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PROCESSING & PACKAGING

# CONNECTING COMMUNITIES



**Fiera Milano, Milan - Italy**  
**May 29 - June 1 2018**

[ipack-ima.com](http://ipack-ima.com)

IN CONJUNCTION WITH ■



# 2018

## IPACK-IMA 2018

is the exhibition specializing in **food** and **non-food processing** and **packaging**.

THE 24<sup>th</sup> EDITION FEATURES A **NEW, MORE FUNCTIONAL VISIT EXPERIENCE** STRUCTURED ACCORDING TO THE **TARGET MARKETS** OF EXHIBITING COMPANIES AND MEETING THE EXPECTATIONS OF BOTH VISITORS AND EXHIBITORS.

**Technological innovation** and **internationality** play a primary role thanks to **strategic partnerships** (Fiera Milano – UCIMA) and **specific development and promotional plans**.

IPACK-IMA 2018 will be held in conjunction with the **debuting “The Innovation Alliance”**: 5 synergic fairs offering a high-quality, rich, comprehensive showcase to attract an increasing number of visitors and promote business development.

**Ipac Ima Srl**, the new company organizing the event – a joint venture between **UCIMA** (the Italian Packaging Machinery Manufacturers Association) and **Fiera Milano** – represents this edition's major novelty.



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PROCESSING & PACKAGING

# 24<sup>th</sup> edition

# A new chapter: leaders and internationalization

**THE PARTNERSHIP BETWEEN FIERA MILANO AND UCIMA HAS A STRONG STRATEGIC VALUE AND MARKS THE BEGINNING OF A PHASE OF FURTHER DEVELOPMENT AND INTERNATIONALIZATION FOR THE EXHIBITION.**

Once again major global, market-leading Italian companies members of UCIMA will play a leading role at IPACK-IMA 2018, after enthusiastically joining the new exhibition project along with the many international companies already expected to participate.

The fair leverages the UCIMA international relation network as well as the planning and operational support provided by member companies, giving rise to an event in line with market expectations.

UCIMA also conferred the new company with the **FOODPACK** mark traditionally granted to the best food and beverage packaging technologies.

IPACK-IMA 2018 is capable of capturing the interest of buyers worldwide.

The intensive promotional campaign targeting both buyers and exhibitors benefits from **Fiera Milano's** widespread, efficient direct network in **39 countries** as well as from partnerships with technology user associations in major industrial markets (e.g. Russia and USA); in addition, it is supported by the international presence of UCIMA.



**FIERA MILANO**



# The Innovation Alliance

**The five top-level souls of the Italian exhibition market** (IPACK-IMA, MEAT-TECH, PLAST, PRINT4ALL and INTRALOGISTICA ITALIA) and global leaders in the production of machinery and technology for the manufacturing industry come together **in a single, great international event in Milan**. It is a tangible sign of the strength of the dialogue between associations, exhibition organizers and the country's industrial system.



“The Innovation Alliance” ensures **innovation, variety and flexibility in engineering complex industrial systems and lines** designed to **integrate with the production chain**.

**IPACK-IMA**, the processing and packaging exhibition

**MEAT-TECH**, the exhibition dedicated to processing and packaging for the meat industry, organized by Ipack Ima Srl

**PLAST**, showcasing technology for the plastics and rubber industry organized by ASSOCOMAPLAST (the Italian Plastics and Rubber Processing Machinery and Moulds Manufacturers' Association)

**PRINT4ALL**, in its first edition, specializing in printing, converting and industrial printing, is organized by Fiera Milano and owned by ACIMGA (Italian Manufacturers' Association of Machinery for the Graphic, Converting and Paper Industry) and ARGi (the Graphic Industry Suppliers Association)

**INTRALOGISTICA ITALIA**, dedicated to solutions and integrated systems for material handling, warehouse management, goods storage and picking; it's part of the CeMAT international network and is organized by DEUTSCHE MESSE and Ipack Ima Srl



# The great event: some figures

**3.600** exhibitors

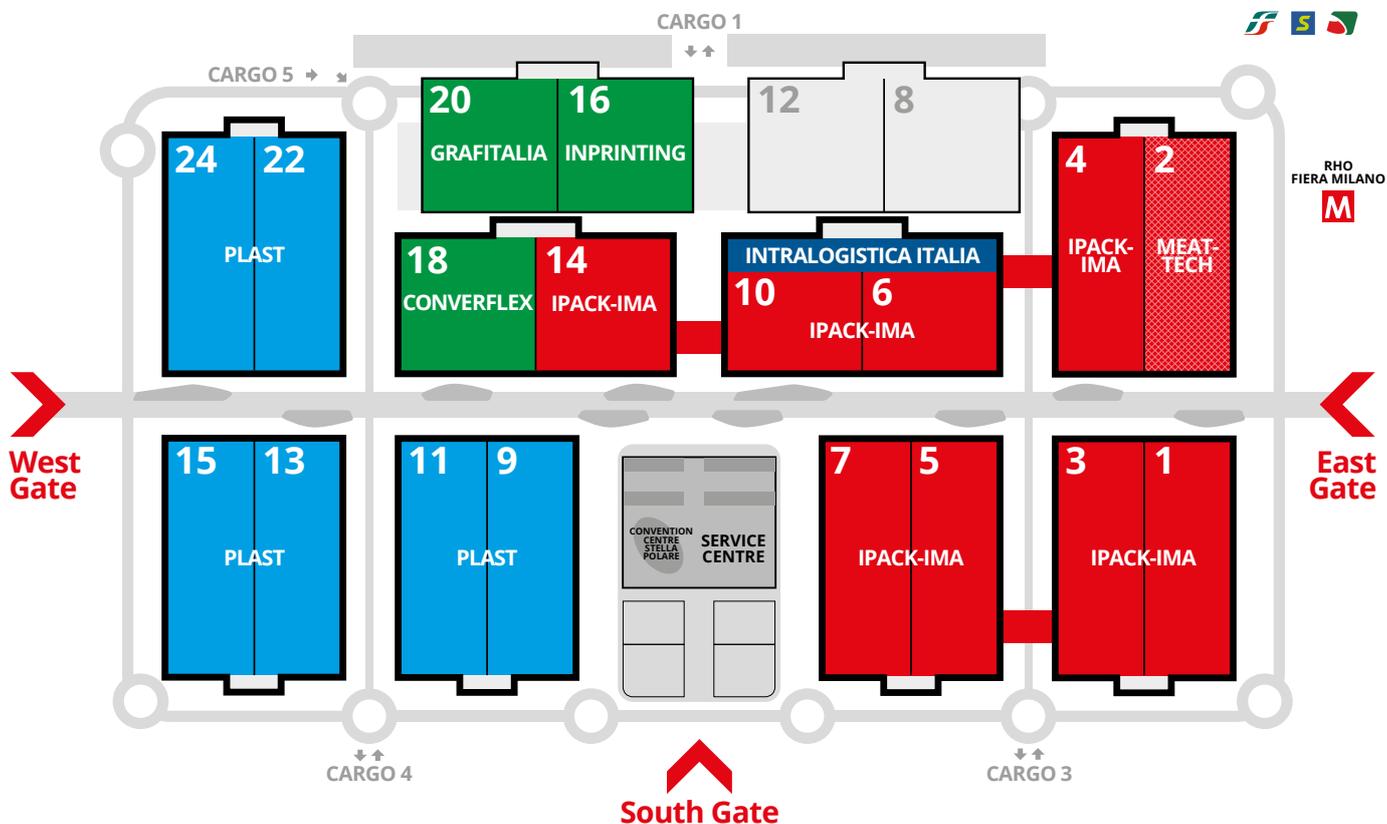
**140.000** net sqm

**18** exhibition halls

**150.000** visitors

“The Innovation Alliance” represents a **strategic union**, especially for **foreign buyers** who will find the comprehensive, across-the-board product and service offer even more functional to their needs.

*Expected figures for the 2018 edition*



**FIERA MILANO**

# Product Sectors

- ◆ Machines / Equipment / Ancillary equipment for primary and secondary packaging
- ◆ Filling and packaging machines for liquid and beverage
- ◆ Machines and equipment for packaging production
- ◆ Machines and equipment for package printing
- ◆ Labelling, coding, marking systems
- ◆ Machines for transport packaging / end-line systems
- ◆ Primary and secondary packaging
- ◆ Transport packaging / Industrial and protective packaging
- ◆ Labels
- ◆ Packaging materials
- ◆ Machines / Equipment / Ancillary equipment for processing
- ◆ Processing ingredients and additives
- ◆ Automation systems
- ◆ Components
- ◆ Systems and equipment for material handling on processing and packaging lines
- ◆ Technology (Robots, Software)
- ◆ Industry services and contract packaging
- ◆ Authorities, Trade Press, Associations



# Business community

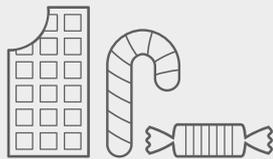
The technology and products showcased at IPACK-IMA are organized in “**BUSINESS COMMUNITIES**” representing the respective **target markets**.

Through the **eight identified communities**, the interests of exhibitors and visitors combine in a simple, seamless way.

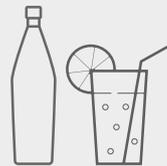
The **EXPO MATCHING PROGRAM** online platform will make matching demand and offer even easier: by selecting their categories of interest and based on profiling criteria, exhibitors and visitors will have the opportunity to view a list of recommended meetings and plan them ahead of time, optimizing the time spent at the exhibition.



FOOD • FRESH  
& CONVENIENCE



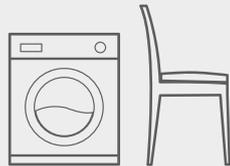
CONFECTIONARY



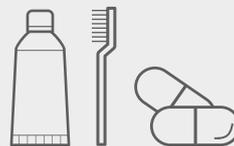
BEVERAGE



PASTA, BAKERY  
& MILLING



INDUSTRIAL  
& DURABLE  
GOODS



HEALTH  
& PERSONAL  
CARE



CHEMICALS  
INDUSTRIAL  
& HOME

**NEW**



FASHION  
& LUXURY

# A total exhibition experience

IPACK-IMA 2018 contributes to the growth of the industrial culture through **events and discussion opportunities** on topics of interest for the industry as well as on the **latest major global trends**.

Some examples of discussion topics include **industry 4.0, robotics, eco-compatibility** of industrial systems, economic development and social responsibility.

The **Plan the future** area, in cooperation with **CONAI** the National Packaging Consortium, promotes sustainable packaging development by involving research institutes, associations and academia in seminars, roundtables and workshops.

The exhibition will also host the Packaging **Oscars award-giving ceremony** organized by **the Italian Packaging Institute**: the 2018 theme is technological innovation connected to design.

In partnership with top-level international research and consulting centres specializing in innovative, sustainable materials, a specific section of the exhibition will be dedicated to **new packaging materials** for food and non-food sectors, with special focus on innovation and luxury.

Strong emphasis will also be placed on **luxury and fashion** with multiple stimuli and innovative packaging solutions, and on the correlated topic of **anti-counterfeiting** - an issue that today involves all sectors, including food, and that represents a distinctive element of competition supporting the protection of typical and local products.

IPACK-IMA 2018 also boasts many other top-notch partners involved in the organization of events and meetings: ANIMA, ASSOFOODTEC, AIDEPI, CPA (Contract Packaging Association), IPPO (International Packaging Press Organization).

PROMOTED BY:



This event is being covered by professional packaging journalists from IPPO.



# Global communication

IPACK-IMA 2018 **attracts target visitors** through an intensive promotional campaign and a strong visibility on **international markets**.

In order to ensure **maximum return in terms of image and new contacts** for exhibitors, promotional activities are designed to maximize coverage, exploit multiple media and are enhanced by participation in **exhibitions and events worldwide**.

**THE INNOVATION ALLIANCE AMPLIFIES IPACK-IMA 2018'S VISIBILITY THROUGH A JOINT PROMOTIONAL AND COMMUNICATION ACTIVITY THAT HAS BEEN ONGOING OVER THE THREE-YEAR PERIOD 2016-2018.**



## The 2015 campaign

Participation in trade exhibitions

# 55

Articles published in Italian and international trade magazines and portals

# 592

Countries where communication investment was made

# 26

Articles in dailies, periodicals, news agencies, specials on national radio and TV networks

# 234

Journalists present at the exhibition from 24 countries

# 357



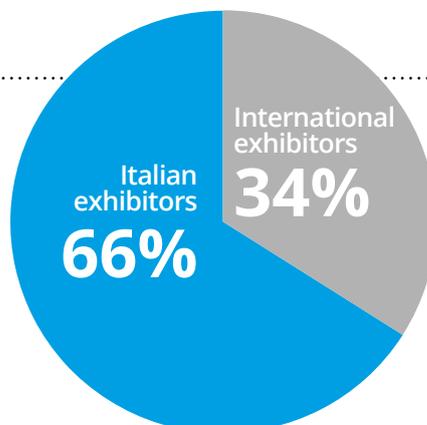
# The 2015 edition

## EXHIBITORS

(IPACK-IMA and MEAT-TECH)

Total exhibitors

1.371\*



Number of Countries of origin

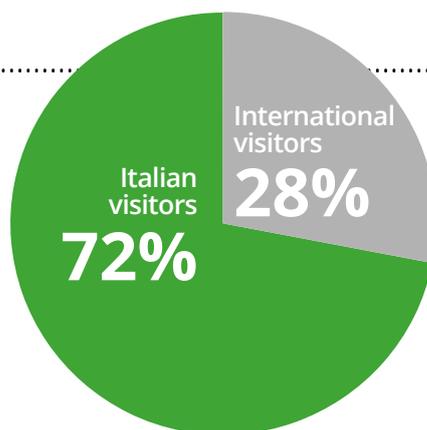
46

## VISITORS

(IPACK-IMA and MEAT-TECH)

Total visitors

79.667\*



Number of Countries of origin

131



Visitors who **claimed to be satisfied** with their visit



Visitors having a **purchase decision-making role**.

\* IPACK-IMA 2015 is certified ISFCERT®-ACCREDIA (ISO 25639/2008), the world's first qualified body for the certification of exhibition statistical data.

# One fair, one city

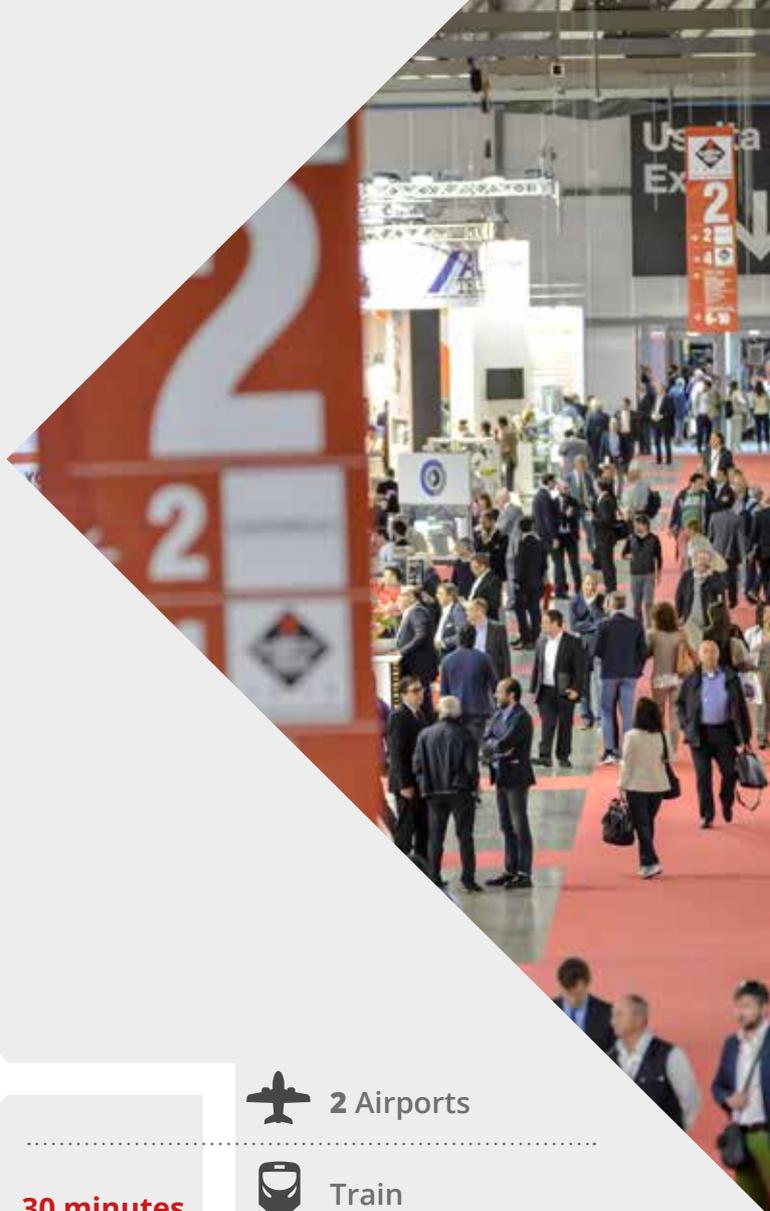
## An opportunity to explore Milan:

the prestigious Fiera Milano exhibition complex is located **just 30 minutes away from the city centre** and is among the world's top exhibition venues in terms of size, functionality and comfort. **It is outfitted with cutting-edge equipment and infrastructures, a direct underground line and a convenient highway connection with the Malpensa international airport.**



Your experience will be further enhanced by the city of Milan: a deeply evolving metropolis completely revitalized by the Expo2015. Milan stands for **"made in Italy", quality, design.**

**The city is easily accessible** and offers a vast array of accommodation facilities unparalleled in both number and quality.



**30 minutes  
from the  
city centre**



2 Airports



Train



4 Underground lines



Bus lines



Taxi service



Highway



Parking



# IPACK-IMA's direct network in the world

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