**PRESS RELEASE**

**Mex, Switzerland, 30th September 2021**

**BOBST showcases packaging innovation at PROPAK West Africa**

**The trade show, which took place at the Landmark Centre in Lagos on 14–16 September 2021, brought together industry experts from the printing, paper and packaging industry in Nigeria.**

Digitalization, automation, connectivity, and sustainability were among the hot topics of conversation at the BOBST stand at PROPAK, which is the largest exhibition for the packaging, plastics, print, food-processing and labelling industries in West Africa.

As one of the major exhibitors at the event, BOBST experts from across its folding carton, corrugated, flexible packaging and label business units were on hand to discuss the future of packaging production**,** with visitors showing great interest in the company’s packaging solutions.

BOBST also took part in the PROPAK Sustainability Conference, where Oshiole Imoesi-Aliu, Sales Manager for Sub-Saharan Africa at BOBST, gave a presentation entitled, “The changing flexible packaging industry story.”

“It was a wonderful opportunity to discuss many of the new BOBST technologies that can help brand owners to meet customer expectations. There is huge potential for growth in many West African countries, especially Nigeria, and we are already helping to provide a competitive advantage to many customers in the region,” said Samir Khoudja, Managing Director, Bobst Africa & Middle East.

There is a trajectory of growth in West Africa, with Nigeria leading the pack. Nigeria’s GDP of $397.30bn is the highest in Africa,1 and the country is the second largest importer of packaging technology, with an average of 10.2% per year, and its share is growing.2

“The exhibition gave us the opportunity to highlight a wide range of equipment and services that BOBST provides to create high standard and innovative packaging solutions and respond to global trends such as sustainability,” concluded Mohamed Hassairi, Regional Marketing and Communication Manager for Africa, Great Middle East & Turkey.

1 TradeEconomics.com

2 Europe’s Association for Plastics and Rubber Machinery Manufacturers’ Report

**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 5 600 people around the world. The firm recorded a consolidated turnover of CHF 1.372 billion for the year ended December 31, 2020.

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