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Press

upakovka and interplastica 2020: Russian Market Back on Track

Forum programmes at upakovka proved very popular

At the last edition of the trade fair duo comprising interplastica, International Trade Fair for Plastics and Rubber and upakovka – Processing & Packaging, there were already signs that the Russian market was moving out of the trough again – at least for the packaging and related processing industry as well as for the plastics and rubber industry. At this year's editions of the two trade fairs held at the Central Exhibition Complex Expocentre in Krasnaya Presnya from 28 – 31 January there were clear indications of stabilisation. A total of 937 exhibitors from 40 countries attracted approx. 24,950 visitors, mainly from Russia and the neighbouring states. The mood in the halls was good and exhibitors praised the high quality of leads.

As a member of the interpack alliance upakovka, with its ranges in the packaging and related processing industry, addresses the target groups, food, beverage, confectionery, bakery, pharmaceuticals, cosmetics, non-food and industrial goods. The food industry is one of the most important manufacturing industries in Russia and of high strategic relevance. Since the start of the food embargo this industry has experienced stable growth and boasts high added value. Russia continues striving to support the increase in domestic production to counteract the dependence on imports of some products. In late 2019 the Russian President Vladimir Putin therefore adopted a “food doctrine” that stipulates further increases in the self-sufficiency rate for the most important staple foods.

Strong Demand for High-Quality Foods

Demand especially for high-quality foods as well as for convenience and fast-food products continues to be high although the current weak developments in purchasing power are holding back sales. According to the VDMA, the sale of pre-packed foods was up by 1.2% in 2019 against



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Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



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the previous year rising to 31.3 m tons. Market researchers expect demand to pick up again and rise to just under 6% in total to reach 33 m tons by 2024. Above-average growth rates are expected especially for ready-meals, baby foods, breakfast cereals, savoury snacks, high-quality chocolate products as well as sweet pastry goods and snack bars.

Bottled Water und Functional Beverage Trending

The growing health and wellness trend is impacting demand for soft drinks. Bottled water and functional and enhanced beverages are trending. In 2019 sales of soft drinks stood at just under 14 billion litres and are expected to go up by 14% by 2024. Disproportionately high growth is expected for bottled water but also for energy drinks. upakovka 2020 was therefore already supported by the associations Russian Bottled Water Producer Union (BWPU) and Russian Union of Producers of Soft Drinks and Mineral Water (UPSD) in the run-up to the event.

To meet the consumer demand for high-quality and innovative products, the Russian food and beverage industry continues to invest in expanding its production capacities – and they find the matching suppliers and solutions at upakovka. As before, the most important supplier of modern processing and packaging technology to the Russian industry is Germany. Upakovka 2020 again showed that machinery “Made in Germany” is in high demand: German exhibitors were satisfied with the results of the trade fair and expected predominantly good post-fair business, said VDMA, the German Engineering Federation. Over the first 11 months of 2019 German manufacturers exported food machines and packaging machines worth EUR 324 million to Russia.



Unabated Interest in innovationparc Forums

Since upakovka has been organised under the umbrella of the interpack alliance the special theme “innovationparc” – adapted from the interpack trade fair in Düsseldorf – has formed an integral part of the ranges in Moscow. As early as 2019 the programme of the innovationparc forum had generated such interest that it was already extended to include a second stage running concurrently with the first. This year the high



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number of participants once again pointed to even greater levels of interest. As the event kicked off, the SAVE FOOD theme played a pivotal role. Involving the FAO plus experts from government organisations as well as research institutes the forum under the heading “From Food Loss to Circular Economy” dealt with sustainability and the opportunities for a corresponding food production. The contribution made by the packaging sector and related industries all geared to the circular economy and recycling was discussed in the slot “Circular Economy in the Area of Packaging – Expectations and Reality” with a view to various materials. The Russian government placed this topic on the agenda last year to especially address the general problems of disposing household waste in the country. The recycling rate of currently about 7% is to be increased to 36% in 2024. The level of interest taken in the talks delivered was therefore correspondingly high. Topics, trends and problems related to the beverage sector were covered in the session “Beverage Industry and Bottling Technologies – Global Initiatives, Challenges and Opportunities”. In this session supported by the UPSD association experts shed some light on different packaging types and new technologies for producers of soft drinks and other fast-moving consumer goods. Finally, the session “Packaging Market Current State and Development Prospects” covered the global packaging market and local trends.



“innovationparc has increasingly developed into a key attraction and special hot spot at upakovka where the exchange on trending and future themes in the industry is centre stage. Precisely this spirit is what a quality trade fair is all about,” rejoices Bernd Jablonowski, Global Portfolio Director Processing & Packaging at Messe Düsseldorf.

The next upakovka in Moscow will be held from 26 to 29 January 2021 – again in parallel with interplastica. For more information go to www.upakovka-tradefair.com or contact Messe Düsseldorf GmbH, Ms Lena Maria Brümmer by telephone on: 49 211/4560-7781 or e-mail at: BruemmerL@messe-duesseldorf.de.

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Exhibitor Statements on upakovka 2020

Rovema, Alexander Filippov, Customer Service Manager

At the booth, we actively engage with our customers – both existing and prospective. In total, the fair met our expectations, we have participated regularly for many years now. (...)

AURORA PACK ENGINEERING LLC, Alina Eliseeva, Marketing Manager

What really swayed our decision to participate in upakovka 2020 was the scale of the event. The negotiations were successful. The exhibition was attended by many potential customers. Of course, participation in the exhibition was productive. I would especially like to note the work of the technical team and the competent organisational support throughout the exhibition. Great footfall. (...) Our company is interested in participating at upakovka 2021.



VA Systems Moscow Branch, Denis Logachev, Director

We have a wide range of varied equipment, we always bring it to the fair, and this time is no exception. At upakovka, we focus on labelling and marking equipment. (...) The impression of the fair is positive. (...) We have a good location with lots of footfall, and on the first two days there were many visitors. (...)

KRONES AG, Juliane Dorn, Global Communications Europe, Eastern World, Africa Corporate Communications

The exhibition was good for us and for our clients, we have the opportunity here to discuss open questions and future projects. We presented our production department responsible for retrofitting the preforms. The exhibition is very well known among our clients and it gives us the chance to speak with many of them within a short timeframe. (...)



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AETNA GROUP, Egor Kazachkovsky and Sergey Mashentsev, Sales Managers

Our booth demonstrates a semi-automatic stretch film wrapper. This year AETNA GROUP has finalised the development of full-cycle automatic packaging. (...) Here in Russia we make our participation worthwhile by communicating with customers: trying to understand what they currently need, what is in demand, even with small production companies because who knows what they will turn into tomorrow. For their part, customers can also get to know us, we get acquainted, and this also provides good prospects.

OMET Representative Office in Russia, Alexander Romashov, Sales Director

We are pleased with the results of the fair and anticipate being able to commercialise our contacts. After all, OMET has a very wide range of printing and processing equipment from printing self-adhesive film to cardboard and flexible packaging. (...)



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Russkaya Trapeza Moscow Branch Office, Igor Medvedev, Director

At this fair, we are presenting two of the most in demand types of equipment (...). upakovka kicks off the year and allows us to get into the swing of things: meet old customers and advise new ones on equipment. As for the results, upakovka 2020 is interesting in that while it does not boast heavy customer flows like some other, larger trade fairs, the quality is good here. If visitors come and show interest in something, you sense this is a conscious decision.

SIG Combibloc, Anna Avchuknova, Marketing Manager

This is our first time participating at the fair. We were primarily interested in the business programme because it seemed extensive and relevant. (...) SIG Combibloc manufactures equipment for the aseptic filling of liquid foods and aseptic cardboard packs, and we decided to assess upakovka's relevance to the food and beverage industry, since there is currently no platform for exploring packaging innovations specifically relevant to the foodstuffs market. At the fair, we did not just work at the booth but also



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took part in the business programme where we spoke of ecological innovations. (...)

PACKLAND, Vladislav Khasanov

upakovka is an international event seeing a significant rise in exhibitor and visitor numbers. Various cardboard packaging options were presented at our booth. There were enough visitors, so we plan to participate in 2021.

Keramik Makina, Tolga Sertel, Sales Engineer

Generally, we were satisfied this year, more than last year and yes, we'll be participating again next year! (...)

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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), swop (Shanghai World of Packaging), pacprocess India/indiapack and food pex India (Mumbai, New Delhi), pacprocess Middle East Africa (Cairo), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). 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.