



Partnership agreement IMAG becomes international partner of mining trade fair MICA

Munich, December 14, 2017 – IMAG GmbH is expanding its involvement in the mining sector. With immediate effect, the subsidiary of Messe München has become an international partner of the MICA mining trade fair in the Algerian capital of Algiers. To make this official, IMAG and Symbiose Communication Environnement have recently signed a partnership agreement. The next edition of the trade fair will be held in September 2018.

“The MICA is the perfect addition to our portfolio of construction and mining trade fairs”, says Gabriele Kraus, Executive Director of IMAG GmbH. “Algeria is a market which is becoming more and more important to the mining sector and which offers a lot of potential, not least thanks to the government’s investment plans. We’re very happy about the partnership and the opportunity to use our many years of experience in the industry to purposefully attract companies from around the world to attend the MICA”.

The MICA (Salon International des Produits et Services pour les Mines et Carrières / International Exhibition for Products and Services for Mines and Quarries) is aimed at professional visitors from the mining sector. Decision-makers in the mining industry meet up with manufacturers and service providers over the course of three days. An accompanying forum gives all participants the chance to discuss current issues within the industry.

In Algeria, which is rich in natural resources, the extraction of minerals plays an increasingly important role in reducing the dependency on the oil and gas sector. As part of efforts to further diversify the economy, 38 new sites are set to be developed for mining. These efforts include for example increasing phosphate production from its current level of 1.2 million tonnes to 10 million tonnes by 2020, and doubling steel production by 2025. Enormous quantities of raw materials are also required for the large-scale building projects planned in the country.

The third edition of the MICA will be held between September 25-27, 2018 at the Palais des Expositions in Pins Maritimes, Algiers. About 70 exhibitors and 2,500 visitors from the industry are expected to attend.

For more information have a look at www.imag.de/mica

For press pictures and to download this press information go to www.imag.de/en/press

About IMAG GmbH

IMAG, a subsidiary of the Messe München GmbH, organizes trade fairs around the world and supports participants in international events outside Germany on behalf of public and private clients. Since its foundation in 1946 in Munich, IMAG has been involved in over 5,000 international exhibitions abroad. IMAG’s annual portfolio encompasses approximately 30 trade fairs, spanning around 20 countries. The events focus in particular on the following sectors: automotive, commercial vehicles and auto parts industry / construction machinery, building material and mining / machine tools and further industries / environmental technology and analysis.

Press information



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