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## **upakovka 2018: Renowned Exhibitors and Extensive Programme of Side Events**

**Clear growth in machinery segment, beverage technology strongly represented, packaging media further expanded**

A very positive exhibitor response can already be seen for upakovka 2018 to be held at the AO Expocentre Krasnaja Presnja in Moscow from 23 to 26 January. The German participation is again bigger than in previous years and the Italian pavilion will also house more companies than at the past upakovka. Alongside high-calibre German exhibitors such as Krones, KHS, Rovema, Theegarten-Pactec and Jokey, OMAG, G. Mondini and the Aetna Group will be representing Italy. Add to this other members of the Italian Machinery Manufacturers' Association UCIMA, which also features among the exhibitors and now officially supports upakovka. Russian companies are also very well represented at the event in Moscow. They include Danaflex, a leading Russian supplier of flexible packaging films as well as numerous companies from the beverage segment such as Stanco LLC, AFR OOO and PET-FORMAT, to name but a few.

"The second edition of upakovka held under the interpack alliance umbrella brand has already made clear, that this trade fair benefits from the expertise and network of interpack as the international No. 1 trade fair in the industry – and this despite the current rather difficult political framework in Russia," says Bernd Jablonowski, Global Portfolio Director Processing & Packaging at Messe Düsseldorf.

At the last upakovka, held under the umbrella of the interpack alliance for the first time, the special themes innovationparc and SAVE FOOD

  
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celebrated widely acclaimed premieres. Visitors can once again expect an extensive innovationparc conference programme over the entire duration of the trade fair in 2018. On 23 January, the first day of the trade fair, a slot is reserved for SAVE FOOD. This will address various issues including shelf life extended by smart packaging (technology). The following day Industry 4.0 will play a pivotal role. The German Engineering Association VDMA will deal with the challenges and knowledge available for this trendy theme that also attracted plenty of attention at the previous interpack in Düsseldorf. The second to last day of the trade fair will revolve around flexible packaging – first with a lecture by Flexible Packaging Europe (FPE) on current trends followed by a slot presenting “Digital Innovations for Packaging and Labelling” organised by Danaflex and the magazine *publish*. On the last day of the trade fair, some of the problems of professional training in the packaging industry will be discussed.

In addition to the innovationparc programme, the Nissa Group will organise a one-day event on 24 January where visitors can find out about what Hewlett Packard has to offer to the packaging industry. This event will predominantly be in Russian.

Just under 850 companies in total will be exhibiting at upakovka and the concurrently held interplastica – International Trade Fair Plastics and Rubber. upakovka will again be held in the Forum Hall, one of the biggest at the exhibition centre. This means that visitors will again find the complete ranges for the packaging industry and related process industries pooled under one roof. Visitors can now pre-register for upakovka free of charge at [www.upakovka-tradefair.com/registration](http://www.upakovka-tradefair.com/registration).

**12 December 2017**

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## **About interpack alliance**

The interpack alliance comprises events of Messe Düsseldorf that form part of the Processing & Packaging portfolio. Exhibitors and visitors can recognise the corresponding trade fairs by an umbrella brand that is oriented towards its counterpart – interpack, the world's most important event in the packaging industry and related process industries. In addition to the flagship trade fair giving the alliance its name the interpack alliance includes the trade fairs upakovka (Moscow), food pex (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), pacprocess India/IndiaPack and food pex India (Mumbai, New Delhi), pacprocess Tehran (Tehran), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). The Chinese events are held together every two years as the Shanghai World of Packaging (swop). The interpack alliance targets the segments food, beverages, confectionery and pastries, pharmaceuticals, cosmetics, non-food consumer goods as well as capital goods on important growth markets – with focal themes differing by event. The trade fairs in China, India, Iran and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.

## **About UCIMA**

UCIMA (Italian Packaging Machinery Manufacturers' Association) is the national trade association that represents and supports the Italian packing and packaging machinery manufacturers. It has more than 120 member companies from all over the country, including the industry leaders.

UCIMA member companies cover the entire range of packaging machinery production, from the food, confectionery and tobacco industries through to pharmaceuticals, chemicals, petrochemicals, cosmetics and end-of-line technologies.

UCIMA is a member of the Italian Employers' Federation Confindustria, making it an integral part of Italian industry's representation system.

It maintains links with a variety of institutions and plays a major role in fostering the growth of the sector as a whole. Being part of a national and international network helps the association pursue initiatives and develop strategies for the sector.

UCIMA offers support to its member companies by providing professional services and information, consulting and assistance on all the major issues concerning the sector.