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IPACK-IMA: packaging and more

All the most important innovations from the packaging industry and for specific segments of the food industry will be on stage at IPACK-IMA (Fiera Milano, Milan - Italy, March 24-28), Europe's most important trade exhibition in 2009. Now at its 21st edition, IPACK-IMA is the reference event for both technology and material manufacturers and companies employing packaging and processing technology. The exhibition boasts a long tradition (the first edition dates back to 1961) and features an extremely broad technology display which includes the entire production cycle, from raw materials to the retail shop; integration is a major focus. This year IPACK-IMA will appeal to even more visitors and will go even more international thanks to the co-location with three strongly synergic events taking place on the same dates at Fiera Milano: Grafitalia (printing and graphic industry), Converflex (paper converting and package printing) and Plast (rubber and plastics). The complete list of the [over 1200 exhibitors](#) (of which 27% coming from outside of Italy) is available on the IPACK-IMA website

12 thematic routes: an exhibition designed around visitors' needs

Twelve "Thematic routes", dedicated to specific homogeneous industry segments, will make your visit at IPACK-IMA 2009 even more profitable and enjoyable. The thematic routes have been selected through a careful analysis of market evolutions and reflect the most dynamic aspects of the market. Each Route features everything to fulfil [visitors'](#) needs in that specific segment. [The Guide](#) to the thematic routes is available free of charge at each reception on the fairgrounds.

Events: understanding, supporting, foreseeing

The 2009 edition will be an exceptional one. IPACK-IMA has been selected by the UN and by FAO, UNIDO and WORLD FOOD PROGRAMME as the venue for the international meeting called "**More Technology, Safety and Quality, Less Hunger**". This decision supports IPACK-IMA's role as prime international showcase for technology serving the food industry. This role is also highlighted by the Italian Government which granted its patronage to both the event and the exhibition as a whole through the Minister of Agricultural Policies and the Minister of Economic Development. This international meeting, in line with the Expo 2015, tops an exceptionally rich agenda of side events. The complete schedule, constantly updated, is available in the ["events" section](#) on www.ipack-ima.com

IPACK-IMA: preview and live broadcast on the web-TV

[IPACK-IMA web-TV](#), the on-line TV channel available by accessing www.ipack-ima.it had its debut last December: it broadcasts news about the event with features and interviews on the main characters, presentations of exhibiting companies and news on conventions and events on schedule.

Pet food boosts the growth of the packaging industry

IPACK-IMA 2009 always features the latest innovations on the market and the most recent developments in new business areas. The pet food industry is rapidly growing: the industry is almost unaffected by the economic downturn which is hitting other consumer goods. Packaging represents an important competitive feature for the production and sale of pet food. The industry employs a wide range of packaging solutions and strongly focuses on their image and user-friendliness to acquire market share. For this reason IPACK-IMA 2009 presents the new thematic route "Feed and Pet Food", which today features [85 exhibiting companies](#) displaying and offering the most recent technological solutions for the industry both in terms of machinery and of materials, for pet food industry professionals and marketing managers from large-scale retail chains

For further information:
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www.ipack-ima.it
www.grafitalia.biz
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[Visitor's pocket guide](#)



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