**PRESS RELEASE**

**Mex, Switzerland, 5th October 2022**

**BOBST Africa & Middle East celebrates 30 years of success**

After three decades of serving Africa and the Middle East, the regional Bobst teams gathered on 4 October to welcome local dignitaries and officials, the Swiss Ambassador to Tunisia and Libya, Bobst Group of Directors including CEO Jean-Pascal Bobst, and VIP customers in a celebration of this momentous occasion.

Held at the Four Seasons Hotel in Tunis, the event was an opportunity to take stock of the many memorable achievements and to share the company’s strategy for the future.

As a global provider of processing, printing and converting equipment and services in the label, flexible packaging, folding carton and corrugated sectors, BOBST has a local presence in most regions worldwide. The African and the Middle Eastern countries have enjoyed direct sales, service and support since a regional office was first established in 1992 in Tunisia.

Over the years, Bobst Africa & Middle East (BAM) has expanded further with the establishment of new offices in Cairo (Egypt) in 2000, Dubai (UEA) in 2006, and Lagos (Nigeria) in 2016. The company has experienced considerable growth over that time, both in terms of human resources – with more technicians, sales representatives, sales and service administration staff employed to better support customers at local level – and in turnover due to the BAM team’s ability to adapt and implement Bobst Group’s overall vision.

“We are celebrating the anniversary of this regional subsidiary through 30 years of presence offering geographical and cultural proximity. Together we can enjoy this moment and remember the multiple steps of growth for BAM as we share the strategy for our development at the next level,” said Jean Chavanne, General Manager and Region Services Director AFMETC.

“Each of these key geographic areas come with their own challenges, as well as varying opportunities for growth, which requires local experts and local knowledge to leverage the true potential with BOBST equipment and services.”

He concluded, “We are proud to continue bringing our future vision of packaging to these markets with more automation, increased digitalization, closer connectivity and more sustainability for greater business success.”

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**About BOBST**

We are one of the world’s leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated board industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 19 production facilities in 11 countries and employs more than 5 800 people around the world. The firm recorded a consolidated turnover of CHF 1.563 billion for the year ended December 31, 2021.

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