



upakovka

PROCESSING & PACKAGING
24^{TO} 27 JANUARY 2017

MOSCOW

MEMBER OF INTERPACK ALLIANCE

www.upakovka-tradefair.com



Messe
Düsseldorf

FACTS AND FIGURES.

CONSTRUCTION

20-23

JAN

2017

DISMANTLING

27-29

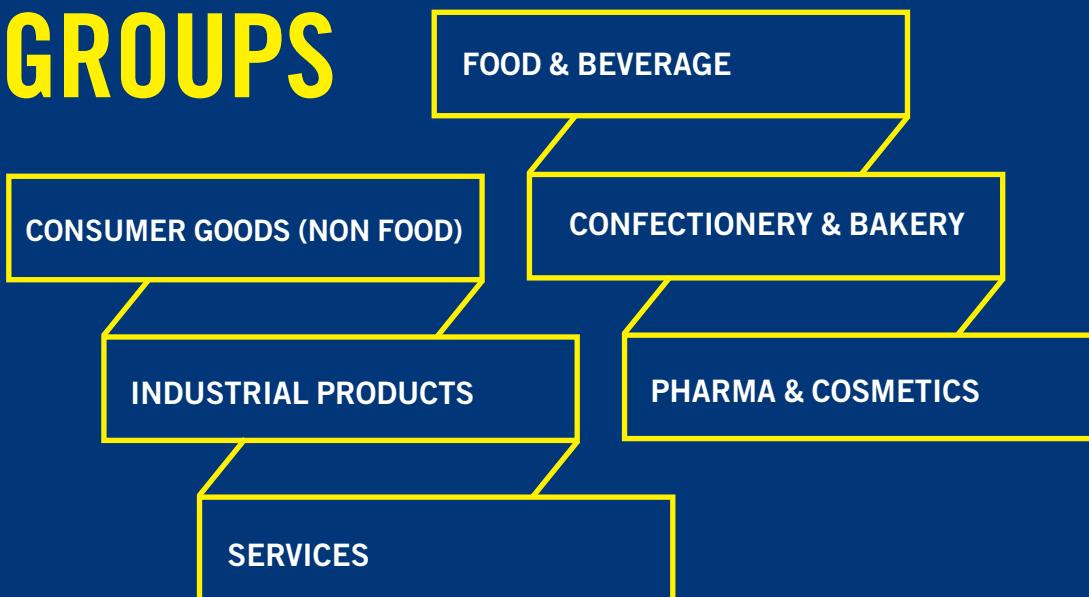


OPENING TIMES

24-26 JAN 10:00 AM - 06:00PM

27 JAN 10:00 AM - 04:00PM

VISITOR TARGET GROUPS



EVENT
FREQUENCY: ANNUAL

290
EXHIBITORS



20.000
VISITORS

250
EXHIBITORS



19.000
VISITORS

290
EXHIBITORS



20.900
VISITORS

EXHIBITOR STRUCTURE

PER MAIN PRODUCT GROUPS IN %

60%

PACKAGING MACHINES AND DEVICES

87%

SATISFACTION WITH PARTICIPATION



14%

PACKAGING MATERIALS & MEANS AND AUXILIARY PACKAGING MEANS

12%

MACHINES AND EQUIPMENT FOR CONFECTIONARY AND BAKERY

9%

PROCESSING MACHINES

7%

MACHINES FOR THE PRODUCTION OF PACKAGING MATERIAL, PACKAGING MEANS AND AUXILIARY PACKAGING MEANS

7%

CONVERTING AND PRINTING OF PACKAGING MATERIALS AND MEANS

4%

LOGISTICS / STORAGE EQUIPMENT

6%

COMPLEMENTARY TECHNIQUES / TECHNOLOGY

6%

SERVICES

14%

OTHERS



7%

TRANSPORT PACKAGING LOGISTICS

6%

SERVICES

1%

PRESS

1%

EDUCATION

9%

OTHER

VISITOR STRUCTURE

51%
INDUSTRY

37% INDUSTRIAL PRODUCTS
14% FOOD & BEVERAGE
14% CONSUMER GOODS (NON FOOD)
12% PHARMA & COSMETICS
10% CONFECTIONARY & BAKERY
14% OTHER

25%
TRADE / RETAIL

31% INDUSTRIAL PRODUCTS
26% FOOD & BEVERAGE
15% CONSUMER GOODS (NON FOOD)
7% PHARMA & COSMETICS
4% CONFECTIONARY & BAKERY
17% OTHER

95% OVERALL SATISFACTION



ONLY PLATFORM IN THE RUSSIAN MARKET
FOR PACKAGING MACHINES AND THE
RELATED PROCESS TECHNOLOGY

OFFICIAL PARTICIPATIONS FROM ITALY,
SWITZERLAND, FRANCE, CHINA

NEW SPECIAL SHOW „INNOVATIONPARC“

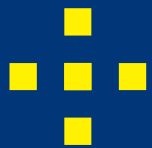


INCREASING VISITOR NUMBERS

JOINT COMPANY EXHIBITION OF THE
FEDERAL REPUBLIC OF GERMANY –
SUPPORT FOR GERMAN COMPANIES

NEW EXHIBITION STRUCTURE IN HALL FORUM –
PRESENTATION OF THE ENTIRE MARKET IN ONE HALL

CORE



ARGUMENTS

ENTIRE EVENT —
COMPACT IN ONE HALL

CENTRAL LOCATION OF THE EXHIBITION
GROUNDS “EXPOCENTRE” IN MOSCOW

IN CONJUNCTION WITH interplastica AND SYNERGIES IN REGARDS
TO VISITORS

LONG-STANDING,
ESTABLISHED
EVENT IN THE
RUSSIAN MARKET



STRONGER 
FOCUS ON
INDIVIDUAL
SECTORS

(FOOD/NON-FOOD/
INDUSTRIAL GOODS/
BEVERAGE/PACKAGING
MATERIAL)

PRICES

490
Euro

REGISTRATION FEE

SURCHARGES

35 Euro
CORNER STAND

50 Euro
END OF BLOCK

65 Euro
ISLAND SITE

PARTICIPATION FEE PER SQM

359 Euro
RAW SPACE

390 Euro
BASIC PACKAGE

440 Euro
PREMIUM PACKAGE