



# YOUR BUSINESS COMMUNITIES



FIERA MILANO RHO - ITALY 3 - 6 MAY 2022

Press release – Dubai, November 2021

## IPACK-IMA processing and packaging stops in Dubai ahead of May 2022 edition

*On 8<sup>th</sup> November the international B2B trade show will focus on sustainability with the 'Processing & Packaging Stories' dedicated to the MEA region*

IPACK-IMA has presented in **Dubai**, within the Expo framework, the contents and goals of the **next edition of the technologies and materials exhibition to be held in Milan from 3<sup>rd</sup> to 6<sup>th</sup> of May**.

As part of the "**On the road to IPACK-IMA**" program, buyers, trade journalists, opinion leaders and exhibitors met live in anticipation of the next IPACK-IMA 2022, event the community has identified as the moment of return to international presence for every food and beverage industries.

"**Processing & Packaging Stories by Ipack Ima**" has been a talk show, organized by Ipack Ima in cooperation with Packaging Mea and animated with speeches by **Almarai, Della Toffola, Green Etichs, Al Bayader, Spinneys** and **Unilever** who debated upon the demand for sustainability expressed by the food sector in this key market for the processing & packaging solutions.

*"We've finally returned to in-presence activities for the international promotion of IPACK-IMA, which is strategically scheduled in the calendar of international industry events in 2022" states **Rossano Bozzi, CEO of Ipack Ima**. "We intend to offer the food and beverage industries a unique experience of returning to network live with companies, retailers and industry experts several months before the event, with the aim of generating concrete returns in terms of leads and personal meetings that, the next year in Milan, will be translated into projects and new business opportunities".*

Guests at the evening organized by Ipack Ima were welcomed by UCIMA, which presented the numbers for the export outlook in the region by Italian producers of packaging technologies.

*"For the Italian packaging machinery manufacturers, Asia in 2020 marked a +1.6% in exports of packaging machinery for the food sector and forecasts a record +3.2% in 2025, with detailed +5.3% for Food and +3.5% for Beverage. In particular, the Middle East represents a market with high potential which, according to data from MECS (Manufacturing Economic Studies), has consolidated for the United Arab Emirates alone in 2020 a growth of 42.3% over the previous year," states **Riccardo Cavanna, Vice President of UCIMA**.*

During the Packaging MEA Awards evening gala dinner, the prestigious "Ipack Ima Lifetime Achievement" award was assigned to the Goglio Group.

*"We are proud to have been part of IPACK-IMA since its first edition back in 1961– stated **Franco Goglio, President and CEO of Goglio SpA** –. I do remember with pleasure that was during that edition that our company came to a turning point, in fact we presented there the first packaging machine by Goglio, a semi-automatic system for vacuum packaging, the first essential step in the path that has lead us to evolve from packaging suppliers into complete system partners. Since then we never stop, such as IPACK-IMA that has and still does represent for us an extraordinary stage to let customer discover our products beyond the Alps, and up in the whole world".*

IPACK-IMA 2022 represents an ideal stage for complete and transversal offer of cutting-edge materials and technologies in the processing and packaging sector and aimed at the entire consumer and durable goods industry. Among the main themes central of the show, great emphasis will be placed on design and innovation in packaging R&D, with two important events dedicated to this and taking place during the fair.

In fact, IPACK-IMA 2022 will host the **Best Packaging Awards**, an Italian prize organised by the Italian Packaging Institute, and the **WorldStar Global Packaging Awards**, an international award promoted by the World Packaging Organisation - WPO, which collects every year more than 300 entries from over 34 countries to reward the continual advancement of the state of packaging design and technology. The days of the trade show will therefore be a unique event for the world of packaging design, with the proposal of innovative, sustainable solutions, functional to marketing, food safety and shelf-life.

IPACK-IMA 2022 will also be the venue for a renewed international networking and, in this context, it's strategic the agreement with **ITA Agency**, signed with the aim of enhancing the presence of qualified international food manufacturers. An internationalization strategy that is also open to the digital world thanks to the **MYIpackima** tool, an online platform that allows exhibitors and professional visitors of multiple sectors to schedule for meetings, contacts and networking before, during and after the exhibition.

IPACK-IMA 2022 target countries include: Albania, Algeria, Saudi Arabia, Argentina, Austria, Belarus, Bosnia Herzegovina, Brazil, Bulgaria, Canada, China, Croatia, Czech Republic, Egypt, Ethiopia, France, Germany, Ghana, Hungary, India, Iran, Ireland, Israel, Kenya, Lebanon, Macedonia, Malaysia, Mexico, Montenegro, Morocco, Nigeria, Poland, Portugal, Philippines, Romania, Russia, Serbia, Slovakia, Slovenia, Spain, Switzerland, Tanzania, Tunisia, Turkey, United Arab Emirates, United Kingdom, Ukraine, United States of America, Vietnam.

For the next edition, IPACK-IMA will therefore present itself to its target audience of exhibitors, buyers and visitors as an highly specialized international trade fair where innovation, sustainability and technology come together, thanks to the historical identity and strategic partnerships with the industry that has been part of Ipack Ima's DNA since its first edition in 1961.

Brand owners, retailers and processing & packaging excellences will meet in **Milan, from 3<sup>rd</sup> to 6<sup>th</sup> May 2022**, for IPACK-IMA, the most eagerly awaited event in the food and beverage industry.



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**IPACK-IMA** represents a complete, transversal offer, dedicated to cutting-edge materials and technologies in the processing and packaging sector and aimed at the entire consumers and durable goods industry. The 2018 edition's numbers: 1,500 exhibitors and over 74,000 visitors, 18,500 of whom from 146 countries. The event is organised by Ipack Ima Srl, a joint venture between UCIMA (Union of Italian Manufacturers of Automatic Packaging Machinery) and Fiera Milano.