

**Presse**

**Press**

**interpack alliance – New umbrella brand for trade fairs all about processing and packaging**

The new label “interpack alliance” will in future span all international events staged by Messe Düsseldorf under its Processing & Packaging portfolio. Exhibitors and visitors will recognize these trade fairs by the umbrella logo which has been designed to echo that of interpack. Plans are also underway to align the visual appearance of the individual events to the style and colours of interpack.

Besides interpack itself – the flagship trade fair that gives this family its name – the interpack alliance includes upakovka (Moscow), food pex (Shanghai), china pharm (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), packtech India/food pex India (Mumbai), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta), and process expo (Chicago). The four Chinese trade fairs take place every two years in a combined event known as Shanghai World of Packaging (swop). The fppc Kenya in December 2016 and the upakovka in January 2017 will be the first two trade fairs displaying the new visual identity.

“The establishment of interpack alliance as the umbrella brand was a logical step underlining our unified strategy. It stands for our international expertise in the packaging sector and related process industries while at the same time communicating the leading role of interpack,” comments Bernd Jablonowski, Global Portfolio Director at Messe Düsseldorf for the Processing & Packaging sector.

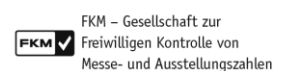
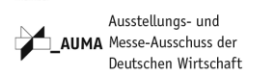


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The interpack alliance addresses the target groups of food, beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods in key emerging markets, focusing on different areas in each individual event. As the international flagship trade fair in Düsseldorf, interpack itself serves all segments, is a focal point for industry trends and innovations and brings together all leading minds in the industry.

Messe Düsseldorf had already re-aligned itself last year and regrouped both the leadership and operative responsibilities for trade fairs inside and outside Germany into four thematic portfolios. This allows the implementation of a global strategy and enables networking and sharing of expertise between the flagship trade fairs and the related foreign events. Based on this new landscape, discussions are already being held with industry associations and other trade fair organisers in the Processing & Packaging field. In addition, successful special topics such as SAVE FOOD will also be represented at the trade fairs making up the interpack alliance.



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