

Ipacak-Ima Prepares For Intense International Promotion In 2017 ^[1]



PROCESSING & PACKAGING

Fiera Milano - Milan, Italy
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IPACK-IMA Prepares for Intense International Promotion in 2017

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[IPACK-IMA](#) ^[10] has kicked off the new year with a packed programme of promotional events, intense media planning and new web initiatives for the next edition of the show due to be held in 2018. With 16 months still to go before the event begins, 60% of the exhibition space has already been booked by leading Italian and international processing and packaging technology companies.

Source:

[UCIMA Press Office](#) ^[2]

Tags:

[UCIMA](#) ^[3], [ipack-ima](#) ^[4], [2018](#) ^[5], [Fieramilano](#) ^[6], [Packaging Machinery](#) ^[7], [Milan](#) ^[8], [Italy](#) ^[9]

Alongside a direct sales network spanning 41 countries, in 2017 the promotional activities for IPACK-IMA will extend across numerous shows through collective participations organised by UCIMA.

The first event will be Propak Vietnam in March. IPACK-IMA 2018 will then stop off in Algiers for Djazagro and in Germany in May for the appointment with Interpack, where the show will be presented to the international business community. The following month it will be the turn of Propak Asia in Bangkok, the sector's leading show in Asia. This will be followed by Propak China in Shanghai and RosUpack in Moscow.

In September, promotional activities will focus on the US market with the customary appointment with Pack Expo, as well as Myanmar, Nigeria and Indonesia.

International promotion of IPACK-IMA will also be backed by the extensive online and offline communication campaign that began in late 2016, including press campaigns planned for 120 Italian and foreign trade magazines and portals.

Contacts have also been made with around 300 trade associations worldwide.

The more than 500,000 contacts present in the IPACK-IMA database will be reached through social media and through monthly newsletters providing the latest news and information about the show as well as interesting articles on the market.

Along with the IPACK-IMA 2018 [LinkedIn](#) ^[11] profile and the business community groups where users can exchange views and create business opportunities, this month sees the launch of the [Twitter](#) ^[12] profile @ipackima2018 and the hashtag #ipackima2018. These

will allow for quicker and more effective networking and will make it easier to keep in touch with exhibitors, visitors and the press.

For more information contact the following:

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A joint venture between Ucima and Fiera Milano

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Request%20for%20information%20from%20Machines%20Italia%20Web%20Site)

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Videos:

IPACK-IMA Video Channel

Source URL: <https://www.machinesitalia.org/news/ipack-ima-prepares-intense-international-promotion-2017>
Links

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