P.O.BOX 78843-00507
Nairobi, Kenya

Tel: +254-2364162/2660994
Mobile: 0733-738475/0722-209731
Email: transfairsandevents@gmail.com



Enterprising Fairs (India) Pvt. Ltd.
New No. 116, Old No. 81
Manickam Lane, (Near Hotel Zen Garden)
Mount Road, Guindy
CHENNAI 600 032, INDIA
Phone: +91 (44) 2250 1985 / 86 / 87

an enterprise of



&



12, Aaryan Corporate Park
Near Shilaj Railway Crossing
Thaltej – Shilaj Road,
AHMEDABAD 380 059, INDIA
Phone: +9179 3241 0602



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