



BUSINESS AND B TO B WEEK-END MEETING

AFRICA-BENIN BUSINESS WEEK

PACKAGING – FOR LOCAL PRODUCTS

THE IDEA

Within the framework of its primary mission, which is to support companies and enterprises to ensure their linkage, via networking, with suppliers of industrial materials, production machineries for new industrial units in Africa, with particular reference to Benin, the CIOA Group franchise holding company, **Société de Courtages et d’Affaires**, is organizing, in collaboration with the **Benin Chamber of Commerce and Industry, APIEX and PARASEP**,...a three-day B to B Gathering and Product Exhibition involving African operators of the packaging sector, as well as enterprises producing industrial, semi-industrial, artisanal and semi-artisanal products, from 23 to 25 February, 2018. Venue: Open Space of Benin Chamber of Commerce and Industry.

TARGET GOALS

The gathering will make it possible:

- **For manufacturers of packaging materials to exhibit their products and know-how to enterprises in Benin and West Africa Sub-Region, thereby enhancing their corporate image and product visibility;**
- **For packaging enterprises to build trade relationships with potentials customers;**
- **To promote the set-up of a forum where local exhibitors and foreign participants can meet.**

Besides, this event will provide the opportunity to address the major concerns and challenges of the enterprises operating in the local processing sector.

OPPORTUNITIES

There is a large hub of product processing enterprises in Benin, namely in the textile, agro-food, pharmaceutical, cosmetic, hotel and trading areas...

Prominent amongst the issue to be addressed during the maiden edition of the event are Information sourcing, liaising with other potential operators, sharing experiences and knowledge, fostering development, discovering relevant strategies, building relations, finding investment opportunities, promoting entrepreneurship, building communication ties, tapping the technology offers.

Therefore, the Packaging and B to B Meeting Event forms a unique and key platform for all business operators seeking the ways and means to develop their products, find out about new trends and penetrate new markets.

Period

The African-Benin Business Week will hold in Cotonou from 23 to 25 February, 2018

Venue :

Benin Chamber of Commerce and Industry

- *CCIB Exhibition Soace*
- *Conference Hall for Topical Papers and B to B Meetings*

Events

- Exhibition by Benin's manufacturers
- Forum based on two themes dealing with packaging and product standardisation
- B to B Meetings between Benin enterprises and foreign partners
- Mini Trade Fair (Sales) of Made in Benin Products

Targets and Areas of Intervention

Agro-Food Industries – Super-Market Promotion, Baking and Brewing Industries, Pharmacies, Bookshops, Packaging Material Industries (bio-sachets, paper and cartons) (bottles, tins,..), Handcrafts, Cosmetics...

Date

23 - 25 February, 2018



Partners and Sponsors Sought For

APIEX-CCIB-PARASEP-DIVERSES COOPERATIVES – LABEL BENIN
– SONAEC, MTN, MOOV, CEPEPE, BANKS, AZALAI, BENIN ROYAL
HOTEL, MAQUIS DU PORT....