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## IPACK-IMA i MEAT-TECH Milano - porast posjećenosti

Ove godine je zabilježen porast posjećenosti IPACK IMA i MEAT-TECH sajma posebice među internacionalnim posjetiteljima

■ Nedavno završene izložbe IPACK IMA i MEAT-TECH obilježile su najuspješnije izdanje ovakve vrste događanja te su u potpunosti ispunile očekivanja izlagača i obilježile rekordne poraste svih važnih elemenata.

■ Ukupno 1,503 izlagača (9.6 % više nego 2015.) dočekalo je mnogobrojne posjetitelje koji su došli u Milano, u izložbenom prostoru koji se proteže na više od 62.000 metara kvadratnih što je za 11 % veće nego prošlo izdanje izložbe. Posebice značajan bio je porast broja stranih izlagača (+17 %). Sveukupno 68.802 posjetitelja došlo je u Fiera





## IPACK-IMA and MEAT-TECH Milano - boom in attendance

*IPACK-IMA and MEAT-TECH: boom in attendance with particularly strong growth in international visitors*

■ The recently concluded shows IPACK-IMA and MEAT-TECH marked the most successful editions in the history of the events, fully meeting exhibitors' expectations and recording significant growth in all key indicators.

■ The 1,503 exhibitors (9.6 % more than in 2015) welcomed the large numbers of visitors arriving in Milan in a net exhibition space of more than 62,000 square meters, 11 % larger than at the last edition of the show. Growth in numbers of non-Italian exhibitors was particularly significant (+17 %).



Milano izložbeni centar tijekom 4 dana, koliko je sajam trajao. Ove godine odaziv internacionalnih posjetitelja bio je dvostruko veći nego 2015. godine. Ukupno 18.577 stranih posjetitelja iz 146 zemalja.

■ Brojke također pokazuju da su europski sajmovi bili jedni od najposjećenijih s 57 % internacionalnih dolazaka (osobito Njemačka, Švicarska, Francuska i Španjolska), dok je jedan od četiri posjetitelja bio iz Istočne Europe. Otpriklike 15 % stranih posjetitelja bilo je s Mediterana (Alžir, Egipat, Maroko i Tunis su bile najbolje zastupljene zemlje) što je pokazatelj da je sajam ključan internacionalni događaj.

■ Više od 20 % stranih posjetitelja bilo je iz Azije (Kina, Indija, Turska i Rusija bile su najbolje zastupljene zemlje), nakon toga 10 % posjetitelja iz Sjeverne i Južne Amerike, najviše iz SAD-a, Meksika, Brazila i Argentine.

Koliko je uspješan sajam bio potvrđila je i internetska aktivnost sa 600.000 pregleda kataloga i 870.000 posjeta web stranici.

IPACK IMA i MEAT-TECH dosegli su 2,45 milijuna interakcija u protekla tri mjeseca na društvenim mrežama kao što su LinkedIn, Facebook i Twitter.

■ Rezultati u brojkama potvrđuju uspjeh ovih sajmova pod pokroviteljstvom Ipack-IMA Srl tima u bliskoj suradnji s dvije organizacije koje su sudjelovale u zajedničkom pothvatu, Ucima i Fiera Milano te su dale značajan doprinos u organizaciji i profesionalizmu.

■ Veliki talijanski proizvođači koji pripadaju Ucima-i vratili su se na sajam s mnogobrojnim





■ A total of 68,802 visitors arrived at the Fiera Milano exhibition center during the four days of the show, an all-time record for the two events and more than double the number who attended in 2015.

■ The reversal of the two shows' fortunes was underscored by the strong international attendance: a total of 18,577 international visitors from 146 countries, 27 % of the total and two and a half times more than in 2015.

■ The figures for countries of origin of visitors also confirm the international reach of the two events. Europe was the top area of residence of visitors, accounting for 57 % of all international arrivals (particularly Germany, Switzerland, France and Spain), while one visitor out of every four came from Eastern Europe.

■ Some 15 % of international visitors came from the Mediterranean region, indicating that the show is seen as a key international event for players in the region (Algeria, Egypt, Morocco and Tunisia were the best represented countries).

■ Asia was the second largest continent in terms of visitor origins accounting for more than 20 % of international attendees (China, India, Turkey and the Russian Federation were the best represented countries), followed by the Americas with around 10 % (most significantly USA, Mexico, Brazil and Argentina).

■ The success of the shows was also confirmed by web activity, with 600,000 views of the interactive catalogue and 870,000 visits to the event website. IPACK-IMA and MEAT-TECH have generated 2.45 million interactions on LinkedIn, Facebook and Twitter in the last three months. This important result confirms the success of the plan to relaunch the shows carried out by the Ipack-Ima Srl team in close collaboration with the



vodećim internacionalnim kompanijama te tako pomogli učiniti izložbu zanimljivijom za posjetitelje te su tako proširili opseg ponude proizvoda, uključujući procesne i strojeve za pakiranje, materijale, etikete, industrijske komponente i robote.

■ Raspored sajma se pokazao vrlo popularnim među izlagačima i posjetiteljima, s dvorana koje su bile organizirane pretežito po poslovnim zajednicama, a ne prema sektorima. Cilj je bio pojednostavniti sajam za kupce koji obično nisu u mogućnosti provesti mnogo vremena na izložbama.

■ Faktor koji je također utjecao na uspjeh ovogodišnjeg sajma bio je združivanje sa sajmom iz druge industrije – The Innovation Alliance. Događaji kao što su Plast, Print4All, Intralogistica Italia, IPACK-IMA i MEAT – TECH su bili dio jednoga sajma kojeg je posjetilo 150.110 posjetitelja, uključujući 105.770 kupaca. Prikazane su mnoge inovacije i tehnologije za prerađivačku industriju plastike i gume, preradu i pakiranje, industriju pretvorbe i tiska i unutarnje logistike.



two organizations participating in the joint venture, Ucima and Fiera Milano, which made significant contributions in terms of organization and professionalism.

■ The fact that the large Italian machinery manufacturers belonging to Ucima had returned to the show together with other leading international companies in the sector helped to make the event even more interesting for visitors and further expanded the wide range of product offerings, including process and packaging machinery, materials, end-of-line technologies, tracking, coding and labelling, industrial components and robotics.

■ The exhibition layout proved very popular amongst exhibitors and visitors, with the halls organized mainly according to business communities and not - as is normally the case in exhibitions in the sector - just by the technologies on display. The aim was to make visiting the show easier for professional buyers who are keen to minimize the time they spend at trade fairs.

Another major factor behind the success of the exhibitions was the joint scheduling with the other industry shows in The Innovation Alliance. The events Plast, Print4All, Intralogistica Italia, IPACK-IMA and MEAT-TECH were all part of a single exhibition project attended by 150,110 visitors, including 105,770 buyers, and showcasing innovation and technologies for the world of plastic and rubber processing, processing & packaging, converting and printing, and internal logistics.

