

IPACK-IMA bets on Fresh Food

The exhibition's reputation and reach grow.

The 2015 (19-23 May) edition is set to be a major one for IPACK-IMA. The exhibition is evolving, strengthening its ties with and focus on the 9 business communities, i.e. the target markets for the technology on display at the show.

IPACK-IMA and its co-located shows are expected to take up nearly all of Fieramilano's capacity. The event is expected to bring 2,500 exhibitors and 100,000 visitors. Following a tradition of prominent Chairmen who are also key figures in the industries represented at the show, IPACK-IMA's chairman for 2015 is Marco Pedroni, chairman of Coop Italia, following Alberto Bauli in 2009 and Paolo Barilla in 2012.

There is some important news in store for next year. Besides Grain Based Food a major strength of the show, which is the world's leading event for dry pasta technology – IPACK-IMA will showcase technology for the fresh food industry. The exhibition will introduce three 'vertical' exhibitions specializing in meat processing - MEAT-TECH; fruit and vegetables - FRUITECH; and dairy technology - DAIRYTECH.



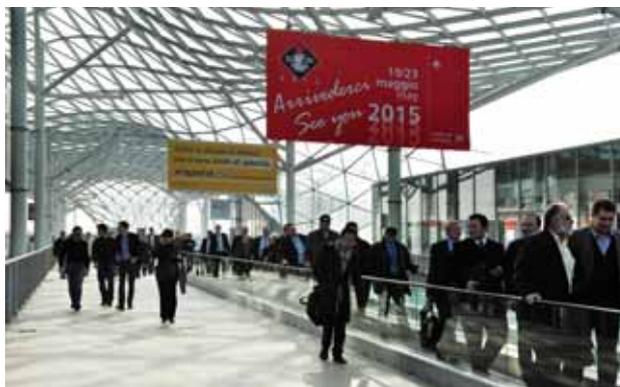
The exhibition halls will give extensive room to one of the liveliest sectors of the food and distribution industry, faced with new consumption habits. Fresh food requires new, specific packaging and packaging technology, which finds its perfect showcase at IPACK-IMA.

The opportunities created by the next edition of IPACK-IMA will be further increased by the joint staging with Converflex, Grafitalia and Intralogistica Italia the latter in partnership with Deutsche Messe. It is going to be the world's most wide-ranging, comprehensive display for processing, packaging, converting, printing and logistics.

This concentration of exhibitions with four major international shows and three vertical events dedicated to specific industry sectors creates a unique ensemble that is unparalleled in the world for its all-comprehensive display of interconnected sectors spanning across the entire supply chain. A one-off chance for visitors to get a complete overview of top-level technology in four strategic, synergic industries and to focus on three high-growth segments with IPACK-IMA's vertical shows.

This multi-layered event will debut in 2015 and will be repeated every three years with the same format.

To top off this extraordinary event, the shows will be held in conjunction with the EXPO 2015, whose grounds adjoin



the Fieramilano exhibition complex. The theme of the Expo is "Feeding the Planet - Energy for Life", strongly connected to IPACK-IMA. Buyers will have the unique chance to visit four international exhibitions plus the 143 national and thematic pavilions of the Universal EXPO.

IPACK-IMA's international reputation is testified by the partnership with UNIDO and the UN Food Agencies. The organizations, together with the Expo, collaborate in organizing the convention "Processing & Packaging Innovation for a Sustainable Development" scheduled on May 20th 2015. The main issue under discussion is sustainability, the leitmotiv of all side events to the 2015 shows. This is the third edition of IPACK-IMA to enjoy the prestigious partnership with the UN, which started in 2009 with the convention "More technology, safety & quality, less hunger" followed in 2012 by the international symposium "Enhancing Food Safety and Food Security in African Countries. Packaging & Processing Technologies from the Farm's Gate to the Consumer Table". ♦