



PROCESSING & PACKAGING

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IPACK-IMA's roadshow is back in style

IPACK-IMA's international promotion has been back on the road at full throttle for a few weeks. The exhibition offers the most exhaustive, value-increasing overview of the entire supply chain for food and non-food industries; it is the world's standard-setting event in Grain Based Food and the number one choice in the industries of health & personal care, chemicals and industrial goods.

From September 9th to 12th 2014, IPACK-IMA was under the promotional limelight across the high-growth-rate region of Sub-Saharan East Africa with the press conference titled "Food Processing & Packaging Innovation for a Sustainable Development" staged during East Afripack 2014 in Nairobi in partnership with UNIDO, EAC and Kenya's Ministry of Industrialization. Sustainability is IPACK-IMA's central theme, developed through world-traveling conferences and in perfect synergy with the Expo 2015 theme "Feed the planet. Energy for life". In parallel, IPACK-IMA was promoted at Eurasia Packaging, Istanbul; at the XIV International Congress for pasta and oven-baked products organized by Abima – the Brazilian association for pasta, bread and sweets – in Brazil; at the International Conference "Food Contact Compliance", organized in Stresa by the Italian Packaging Institute; in Mumbai at Pack Tech India – the processing, packaging and printing exhibition.

The October promotional calendar is very ambitious with Agroprodmas – Machinery, Equipment and ingredients for the Food Processing industry – in Moscow, followed by China Brew & Beverage, Beijing, and the World Pasta Day in Buenos Aires. The November calendar includes Pack-Expo Chicago, where IPACK-IMA will be present with a promotional stand as well as a press conference on November 4th involving the US Business Community. The last stop of the promotional tour is the Salon de l'Emballage in Paris. The participation in some of the world's leading trade events for the industries it represents draws the attention to the new opportunities offered by IPACK-IMA. The 2015 edition will be boosted by additional shows showcasing the fresh food industry – one of the most dynamic segments in the food industry, today facing new consumption patterns requiring new packaging designs and new technology.

IPACK-IMA is hence the ideal leitmotif, flanked by its related shows Meat-Tech, Dairytech, Fruit Innovation and staged in conjunction with Converflex and Intralogistica Italia (in partnership with Deutsche Messe). The result is a one-of-a-kind combination of events offering a comprehensive display of interconnected sectors – an exclusive, integrated, synergic collection of technologies and innovations staged during the Expo 2015.

For further information:

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