



# upakovka

PROCESSING & PACKAGING  
25<sup>TO</sup> 28 JANUARY 2022

## MOSCOW

MEMBER OF INTERPACK ALLIANCE

POST-SHOW  
REPORT  
2020

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

SUPPORTED BY:



GLOBAL  
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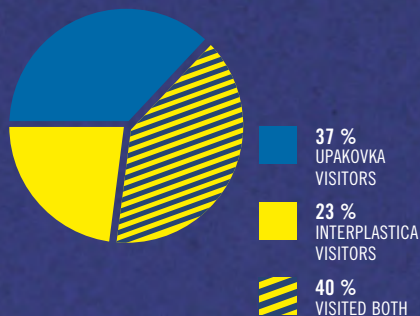
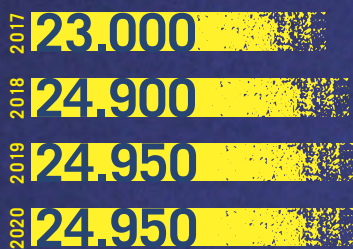


Messe  
Düsseldorf

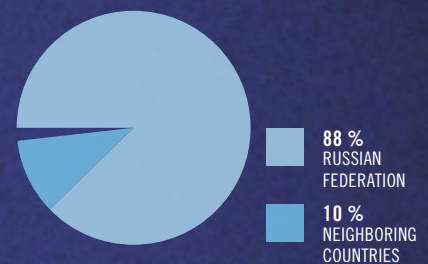


# UPAKOVKA 2020: OUR VISITORS

NUMBER OF VISITORS:



PLACE OF RESIDENCE:



## AND WHAT THEY SAY

**85 %**

OF THEM ARE INVOLVED IN  
PURCHASING AND/OR DECISION MAKING

**94 %** OF THE VISITORS ARE  
OVERALL SATISFIED WITH THEIR  
VISIT IN 2020

**52 %**

OF THEM ARE SENIOR EXECUTIVES  
AND HIGHER LEVEL

**90 %** OF THE VISITORS SEE A  
CLEAR BENEFIT OF VISITING UPAKOVKA IN  
COMPARISON WITH OTHER THEMATICALLY  
RELATED TRADE FAIRS IN RUSSIA

**93 %**  
RECOMMEND A VISIT

# EXHIBITORS SAY\*

**72%** ... ARE SATISFIED WITH THE TOTAL NUMBER OF VISITORS

**89%** ... ARE SATISFIED WITH REACHING THEIR RELEVANT TARGET GROUPS

**91%** ... ANTICIPATE FOLLOW-UP CONTACTS

**81%** ... SEE A BENEFIT IN PARTICIPATING IN COMPARISON WITH OTHER TRADE FAIRS IN RUSSIA

**89%** ... ARE SATISFIED WITH THEIR PARTICIPATION IN GENERAL

**85%** ... IMAGINE TO PARTICIPATE AGAIN IN 2021

## NUMBER OF EXHIBITORS:



## NUMBER OF SQM:



**JULIANE DORN,  
GLOBAL COMMUNICATIONS EUROPE,  
EASTERN WORLD, AFRICA CORPORATE  
COMMUNICATIONS, KRONES AG:**

"The exhibition was good for us and for our clients, we have the possibilities to discuss the open questions and the future projects. We presented our department for production of retrofitting for the preforms. The exhibition is very well known between our clients and it does the possibility to speak with many of them in a short time interval."

**ALEXANDER FILIPPOV,  
CUSTOMER SERVICE MANAGER,  
ROVEMA:**

"At the booth, we actively engage with our customers – both existing and prospective. In total, the fair satisfied our expectations, we have been its regular participants for many years."

**DENIS LOGACHEV,  
DIRECTOR, VA SYSTEMS MOSCOW BRANCH:**

"We have a wide range of various equipment, we always bring it to the fair, and this time is no exception. At upakovka, we focus on labelling and marking equipment. That is why at our booth we are presenting ink injectors, laser equipment, thermal transfer equipment, labelling machines. The impression of the fair is positive; the number of visitors compared with a year earlier is about the same. We have a good walkthrough place, and on the first two days, there were many visitors."



# EXHIBITION PROFILE 2022

- 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

## EXHIBITION ORGANIZER

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**(for Italian exhibitors only)**  
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## SPECIAL SUPPORT



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