**PRESS RELEASE**

**Mex, Switzerland, 12th March 2020**

**BOBST aims to maximize huge potential in North African market after successful printpack alger 2020**

Digitalization, automation and connectivity were hot topics of conversation at the BOBST stand during printpack alger 2020. The 7th edition of the trade show, which took place in Algiers 9-11 March 2020, brought together leading experts in the printing, paper and packaging industry in the Maghreb (Northwest African) region.

BOBST was one of the major exhibitors at the event, with representatives from across its folding carton, corrugated, flexible packaging, labels and services business units on hand at the BOBST stand to discuss the company’s latest solutions with attendees.

“We spoke to many delegates across a wide range of industry sectors, but the same themes consistently emerged, namely the need for greater digitalization, automation and connectivity,” said Samir Khoudja, General Manger Bobst Africa & Middle East. “These are major areas of focus for us and it was a wonderful opportunity to discuss many of the new BOBST technologies that can help brand owners to meet customer expectations. We see the Africa and Middle East region as one of huge potential growth, and we are already helping to provide a competitive advantage to many customers in the region.”

Algeria – where printpack is held – is an excellent example of industry growth and innovation in the region. With €246 million invested, Algeria is the largest importer of packaging technology in Africa and the Middle East, followed by South Africa (€175 million) and Egypt (€168 million). The figures confirm how much Algeria is investing in new technologies in packaging production.

“The trade show was an inspiring, forward-looking event, which dealt with the important questions, particularly around what the industry in the region needs to do to keep pace with the major trends,” said Mohamed Hassairi. “One of the key topics that came up in many conversations was the need for good education in the printing and packaging industry to ensure we can all advance our knowledge in a rapidly-moving more digital world. BOBST – along with many of its industry partners – has an important role to play here.”

**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 industries.

Founded in 1890 by Joseph Bobst in Lausanne, Switzerland, BOBST has a presence in more than 50 countries, runs 15 production facilities in 8 countries and employs more than 5 500 people around the world. The firm recorded a consolidated turnover of CHF 1 636 million for the year ended December 31, 2019.

**Press contact:**

Gudrun Alex
BOBST PR Representative

Tel.: +49 211 58 58 66 66

Mobile: +49 160 48 41 439

Email: gudrun.alex@bobst.com

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