



June 2008, Milan.

### **IPACK-IMA 2009...the news**

High international interest, a prestigious president and record prospective for the 2009 edition of **IPACK-IMA**, which will be part of the "cosmic event", four synergic events for the first time on schedule at the same time and place at Fiera Milano from March 24<sup>th</sup> to 28<sup>th</sup> 2009.

A little over 10 months from the official opening, the international exhibition for packaging, food processing and logistics technology and materials can already boast record figures: over 800 exhibiting companies, 60% of available exhibiting space already booked and new exhibitors reaching 23%. The comparison with the 2006 edition shows a relevant increase in subscriptions (+33%) and twice as many international participants.

The head of this edition of IPACK-IMA, expected to make a new record in the exhibition's history is Mr. Bauli, an internationally renowned businessman, president of Bauli Spa, a leading company in bakery products. The organizers' choice exemplifies the two souls of IPACK-IMA: Packaging, the traditional one, is a strategic segment for any industry facing global markets every day; and food processing, with particular reference to "grain-based food", for which IPACK-IMA is internationally renowned.

Everything is in place for the great success of this show at the exhibition center in Milan, which will host three more exhibitions in co-location with IPACK-IMA 2009, - Grafitalia, Converflex and Plast – which ensure important synergies and will create an international "cosmic event" like no other in the world, a first taste of the Expo 2015, based at Fiera Milano and focused on food and nutrition.

### **FAO Convention**

IpacK-Ima 2009 will be hosting an important international conference on the subject "More Technology, Quality and Safety, less world hunger".

The event is on schedule for Wednesday March 25th in the FieraMilano Auditorium, Rho-Pero (Milan), where IPACK-IMA 2009 will also be taking place.

The conference has the objective to highlight the crucial role of technology in the fight against world hunger.

As of today, it is estimated that the loss of crop after harvest in emerging countries could amount to 60% of production and to 20%-40% of the total value of wheat harvest. This is one of the causes for 923 million people not having enough to eat. Technological innovation in these countries can strengthen the food industry, help reduce waste, ensure food safety and increase social development through an economic model based on agro-business.

The event is supported by the Ministry for Food and Agricultural Policies, the Ministry for Economic Development and of the UN agencies involved in the fight against world hunger: FAO, WFP, UNIDO.

## Interpack

The world looks onto IPACK-IMA 2009 with particular interest. This is largely due to the presentation of the exhibition that took place at interpack 2008, Düsseldorf, this year's reference event for packaging technology. IPACK-IMA 2009 has been presented at a Ferrari-red stand by the Entrance North, a location enjoying great visibility which attracted a great number of qualified industry professionals – both potential visitors and exhibitors – exceeding the best expectations. The press conference presenting IPACK-IMA 2009 was attended by 80 journalists and representatives of international trade associations; the 2009 edition was formally introduced by Ipack-Ima Spa CEO Guido Corbella with a speech by Fiera Milano sales manager Roberto Foresti. The soirée dedicated to IPACK-IMA's business community scheduled at Park Hotel Steigenberger, a prestigious location in Düsseldorf, was also a great success, with a predominance of international guests (over 200) and featuring the participation of businessmen and professionals from all over the world, mostly from China, India, Latin America, Japan and USA besides many European and Italian guests.

### A "Cosmic event"

The "cosmic event" in 2009 will be a rehearsal in view of the Expo 2015.

IPACK-IMA can be rightly considered the first step towards this great event taking place in the next decade at Fiera Milano for its outstanding role in the food processing industry and for its exceptional content (not only technology). The exhibition facilities of Fiera Milano will be tried out by a great happening that will include three international exhibitions: Grafitalia, Converflex and Plast, focusing on topics, technology and products with strong synergic bonds. The "cosmic event" in March 2009 at Fiera Milano is certainly bound to magnify the exceptional power of attraction exerted by IPACK-IMA, the reference trade exhibition for Europe and the Mediterranean Basin, a geo-economic area including 900 million consumers. The market is worth around 8 billion euros for packaging machinery manufacturers; Italy alone absorbs 800 million euros' worth of investment on technology every year, and its domestic food industry accounts for 13% of the European total. Thanks to the co-location of the three exhibitions and to synergies with other events, IPACK-IMA 2009 is expected to exceed the results obtained in the 2006 edition: over 50,000 visitors, 27% of which from international countries.

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