SIEGWERK

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Siegwerk opens joint venture in Nigeria

Siegwerk, one of the world's three biggest ink companies, is now active in Nigeria, Africa's largest market, with Siegwerk West Africa. With a major customer already in place and great interest in Siegwerk's know-how, the unit is projected to turn profitable quickly.

Siegwerk West Africa is a joint venture with local entrepreneur Alberto Naim's Pouka Inks, with Siegwerk holding 80 percent of the new company. Based in Ibadan in southwestern Nigeria, the new Blending Center currently customizes inks for a main customer. "This is an excellent opportunity for further growth in one of Africa's largest and most dynamic markets," says Board Member Hugo Noordhoek Hegt, President PPL Packaging. With 160 million people, Nigeria is Africa's most populous country. Around 250 million people live in the region, which is benefiting from an oil boom.

Because the ink industry is relatively new to the region, Siegwerk's know-how is already attracting attention from potential customers, says Coen Vinke, Head of Siegwerk's Business Unit (BU) Tobacco: "There are lots of opportunities because we are bringing a new level of professionalism to the market. We've already had inquiries from several packaging converters who are interested in purchasing our inks." Vinke adds that, "We are happy we have a really strong local management team with many years of experience in the international ink industry." Nandan Pathare is the General Manager of Siegwerk West Africa. He is supported from Europe by Paul Bellerby who has worked in the ink industry for more than 30 years.

About Siegwerk

Siegwerk is a world-leading supplier of printing ink for packaging and publications. Our international family business of 3,800 employees strives to exceed customers' expectations of quality, reliability and support. In 2006, we have generated revenues of 870 million euros. Our headquarters is located in Siegburg near Cologne (Germany).

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