APPEx
AFRI PRINT & PACKAGING EXPO

9th Edition



CONNECTING EAST AFRICA'S PRINT, PAPER AND PACKAGING INDUSTRIES.

December 24 – 26, 2026
Addis International Convention Centre
Addis Ababa, Ethiopia

www.afri-ppp.com

Organized by:
Prana Events
Exhibition | Conference | Meetings
إكسبو تيم
Expo Team

Institutional partners:
Ethiopian Publishers & Printers Association
ኢንዱስትሪ ሚኒስቴር
MINISTRY OF INDUSTRY
PACCI
Pan African Chamber of Commerce and Industry

Partner Event:
East Africa SIGN GRAPHICS EXPO

Follow us on:
Afriprint
@APPEX
APPEX

About APPEx

APPEx — Afri Print & Packaging Expo — is a dedicated international exhibition for printing, paper, packaging, labelling, converting, and finishing technologies in East Africa. The 9th edition will take place from 24 –26 December 2026 at the Addis International Convention Centre, bringing together manufacturers, suppliers, buyers, distributors, investors, institutions, and industry professionals from Ethiopia, East Africa, and international markets.



Why APPEx?

APPEx provides direct access to Ethiopia and East Africa's growing print and packaging market. Participants can meet qualified buyers, identify distributors and partners, introduce technologies, understand market demand, strengthen brand visibility, and develop new business opportunities.

- Present Market Access, Qualified Buyers, and Business Partnerships in visual boxes or with clear icons under the "Why APPEx?" section.

Market Background

East Africa Economy and Population

East Africa is a fast-growing regional market, driven by population growth, urbanization, industrial expansion, and rising demand for packaged and branded products.



Key indicators:

- **Population:** Eastern Africa has a population of more than **537 million people**, making it one of Africa's largest regional markets. (UN data)
- **Economic growth:** East Africa is projected to lead Africa's regional growth, with an average growth forecast of **5.9% in 2025–2026.** (ADB, African Economic Outlook 2025)
- **Market demand:** Growth in manufacturing, FMCG, food and beverage, pharmaceuticals, agriculture, retail, publishing, advertising, and logistics is increasing demand for printing, paper, labeling, packaging, and converting solutions

APPEx responds to this opportunity by positioning Ethiopia as a strategic meeting point for suppliers, buyers, manufacturers, distributors, investors, and institutions serving East Africa's print and packaging industries.

Market Background

Why Ethiopia?

Population: Ethiopia's population reached approximately **132.1 million** people in 2024, making it the 2nd largest consumer and labor market in Africa. (World Bank)

Economic growth: As one of Africa's strongest economies averaging around 8.5% annual growth since 2012 and consistently ranking among the fastest-growing worldwide since 2004 Ethiopia continues its momentum with real GDP growth projected at 9.2% in 2026 (IMF).

Strategic location: Addis Ababa is a major diplomatic, commercial, and institutional hub, hosting regional and international organizations, embassies, development partners, investors, and business networks.

Sector demand: Ethiopia's manufacturing, agriculture, food processing, beverage, pharmaceutical, retail, publishing, advertising, logistics, and consumer goods sectors require reliable printing, paper, labeling, and packaging solutions.

Source: Sectoral market interpretation based on Ethiopia's industrial and consumer-market growth.



APPEx provides a focused platform for local and international companies to understand the Ethiopian market, meet decision-makers, build partnerships, and access opportunities across the printing and packaging value chains.

Why Exhibit?

Exhibiting at APPEx 2026 gives your company direct access to a focused audience of buyers, decision-makers, investors, distributors, agents, manufacturers, and business partners.

It is an opportunity to place your products, services, machinery, and technologies in front of people who are actively looking for solutions in printing, paper, packaging, labeling, converting, and finishing. As an exhibitor, you can:

- Showcase products, machinery, technologies, and services
- Meet potential buyers, distributors, agents, and local partners
- Generate qualified business leads
- Launch new products and solutions
- Build brand recognition in Ethiopia and East Africa
- Strengthen relationships with existing customers
- Understand market demand and customer expectations
- Identify distribution and partnership opportunities
- Position your company as a trusted player in the industry

APPEx gives exhibitors the visibility, access, and business connections needed to grow in an opportunity-driven market.



100+
Exhibitors



4,000+
Buyers & Visitors



10+
Countries

BOOK YOUR STAND

Exhibition Sectors

Commercial Printing Technologies

APPEx welcomes companies offering solutions for:

- Commercial printing machinery
- Short-Run Digital Printing Technologies
- Offset printing systems
- Pre-press and print origination equipment
- Pressroom equipment and accessories
- Plate-making technologies
- Printing materials, paper, board, foils, and related substrates
- Inks, coatings, varnishes, and finishing materials
- Post-press and print finishing equipment
- Label printing technologies
- Automation and emerging print technologies









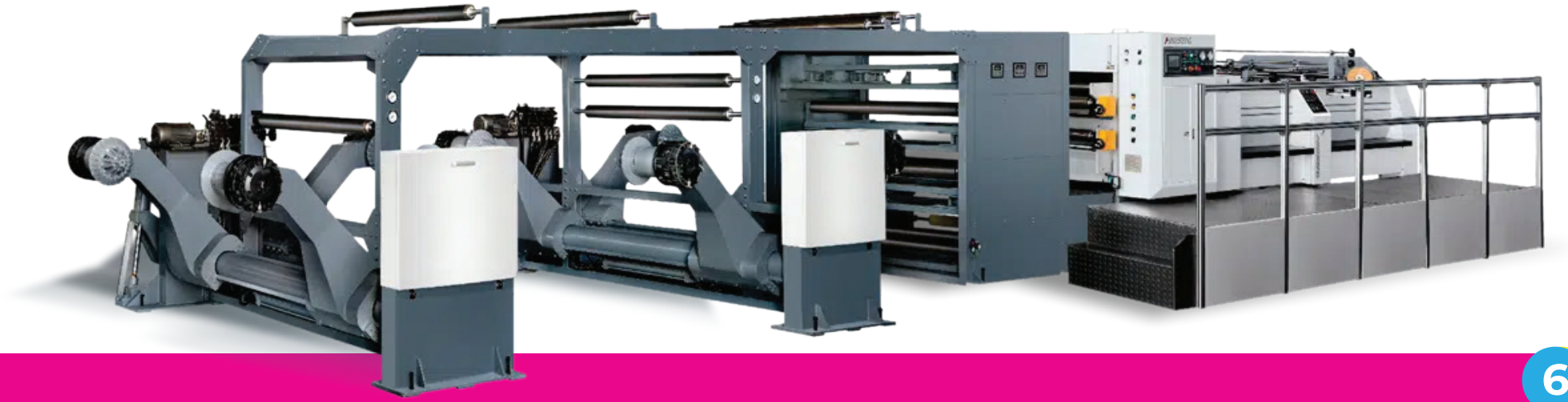
Exhibition Sectors

Paper, Paperboard, and Converting Solutions

The exhibition provides opportunities for suppliers of:



- Pulp, paper, and paper products
- Paperboard and specialty papers
- Paper converting machinery
- Raw materials for paper production
- Cutting, folding, binding, and finishing solutions
- Paper-based packaging solutions
- Commercial, office, publishing, and industrial paper products
- Sustainable paper and packaging alternatives



Exhibition Sectors

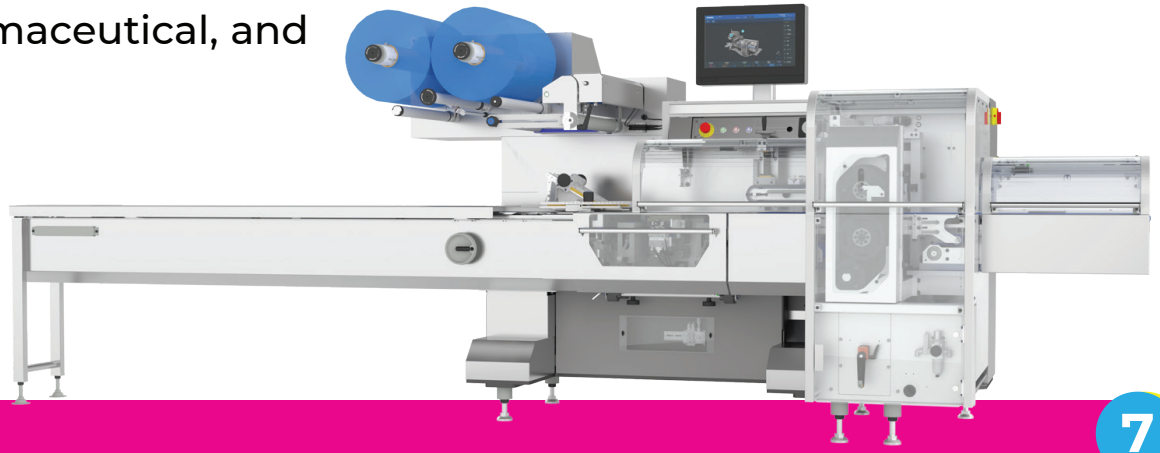
Packaging Materials, Machinery, and Services

APPEx also serves companies involved in:

- Packaging Machinery and Production Systems.
- Packaging printing and converting
- Form-fill-seal machines
- Labeling machines and label application systems
- Packaging materials and consumables
- Packaging accessories and components
- Quality testing and performance equipment
- Packaging design and consultancy
- Storage, logistics, and transport-related packaging solutions
- Industrial, retail, food, beverage, pharmaceutical, and consumer goods packaging solutions







Visitor Profile

APPEx is designed for professionals and organizations looking for suppliers, technologies, products, services, ideas, and partnerships.

- Advertising, branding, and design agencies
- Commercial printers and print service providers
- Corporate communication and marketing professionals
- Development organizations
- Government institutions
- Importers, distributors, and agents
- Industry associations and chambers of commerce
- Investors and business development professionals
- Logistics and export-oriented companies
- Manufacturers and brand owners
- Packaging, labelling, and converting companies
- Procurement and supply chain professionals
- Publishers and media companies
- Retail and FMCG companies





Visitors to APPEx can connect with key suppliers and explore innovative solutions to elevate their competitive edge.

Why Visit?

Visitors to APPEx 2026 will be able to:

- Discover new suppliers, products, technologies, and services.
- Compare solutions from local and international companies.
- Source machinery, materials, consumables, and production systems.
- Build direct relationships with manufacturers, distributors, and service providers.
- Explore investment, distribution, and partnership opportunities.
- Learn about trends shaping the print, paper, and packaging industries.
- Identify solutions that improve productivity, quality, branding, and market competitiveness.

REGISTER TO VISIT





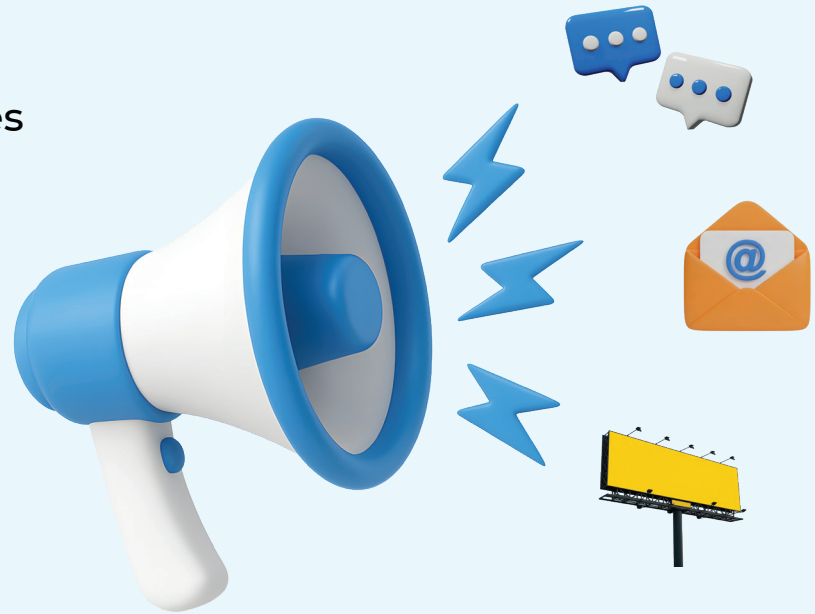
Marketing Campaign

APPEx 2026 will be supported by a targeted marketing and communication campaign designed to attract relevant visitors, buyers, institutions, and industry professionals.

The campaign will focus on reaching decision-makers from printing, packaging, manufacturing, FMCG, food and beverage, pharmaceuticals, retail, publishing, advertising, logistics, procurement, government, and investment sectors.

The marketing campaign will include:

- Digital marketing and social media promotion
- Direct email campaigns to targeted industry databases
- Partner and association communication
- Media engagement and press coverage
- Government and institutional outreach
- Exhibitor promotion and brand visibility support
- Visitor invitation campaigns
- Business-to-business mobilization
- Industry-focused content and announcements
- Onsite branding and event visibility
- Direct outreach to priority buyers, manufacturers, and procurement teams



The goal of the campaign is to ensure that exhibitors and sponsors meet the right audience and receive strong visibility before, during, and after the event.

Expected Outcomes

APPEx 2026 is expected to create measurable value for exhibitors, visitors, sponsors, partners, and the wider industry.

- **Boost Sales & Lead Generation**
  Generate a measurable increase in verified business leads, direct sales contracts, and trade opportunities for exhibitors and sponsors.
- **Facilitate Partnerships & B2B Matchmaking**
  Establish trackable commercial partnerships, joint ventures, and distributor agreements connecting local businesses with international companies.
- **Drive Technology Adoption & Transfer**
  Accelerate local industry modernization through measurable investments in advanced printing, paper, packaging, labeling, and finishing technologies.
- **Expand Market Footprint & Brand Visibility**
  Maximize brand awareness and market reach for participants, measured by attendee reach, sponsorship metrics, and media coverage.
- **Deepen Regional Market Intelligence**
  Provide actionable insights on East African and Ethiopian market trends, consumer needs, and quality standards to inform participant strategy.
- **Strengthen Public-Private & Industry Alignment**
  Build structured engagement and policy dialog between private firms, government institutions, and trade associations to foster sector growth.

ORGANIZER

PRANA EVENTS

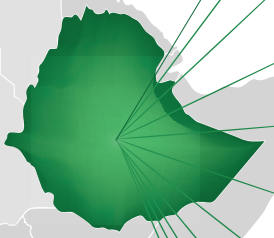
Prana Events, a division of Fairteam Trading PLC, is Ethiopia's leading trade fair organizer and full-service event management firm. The company organizes professional exhibitions, conferences, and business platforms that connect industries, institutions, investors, suppliers, and buyers.

With experience across multiple sectors, Prana Events is committed to delivering high-quality business events that support trade promotion, investment attraction, market access, and industry development.

EXPO TEAM SERVICES CO. LTD.,

Expo Team Services Co. Ltd. is an international exhibition and conference organizer with experience in African markets.
The company works to develop sector-focused exhibitions that connect businesses, institutions, and professionals across regional markets.

Together, Prana Events and Expo Team Services Co. Ltd. bring local market knowledge, regional networks, and professional exhibition experience to APPEx 2026.



ETHIOPEX Ethio Poultry Expo

ALEC African Livestock Exhibition & Congress

apiculture Ethiopia

AQUACULTURE ETHIOPIA

BIO ENERGY ETHIOPIA

FINTEX FURNITURE | FINISHING | INTERIOR EXPO & SUMMIT

Ethio Health Exhibition & Congress

Ethiopia agrofood | Ethiopia plastprintpack

Ethiopia food show | Ethiopica coffee show

APPEx AFRI PRINT & PACKAGING EXPO

East Africa SGE SIGN GRAPHICS EXPO

Prana Events
Exhibition | Conference | Meetings

تيم إكسبو
Expo Team

ORGANIZER AND CONTACT FOR ETHIOPIA AND WORLDWIDE:
Prana Events, Nebeyu lemma
Bole Atlas METI Building 12th Floor
P.O.Box: 16362, Addis Ababa, Ethiopia
Tel: +251 116 184365 Fax: +251 116 621202
Cell: +251 929 308366
Email: Nebeyu@fair-team.co
www.pranaevents.net

CONTACT FOR SUDAN, MIDDLE EAST AND NORTH AFRICA.
Expo Team for Service Co. Ltd, Osama Moustafa
Hospital Street, Pantela building, Flat No. 101;
P.O.Box: 13 565 Khartoum 11111, Sudan
Tel: +249 183 745905 Fax: +249 183 745 906
Mobile: +249 912 273795
Email: simsim362002@yahoo.com
www.expoteam.info