



**PROCESSING & PACKAGING**

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**Press release  
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## **Specialization and innovation with a global perspective The recipe for success by the Centrexpo Ipack-Ima Group**

Ipack Ima 2015 is a unique exhibition because it is developed by an organizer with unique characteristics.

One of the main strengths of the Centrexpo Ipack Ima Group is its specialization in processing, packaging, converting and material handling technology – very specific segments of application around which the Group develops market-oriented, market-tailored exhibitions. Visitors and their needs are accurately analyzed according to a pioneering strategy the group has developed in order to zero in on technology applications that are compatible with multiple parts of the production process as a whole, as opposed to limited to one or two specific segments. The target has been segmented into 9 business communities that enable the group to best implement its market-oriented strategy by comparing and matching the needs of technology manufacturers and users. It's a brand new way of planning and producing trade shows, as many exhibition organizers worldwide are following in the same footsteps.

For the Centrexpo-Ipack Ima Group, these characteristics and the significant expertise associated to them translate to top-notch partnerships both in Italy and abroad. These include Fieramilano, the Group's partner in developing the Fruit Innovation project; Messe Dusseldorf (Upakovka-Upak Italia); Deutsche Messe (Intralogistica); PMMI (for which the Group represents the Pack Expo family of trade shows in Italy, and partner of the Group in producing East Afripack); and UNIDO.

"We work with a global perspective. This enables us to go beyond the simple role of organizers – says Centrexpo Spa and Ipack-Ima Spa CEO Guido Corbella – and act as full-fledged partners for our exhibitors, supporting them in their internationalization efforts".

### **For further information:**

#### **ORGANIZER:**

IPACK-IMA SPA:

Maria Grazia Facchinetti - Marketing & Communication Manager

Ph. +39.02. 3191091- fax +39.02 341677/33619826

e-mail: [ipackima@ipackima.it](mailto:ipackima@ipackima.it) - web: [www.ipackima.it](http://www.ipackima.it)

