

Ucima Kicks Off Its 2020 International Promotional Program ^[1]



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Over the next twelve months, the Italian packaging machinery manufacturers' association will once again be engaged in international promotion for the sector. The number of trade fair appointments has almost doubled. The first stop will be Manila, where in a few days' time the Made in Italy flag will be flown by seven sector companies.

After conducting in-depth studies of trends in the most promising markets in terms of development potential, Ucima is returning to its promotional programme at the industry's top international shows with fresh momentum. The planned tour will cover all key geographical areas, including Southeast Asia, Africa, Russia, the United States and South America. In 2020 the association will be present with Italian pavilions at almost twice as many events as in 2019, a clear choice that reflects the excellent support it offers companies in penetrating foreign markets and maximising visibility. The primary objective is to showcase Italian packaging innovation in a single area, thereby giving visitors a clearer image of Italian industry and making it easier for them to identify the technologies they need for their production lines.

The first stop will be ProPak Philippines (Manila, 5-7 February), a local spin-off of the more famous event ProPak Asia devoted to processing and packaging. The following companies are taking part in the show: Cepi, Goglio, Imeta, Ricciarelli, Robopac/Ocme, Tropical Food and Zacmi. This will be followed in March by the first edition of ProPak MENA (Cairo, 15-17/3), Propak East Africa (Nairobi 17-19/3) and ProPak Vietnam (24-26/3).

In chronological order, the next events will be Djazagro (Algeria), Korea Pack (South Korea), Expo Pack Mexico (Mexico), Rosupack (Russia), ProPak Asia (Thailand), ProPak China (China), Propak West Africa (Nigeria), ProPak Myanmar (Myanmar), ProPak India (India) and Pack Expo International (USA).

The new multimedia directory *PackBook* will be distributed at all the events to help buyers find the suppliers of materials and technologies for processing and packaging that are most suited to their production operations.

CONTACTS

UCIMA

Villa Marchetti

Via Fossa Buracchione, 84 - Baggiovara (MO)

t. +39 059 512 146 - f. +39 059 512 175 - UCIMA

Marketing & Communication Department:

Gian Paolo Crasta

t. +39 334 664 9534 - comunicazione [at] ucima.it

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