

PROPAK West Africa gains momentum

[PROPAK West Africa](#), the event aimed at the emerging West African packaging industry has gained momentum as international companies start recognising the potential for business expansion opportunities in the market.

PROPAK West Africa, set to take place from 4-6 September 2012 at the EKO Hotel and Conference Centre in Lagos, Nigeria is aimed at the suppliers and purchasers of food processing, packaging, printing, labelling and plastics. Montgomery West Africa, a subsidiary of Specialised Exhibitions, first announced its intention to launch PROPAK West Africa in 2011, following months of intensive market research, which indicated a high demand for a trade event that would meet the needs of the rising West African market.

"The political and economic reforms that have taken place in Nigeria over the past few years, have seen this energetic country become one of the fastest growing economies in the world, says Lydia Botha, new business development manager at Montgomery Africa.

"With Nigeria and the rest of the West African region now eager to participate on the global economic platform, Nigeria's economic development strategy is one of vision and purpose, tipped to turn this country into Africa's most prominent financial powerhouse by 2020," adds Botha.

Nigeria's Vision 20:2020

In line with Nigeria's Vision 20:2020, the country aims to belong to the 20 largest economies in the world. This goal requires a double-digit annual economic growth target and accelerating foreign investment.

Botha believes that Nigeria is currently one of the most vibrant business and investment destinations in the world today. Last year Montgomery Africa successfully launched IFSEC West Africa, and recently wrapped up IFSEC West Africa 2012.

Organisers of PROPAK West Africa also announced that the Federal Government of Nigeria has declared its full support of PROPAK West Africa. During a recent meeting held between the Minister of State for Trade & Investment for Nigeria, Chief Samuel Ortom and Damion Angus, the managing director of Montgomery - the Nigerian government emphasised its support of PROPAK West Africa, adding that the objectives as set out by the organisers of PROPAK West Africa are in direct alignment with the Federal Government's desire to increase foreign investment into the Nigerian economy.

At the meeting, Chief Ortom went on to say that Nigeria demonstrates a great deal of potential for growth, particularly in the plastics and packaging industries. He believes that new trade events such as PROPAK West Africa will go a long way helping Nigeria to achieve its economic potential.

"For international exhibitors, PROPAK West Africa is a compelling opportunity to showcase your brand and packaging expertise in an environment geared to promoting the latest global trends," says Botha. "We have already had a very positive response from a number of international exhibitors and the list of companies booking their stands at this show is growing daily."

The PROPAK West Africa exhibitor list includes leading industry players, such as Polyoak, Thermo Fischer and Starpak - all from South Africa. It also includes leading Nigerian companies, such as XRITE/PANTONE, Oakmond Nigeria Ltd and Nampak.

For more, go to www.propakwestafrica.com

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