



The first East Afripack hits the mark:

A high quality showcase for a market with global prospects

Milan, October 1st 2014 – Exploring the great East Africa market, discover its opportunities, learning about its needs and showcasing technological solutions: the first edition of East Afripack fully met all objectives. The exhibition designed for emerging economies in Sub-Saharan East Africa produced by Ipack-Ima Spa in joint venture with US's PMMI gathered **135 exhibitors from 18 countries** at Nairobi's Kenyatta Center, Kenya, representing the entire production chain including technology to materials for processing, packaging and converting.

The balance of the four-day exhibition shows both exhibitors and visitors were extremely satisfied with the quality of the event, which **took place from September 9th to 12th**. In particular, exhibitors provided enthusiastic feedback on visitor profiling and the high degree of interest in new technology they showed, as well as the strong influx of professional public in great need to renew their technology. In addition to gaining profitable contacts, over the exhibition days a few companies even signed contracts and found agents in the region. According to the feedback received by the organizers, the meetings with top buyers from the Sub-Saharan East Africa region proved particularly helpful: the presence of tea producers browsing the booths is just one of the many examples.

The exhibition's profitable business balance combined with its institutional success. East Afripack enjoyed high-profile support from local authorities with high officials attending the side events, from the presentation press conference with MOIED Principal Secretary Wilson Songa to the Opening Ceremony with MOIED Cabinet Secretary Adan Abdulla Mohamed, EAC Secretary General Amb. Richard Sezibera, Italian Ambassador to Nairobi Mauro Massoni and UNIDO Managing Director Programme Development and Technical Cooperation Division Philippe R.Scholtès. The International Conference "Food processing & packaging innovation for a sustainable development" promoted by Ipack-Ima Spa with the support of UNIDO, the East Africa Community (EAC) and Kenya's Ministry of Development registered high attendance and the excellent quality of the speeches given by international speakers.

One of the key indicators that qualify the first edition of East Afripack as a true success is the high appreciation for its formula, which combined an extensive product and service display with a rich calendar of social events, a free consulting service for visitors planning to start a business in the represented industries provided at the B&T Point and a selection of top-notch solutions showcased at the Innovation Corner, where exhibitors presented case studies giving visitors the chance to explore in depth topics of great interest. Technical information also played a key role: for the first time in the area and with such completeness, 22 processing and packaging magazines from 12 countries were circulated at the international press booth.

East Afripack is powered by: *Ipack-Ima Spa - In Joint venture with: PMMI (The Association for Packaging and Processing Technologies)*

In partnership with: *UNIDO (United Nations Industrial Development Organization), EAC (East African Community) and the Ministry of Industrialization and Enterprise Development of Kenya.*

In cooperation with: *MISE (Ministry of Economic Development), ICE (Italian Trade Agency), ASSOGRAFICI (the Italian Printing and Paper Converting Industries Association), ASSOFOODTEC (the Italian Association of Machinery and Equipment for the Production, Processing and Preservation Food).*

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