



# upakovka

PROCESSING & PACKAGING  
23<sup>TO</sup> 26 JANUARY 2018

# MOSCOW

MEMBER OF INTERPACK ALLIANCE



[UPAKOVKA-TRADEFAIR.COM](http://UPAKOVKA-TRADEFAIR.COM)

SUPPORTED BY:



# WHO WE ARE VERY DEDICATED DESPITE CHALLENGING TIMES

upakovka already is the no. one trade fair in Russia for Packaging and Processing machines and devices. From 24 to 27 January 2017, upakovka underlined its position in the Russian market and demonstrated that the positive outlook of the domestic economy for the future applies in particular to the packaging sectors and related processing industries.

23,000 experts from Russia and its neighbouring countries came to Moscow Expocentre in Krasnaya Presnya to visit upakovka and interplastica (Int. Trade Fair for Plastics and Rubber). 20,900 visitors were recorded in 2016.

At upakovka exhibitors have the chance to meet the top decision-makers in Russia and visitors take the unique opportunity that is offered here to familiarise themselves with the new developments on the world market and to negotiate directly with suppliers.

# 97% OF THE VISITORS CAME FROM THE CIS



## EXHIBITION PROFILE:

- Packaging machines and devices
- Packaging materials, packaging production aids, packagings and packaging accessories
- Machines and equipment for the production of packaging and packaging aid
- Machines and equipment for manufacturing foodstuffs, confectionery and bakery products
- Machines and equipment for beverage production
- Machines and equipment for the production of pharmaceuticals and cosmetics
- Automation technology / Components / Accessories
- Recycling and environmental technologies
- Services

# THE INNOVATIVE 8 THE ENTIRE VALUE CHAIN AT ONE TRADE FAIR

Upakovka as member of Interpack Alliance is the essential event for the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food and industrial goods sectors in Russia.

No other trade fairs in Russia represent the entire supply chain. And at no other trade fairs do the packaging industry provide all industry sectors with tailored solutions and innovative designs based on such a variety of materials.

## TARGET GROUPS UPAKOVKA




# WELCOME TO THE BIGGEST EUROPEAN PACKAGING MARKET!

## THE RUSSIAN ECONOMY

The economy is recovering and in spite of EU sanctions and the embargo the Russian packaging market is one of the five fastest growing in the world. The import substitution policy triggered by the Russian government also presents opportunities. Local production of food and other consumer goods rose last year and experts predicts that Russia will rise to the biggest food market in Europe by 2020. That is good news for the packagings manufactures, because the food market consumes around 70% of all packagings. At the same time the market for cosmetic and medical packagings is a booming growth market. The Russian government recently set itself the goal of manufacturing 90% of medicine production domestically by 2018.

## THE RUSSIAN COUNTRY

Russia is a country with 146 million consumers and consumption is stimulated by a great level of education and well trained workforces with a high income. The demand for innovative and flexible packaging is rising and due to the increasing number of single parents and single households the trend is towards smaller packaging units. These are good news for western companies with modern machines. Experts estimate that exports of machinery will pick up again soon and therefore advise to remain in close contact with Russian customers.



**76% OF THE 2017  
VISITORS AND 65%  
OF THE 2017 EXHIBITORS  
FROM CIS COUNTRIES HAVE  
HIGH EXPECTATIONS  
IN THE ECONOMIC  
DEVELOPMENT TILL  
NEXT UPAKOVKA**

# RUSSIAN PACKAGING MARKET

ONE OF THE FIVE FASTEST GROWING PACKAGINGS MARKETS IN THE WORLD.



## BIGGEST EUROPEAN PACKAGINGS MARKET

Consumption of packagings in Europe



**Flexible packagings**

Annual growth rate 2014–2018

**6.28%**



**Paper and cardboard**

Annual growth rate 2014–2018

**1.91%**



**Rigid plastic**

Market share in Europe

**13.4%**

## RISING PACKAGINGS SALES

in bn. items

GROWTH 2015–2020



**8.5%**



93.1	94.2	93.3	93.6	94.9	96.6	98.8	101.3
2013	2014	2015	2016	2017	2018	2019	2020

## MAJOR CUSTOMER MARKETS

### FOOD INDUSTRY

**No.2** food and drinks market in Europe



**26 bn.** litres (2014)  
Sales of packaged drinks

**27.5 m.** tonnes (2014)  
Sales of packaged foods

### PHARMACEUTICALS INDUSTRY

Medicine production aim 2018:

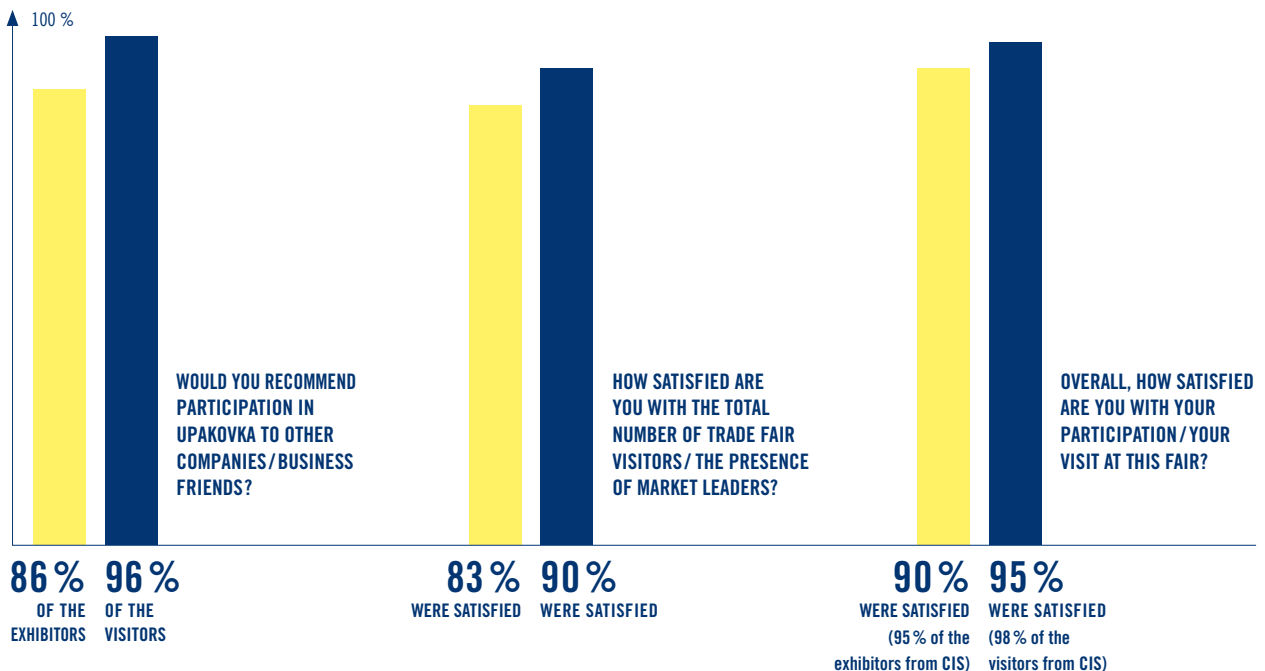
**90%**

meeting demand from national production (2015: 41%)



# TOP EVENT/TOP EVALUATION

■ EXHIBITORS ■ VISITORS



# INNOVATIONPARC

## PERFECT ACCEPTANCE

100 % OF THE ATTENDING VISITORS IN 2017 WERE SATISFIED WITH THE TOPICS IN INNOVATIONPARC



**innovationparc**

MADE BY INTERPACK ALLIANCE

### SMART SOLUTIONS FOR SMART QUESTIONS

The innovationparc, as a unique brand of interpack, had a widely noticed premiere at upakovka 2017. Replacing our successful FUTURE FORUM, it is the show's own forum for specialized themes of the future and innovative technologies. Visitors and exhibitors meet here for an exchange of creative ideas and the development of visionary ideas on basic social, economic and ecological themes.

Working with our partners in industry, we will continue to do our effort in presenting market-focused, forward-looking content to Russian trade visitors. For that reason upakovka 2018 will be dedicated, among other things, to the theme of Industry 4.0.

Examples of applications in the packaging machine and process technology sector that open up new opportunities with regards to safety, trace ability, copy and piracy protection and individualized packaging, will be part of this special topic.

In 2017 the launch of the SAVE FOOD initiative on the Russian market achieved substantial attention and media coverage. The Russian office of the UN Food and Agriculture Organisation (FAO) had invited senior officials from ministries and industry to look at issues of food losses and waste in Russia and to present solutions. It has been estimated that up to around 25 per cent of all manufactured food is not consumed in Russia.



TRACE ABILITY

INDUSTRY 4.0

SAFETY

INDIVIDUALISED  
PACKAGING

# FAIRGROUND

## EXPOCENTRE IN KRASNAYA PRESNYA IN MOSCOW

is one of the most advanced and attractive trade fair venues in the CIS. The complex has an exhibition space of over 70,000 sqm including eight halls and attractive outdoor grounds. Its conference halls with a total space of 2,000 sqm provide a professional setting for a supporting programme of talks, round-table discussions and workshops. The quality and location of the grounds meet the highest standards.

**Excellent infrastructure:** Shops, excellent European standard restaurants, a bank, post office and kiosk on the exhibition grounds and hotels in near vicinity

**Efficient utilities:** Electricity, water and communications systems satisfy the highest demands

**Central location:** Close to city centre

**Direct access** to the exhibition grounds via the Metro

OVERALL HIGH SATISFACTION WITH THE CONDITIONS AT THE FAIR GROUND

**99 %** OF THE VISITORS  
**97 %** OF THE EXHIBITORS



# WELL PLACED

## OUR EXPERIENCED SERVICE TEAM

covers a wide spectrum, ranging from fully customised planning and design to a basic, costoptimised stand.

As an exhibitor you can choose from a wide variety of options to suit your tailormade presentation at the trade fair. Moreover, we ensure that all planning and realisation will give you the best value for money, while being right on schedule for handing over a turnkey stand to your trade fair team.



## BASIC PACKAGE:

Our Basic Package offers all you need to present your company at **upakovka** at a reasonable price!

Stand construction and dismantling including all ancillary costs comprising:

- Covering the entire floor area of the booth with grey needle punch carpet
- Stand partition walls to the neighbouring booths, 250 cm high, Octanorm system, white
- One fascia with lettering (without logo) at the aisle, held by aluminium modular system from top edge of booth, 33 cm high, white
- One table 70 x 70 cm
- Two chairs
- One spotlight, 100 W, per 6 sqm of booth area, incl. power consumption and electric supply
- One socket, 1 KW



# PROFESSIONAL SERVICE

## CUSTOMISED:

Our customised stand construction offers almost unlimited possibilities for planning the exhibition stand according to your corporate design. We will be happy to take up your ideas and share our many years of experience with you. Simply arrange a non-committal meeting with our team!

- Advice
- Rental / sales
- Planning
- Support
- Implementation
- Full service



## PREMIUM PACKAGE:

Our Premium Package comprises attractive features such as individual, highclass equipment and furnishing. One particular advantage is the lockable cabin.

Stand construction and dismantling including all ancillary costs comprising:

- High-quality, hard-wearing carpeting in colour of your choice
- Octanorm Maxima lightweight system stand construction, including sturdy cabin, rear and side walls
- Lockable cabin, 1 x 2 m
- Signet board with lettering of your choice (two signet boards on corner stands)
- Furniture comprising 4 chairs, one table and one sideboard (equipment may vary from illustration)
- 1 Waste paper basket
- 1 coat rack
- Power connection (220 V/1 KW)
- 1 HQI spot per 4 sqm stand area, incl. power consumption and electric supply

# SERVICE FOR YOUR TRADE FAIR SUCCESS

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## SPECIAL SUPPORT



## SUPPORTED BY



Food Processing and  
Packaging Machinery



# interpack alliance

MADE FOR TOMORROW





# upakovka

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23<sup>TO</sup>26 JANUARY 2018  
**MOSCOW**

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**CHECK-IN  
NOW!**

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