

New global exhibition for Africa

The first plastic, rubber, petrochemical and building materials exhibition took place last week at the Mlimani City Conference Centre in Dar es Salaam, 27-29 May 2016. The event, dubbed, Africa-PPB-EXPO Tanzania 2016, featured exhibitors and visitors from all over East and Central Africa as well as B2B meetings and matchmaking opportunities.



Image by 123RF

Speaking during a press conference in Dar es Salaam, general manager of EXPO ONE, the company that's organising the EXPO, Ahmed Barakat said that, "Africa-PPB-EXPO will be an exceptional platform to showcase latest products and give transparency to unexplored markets".

Africa-PPB-EXPO is an Egyptian international exhibition for plastic, rubber, petrochemicals and building.

"The exhibition has been created to promote African unity through strengthening trade relations between Egypt and Tanzania as well as putting both markets on the map," said Barakat, who noted that Tanzania is the first of the series of African nations Africa-PBB-EXPO plans to cooperate with.

The exhibition was created to promote African unity through strengthening trade relations between Egypt and Tanzania

Aramex Africa is the official logistical partner with Africa-PBB-EXPO and will be playing a major role in providing logistics and transportation services from Egypt to Tanzania.

Through Aramex and in coordination with TanTrade and Tanzania Private Public Sector Foundation (TPSF), Africa-PPB-EXPO offers an exclusive edge to its exhibitors with a detailed database delivered once registered. The database includes all product placements within the Tanzanian market and their value with accurate import and export figures. This gives a sharper opportunity for strategic B2B meetings and successful matchmaking upon arrival.

"By participating in the Africa-PPB-EXPO, the participants will among other things learn how core industry themes can affect their businesses; position their entities among the industry leaders, find new partners and benchmark their approaches towards innovation," added Barakat ahead of the exhibition opening.

EXPO One, the organising company, is a medium-sized exhibition and conference management firm that focuses on organising and providing services for international trade fairs as well as promoting Egyptian pavilions in local and international exhibitions.

Other organisers include Aramex and Tanzania Trade Development Authority (TanTrade), under the auspices of the Ministry of Industry and Trade, Chemical and Fertilizers Export Council, Egyptian Plastic Exporters and Manufacturers Association (Epema) and the Tanzania Private Sector Foundation (TPSF). Others are Kenya Private Sector Alliance and China Chamber of International trade.

Africa-PPB-EXPO's next destination is scheduled to be Senegal, followed by Angola.

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