

Press release
Milan, October 8, 2024

A strategic alliance to boost synergy between Informa and Ipack Ima

A synergic collaboration between the two trade fair organisers was announced today in Milan (Italy) to become a single global reference point for processing and packaging companies

Informa Markets (world leader in the trade fair industry) and Ipack Ima S.r.l. (international benchmark for process and packaging exhibitions, a joint venture between Ucima and Fiera Milano) publicly disclosed the agreement signed a few months ago meant to establish a brand-new strategic alliance. The deal aims to develop joint **international promotion** and step up **cross-selling** activities for their trade fair portfolios, including the Propak and Fispal platforms operated by Informa Markets and the trade fairs organised by Ipack Ima.

The agreement aims to guarantee a **global presence** for trade fairs focused on processing and packaging technologies, packaging materials, targeting the key sectors of the Food industry - with a particular focus on grain-based food and liquid food beverages, and pharmaceuticals.

As for communication, the teams involved have launched a shared path to strengthen the visibility and value of the partnership. In this context, Ipack Ima will also organize seminars and conferences on industry-related topics, particularly those related to packaging, processing, and materials, which are of strategic interest to Informa.

From a commercial standpoint, **Informa Markets** and **Ipack Ima** agreed on the creation of an integrated, interconnected platform that is meant to foster visibility in international markets, offer in-depth opportunities for expansion and growth on a global scale.

This agreement will allow **Ipack Ima** to further consolidate its global position as a reference point for the technologies it deals with, thus strengthening key markets. With Informa's support, the presence of exhibitors from strategic markets like India and the United States will be enhanced, in addition to further consolidating its penetration in important European countries like France, Germany, Spain, the Netherlands, and Belgium, supporting Ipack-Ima's already established sales network.

At the same time, Informa will benefit from **Ipack Ima's** direct presence in the Italian and Turkish markets, facilitating the acquisition of new exhibitors for its exhibition network.

*"Since signing this agreement, we have already started to uncover the synergies and opportunities that arise from aligning these two globally recognized brands. With their extensive expertise and networks in the key sectors served by our ProPak Global Portfolio, IPACK-IMA and ProPak are uniquely positioned to enhance our offerings, foster innovation, and deliver greater value to our customers worldwide." - Fraser Hawkes
Managing Director, International Sales Office of Informa Markets.*

*"This agreement – comments **Valerio Soli**, Ipack Ima President – is absolutely in line with our business plan, which envisions forging alliances with strategic partners in order to drive the growth and internationalisation of our fair by expanding partnerships and presence in other markets. Ipack Ima ranks*

among the global trade fair organisers, accentuating the mission of promoting outstanding companies from Italy (and beyond) within the target industries around the world. This alliance also helps us build further credibility with all of our international stakeholders”.

The collaboration between Informa and Ipack Ima will therefore guarantee processing and packaging businesses increased visibility on the markets in all the continents, supported by vertical skills tied to these industries.

ABOUT US

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Ipack Ima Srl

Ipack-Ima Srl is company owned by UCIMA (the Italian association of packaging machinery manufacturers) and Fiera Milano (a leading trade fair and events organiser) that organises, among other events, the IPACK-IMA MILANO show, an international fair for processing and packaging materials and technologies for food and non-food products. This exhibition platform focuses on four main target markets: grain-based food, beverages, pharmaceuticals, and food, fresh and convenience sector. Next year, the event will be held at Milan's exhibition centre (Fiera Milano) from 27 to 30 May.

IPACK-IMA Milan

press@ipackima.itwww.ipackima.com

Press Office

Intono Comunicazione

Anna Laura Mucci - +39 346 304 7944 - annalaura.mucci@intono.it

Marco Fiori - +39 334 600 7739 - marco.fiori@intono.it

Press Office

Informa Markets

Nednapa L. - +66 2036 0500 - Nednapa.L@informa.com