



**interpack  
alliance**

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**Press release**

## **Indian interpack alliance trade fairs well-established in New Delhi**

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### **Increase in visitors at pacprocess India, food pex India and the parallel drink technology India trade fair**

*The second edition of the combined interpack alliance trade fairs pacprocess India, food pex India and the parallel drink technology India trade fair organised by Messe München was well received by visitors. Every year, the trade fair trio alternates between event locations Mumbai and New Delhi and is accompanied by an extensive conference programme.*

9,925 visitors came to the Pragati Maidan exhibition centre in New Delhi from 12 to 14 December – around 2,000 more than attended the debut in India's capital two years ago. 201 exhibitors presented their offerings across a total of 11,400 square metres (gross).

At the second Packaging Design, Innovation and Technology conference (PDIT2), 35 speakers offered visitors a substantial wealth of knowledge. The topics ranged from packaging design and sustainability to smart packaging. India is also affected by the growing pressure on the industry to ensure packaging is recyclable and reusable. At the same time, the food industry benefits from more sustainability thanks to the increasing use of packaging that extends shelf-lives, reduces food waste and increases food safety. PDIT2 aspired to provide sound information on each topic and to avoid superficial sales presentations. The conference was organised by IPP Star in cooperation with the Active & Intelligent Packaging Industry Association (AIPIA) and in its second year, PDIT2 was held in New Delhi for the first time.

“In combination with the conference offer, the consortium of pacprocess India, food pex India and drink technology India, which is organised by our colleagues at Messe München, represents a unique knowledge and



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business platform for the industry in India. The alternating locations Mumbai and New Delhi ensure ideal market coverage for the subcontinent,” says Bernd Jablonowski, Global Portfolio Director Processing & Packaging at Messe Düsseldorf in summary.

pacprocess India and food pex India take place annually in combination with the drink technology India trade fair by Messe München. Connecting the three trade fairs offers benefits for exhibitors and visitors alike, as the shared location allows them to exploit synergies: Combined under one roof, the trio presents the entire range of packaging and associated processes (pacprocess India), food and confectionery processing and packaging (food pex India) as well as beverage, milk and liquid food technologies (drink technology India). This in turn makes this trio the leading event in the region.

pacprocess India and food pex India are supported by a wide range of associations, some of which are national, among them the Authentication Solution Providers’ Association – ASPA, the Plastics Machinery Manufacturers Association of India – PMMAI, The All India Glass Manufacturers’ Federation – AIGMF, the Trade Promotion Council of India – TPCI, and the Indian Paper Corrugated & Packaging Machinery Manufacturers’ Association – ICPMA. International associations are also involved, among them the VDMA, the Metal Containers Manufacturers Association – MCMA, Flexible Packaging Europe, the Istanbul Chemical & Chemical Product Exporters’ Association – IKMIB, the Global Aluminium Foil Roller Initiative as well as amec envasgraf and CCPIT.



This year, the trade fair trio pacprocess India, food pex India and drink technology India will take place at the Bombay Exhibition Centre in Mumbai from 9 to 11 December 2020.

**23 January 2020**



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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.



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