



ASSOCIAZIONE COSTRUTTORI ITALIANI
MACCHINE PER L'INDUSTRIA GRAFICA,
CARTOTECNICA, CARTARIA,
DI TRASFORMAZIONE E AFFINI

ITALIAN MANUFACTURERS ASSOCIATION
OF MACHINERY FOR THE GRAPHIC,
CONVERTING AND PAPER INDUSTRY

PRESS RELEASE

ACIMGA reshapes its association structure and proposes its “networking strategy” version 2.0

From the development of its own exhibitions – Converflex and Grafitalia – to the leadership of the Business Community of the sector.

The second phase is under way: an open approach, internationalisation, social networks and supply chain events to share the know-how.

A new launch and a further growth of the sector’s trade shows, a promotional strategy common to the entire business community, supply chain marketing, and a 360-degree communication programme with an organised presence on the major social networks. ACIMGA plays its aces and starts phase 2 of its reorganisation plan. Marco Calcagni is now entering his second year as the President of the Italian Manufacturers Association of Machinery for the Graphic, Converting and Paper Industry, member of Confindustria, and is accelerating this transformation process. A new, future-looking way of managing an association, with the new challenges in mind. An open approach, internationalisation, awareness that growth can take place and be fostered only if the boundaries of individualism are crossed and solutions and know-how are shared.

These considerations highlight the importance of the recent transfer of Ipack-Ima to Fiera Milano: a highly strategic choice, which provides new resources and energies that will give a further boost to first-rate trade shows such as Converflex, Grafitalia and UPAK Italia, currently under the management of ACIMGA’s operations company, Centrexpo Spa. The diversification strategy adopted by ACIMGA in the past 15 years through Ipack-Ima was of the utmost importance. Thanks to it, the association had access to the vast and global perspectives of package printing and gained a closer synergy with the packaging sector. All this took place in a crucial moment for the traditional printing sectors, weakened by the overwhelming introduction of digital technologies, then struck by the very quick evolution of paper-free communication technologies.

ACIMGA, with its trade shows and its steadily developing network of international and communication relations, can now help with greater efficacy its member companies make their way into world markets.

“The challenge we are facing is of great consequence – says Andrea Briganti, General Manager of ACIMGA -. Our Association is changing from the representation office of an industrial sector into the Business Community of the Package Printing and Converting world. We have been able to increase the number of member companies by 40% in the space of a year; now we have introduced the role of the partner, that can be played by all companies that can provide our members with services aimed at business management”. The idea of the creation of a supply network is thus taking shape, strengthening the central role of the business community, thanks to a further evolution: from the organisation of promotional events according to traditional standards to the new “content transfer event” format, where skills and products are shared among all actors of the Package Printing and Converting Business Community, with their various roles and responsibilities.

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The packaging community



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These efforts are sustained by an intense communication activity, ranging from the traditional channels to the new social networks, in synergy with and in support of the information and know-how sharing strategy started at organisational level.

“The reorganisation process of our association is now in its second phase, which consists in a series of coordinated and synergistic actions that represent an important stage in ACIMGA’s growth – underlines its President, Marco Calcagni -. To concentrate on our key exhibitions, Converflex and Grafitalia, is the basic condition to guarantee far-reaching results, strategic alliances and new international prospects in order to promote the activities we are directly involved in”.

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