

## The Industry Chooses Ipack-Ima [1]

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[UCIMA Press Office](#) [2]

Tags:

[UCIMA](#) [3], [ipack-ima](#) [4], [2021](#) [5], [Packaging](#) [6], [Plastic](#) [7], [Food Technology](#) [8], [industrial machinery](#) [9], [Milan](#) [10]

## The industry chooses IPACK-IMA

Posted by ITAMachines | 29 Oct 2019

October 2019 - IPACK-IMA, the three-yearly processing and packaging industry exhibition for the food and non-food sectors to be held in Milan from 4 to 7 May 2021, has been pursuing a highly successful sales campaign with very positive results achieved by October 2019 and further growth expected.

*"A year and a half before the exhibition begins, a large number of companies have already confirmed their participation,"* said Valerio Soli, Chairman of Ipack Ima srl. *"They will be returning to Milan in 2021 because they believe in the strength of our exhibition project, with its excellent position in all Business Communities, and see the event as crucially important for developing their business in Italy and abroad. The first step in the exhibitor acquisition campaign has brought overall 16% growth with respect to 2018 and a particularly sharp increase in numbers of foreign exhibitors of 56%. In the food sector, we are seeing a growth trend across all Business Communities, including results well above expectations (+61%) for MEAT-TECH, the thematic exhibition devoted to solutions and ingredients for the cold cut, meat, sea food and ready meal industry, which consequently confirms its leadership role."*

These figures reflect a low exhibitor turnover and consequently a high degree of loyalty on the part of exhibitors, confirming the credibility of the exhibition project. *"We are now concentrating on the further development of all our Business Communities, and likewise on a series of initiatives organised as part of the 'On the road to IPACK-IMA 2021' programme,"* continued Valerio Soli. *"This will enable us to promote the platform at an international level and meet key buyers in the most promising foreign markets. Our aim is to make the 2021 show even more appealing and international in scope."*

In addition to the key sectors in the Food category – where IPACK-IMA has confirmed its longstanding leadership position in the Pasta, Bakery & Milling and Sweets, Confectionary & Snacks communities – visitors to the 2021 show will discover important new developments in the non-food category, with equally dynamic sectors that stand out for their constant focus on innovation.

*"In view of the positive initial feedback and the interest sparked by the new Pharma & Nutritional Business Community, we are looking at the possibility of dedicating an entire hall to the non-food sector, which*

*will include fine and specialty chemicals along with personal care and household products,” concluded Soli.*

Another section that has undergone significant expansion is IPACK-Mat, a special area launched at the last edition of the show devoted to innovative solutions in terms of high added-value materials, with a special focus on sustainability.

In 2021 IPACK-Mat will be more than a simple thematic section, it will be a clearly identifiable brand promoted adequately before and during the show to enhance the visibility of the packaging materials present at IPACK-IMA. The dynamism of the materials sector is demonstrated by the fact that around 36% of the available exhibition space has been booked twenty months before the show is due to begin.

IPACK-IMA and MEAT-TECH 2021 will be increasingly focused on internationalisation and the needs of industry and will offer unique opportunities for networking, business, meetings between manufacturers and buyers, entry into new markets and the development of new products.

IPACK-IMA 2018 was attended by more than 74,000 visitors, including 18,500 non-Italians from 146 different countries.

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[3] <https://www.machinesitalia.org/tags/ucima>

[4] <https://www.machinesitalia.org/tags/ipack-ima>

[5] <https://www.machinesitalia.org/tags/2021>

[6] <https://www.machinesitalia.org/tags/packaging>

[7] <https://www.machinesitalia.org/tags/plastic>

[8] <https://www.machinesitalia.org/tags/food-technology>

[9] <https://www.machinesitalia.org/tags/industrial-machinery>

[10] <https://www.machinesitalia.org/tags/milan>