



October 2008, Milan

Upcoming in March 2009

In approximately six months, the twenty-first edition of IPACK-IMA will get underway and for the first time it will take place in the same dates and venue with GRAFITALIA and CONVERFLEX. IPACK-IMA has already reported great numbers: **43,000 square meters sold, and over 1000 confirmed exhibitors**; foreign exhibitors increased 20% with respect to 2006. Many companies have confirmed their trust in IPACK-IMA and many others have decided to exhibit for the first time, mainly because of newly introduced sectors of interest. This choice shows how much IPACK-IMA is oriented to the market's evolution and how much it reflects its dynamism.

You can find the updated [exhibitors' list](#) on the IPACK-IMA website.

IPACK-IMA speaks many languages

In addition to the [advertisement campaign](#) in 16 languages in 49 publications in 28 countries, introductory **press conferences** are scheduled at the most famous world exhibitions as well as at other important events in the industry.

Following the great success achieved at Interpack in Germany last April, IPACK-IMA participated at Indiapack in Mumbai in September and attained outstanding results: 149 useful contacts registered at the booth as potential visitors. The registered list is available only for the exhibitors who intend to make contact with Indian market. In addition, we have planned some meetings with potential international buyers and journalists who are expert at the packaging sector. The next event will be October 24 at the Istanbul Packaging Fair (Istanbul), after which will follow China Brew and Beverage in Beijing, while the final leading trade shows of 2008 are scheduled in Chicago with Pack-Expo and in Paris with Emballage.

IPACK-IMA: an international Stage

Exhibiting with IPACK-IMA means acquiring international visibility at a global level; in 2006 one visitor out of four came from a foreign country, representing 124 nations. In order to establish contacts with developing countries and to increase the participation of new potential buyers, Road Shows have been planned in collaboration with ICE. This kind of promotion is addressed to the businessmen from Tunisia, Egypt, Serbia, Ukraine, Bulgaria, United Arab Emirates and Morocco.

As of November, a **direct marketing campaign** will begin in 20 countries in co-operation with ICE. During this campaign a letter, **translated into the native language**, will be sent to some selected dealers with the purpose to invite them to IPACK-IMA. In a second moment the ICE office of each respective country will follow up with a phone call to perceive if the dealer is willing to attend. ICE will coordinate also **120 international delegates** expected from 24 countries; among them there is a number of leading professionals from the industry and the trade press: this is more than double than the previous exhibition!

The global significance of this event is clear: it isn't by chance that IPACK-IMA was chosen by FAO as the ideal location to hold its [international conference](#) on food and packaging processing technology for the struggle against world hunger. More information about this event will be available in the next newsletter.

A market-oriented exhibition

Increasing your company's visibility means making it easier for your own clients to find what they are most interested in visiting at the fair. What solution responds best to such a demand? The **thematic routes** are

the answer! These thematic routes are true and proper theme “maps” available free to the visitors. This is the solution that we have created to help the visitors “to find” any exhibitor in a quick and simple way: all an exhibiting company has to do is fill out the appropriate form (received together with the catalogue form) indicating a maximum of three routes of interest to be inserted in.

The 12 “routes” are:

- Food
- Grain Based Food (GBF technologies, Milling Industry, Ingredients)
- Feed & Pet Food
- Bevertch
- Fresh Produce & Convenience Food
- Non Food
- Hygiene & Beauty
- Pharmaceuticals, Chemicals & Cleaning Detergent
- Bioplastics
- Labeltrack
- Material Handling & Logistics
- Co-Packing & Servic

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