

Owners of **PACK EXPO** and **Anuga FoodTec** announce strategic partnership



Partnership Promotes Packaging & Processing Solutions Globally

PMMI: The Association for Packaging & Processing Technologies, which owns and produces the PACK EXPO family of trade shows, and Koelnmesse GmbH, organizer of trade fairs including Anuga FoodTec, are joining forces to promote their packaging and processing industry events.

"It's rare to find a company that does business on one continent, let alone in a single nation, anymore. By working with Koelnmesse, PMMI will help our exhibitors and attendees fully realize the possibilities that are available globally," says Charles D. Yuska, president & CEO, PMMI. The agreement allows for promotional support and exhibiting at select events for each group. Koelnmesse will add to marketing efforts for PMMI's PACK EXPO International, PACK EXPO Las Vegas and EXPO PACK México, and PMMI will do the same for Koelnmesse's Anuga FoodTec, ProSweets Cologne and International FoodTec India.

"By exhibiting at each other's shows, PMMI and Koelnmesse will support their own events, and more importantly, will



provide insight companies considering expansion in North America, Europe and India, need," says Dietmar Eiden, Vice President Trade Fair Management Koelnmesse GmbH. "This collaboration,

like the shows themselves, will allow attendees to come away with a broader picture of global factors impacting packaging and processing operations," states Eiden.

"No matter where a company falls along the packaging and processing supply chain, it's a small world that's getting smaller all the time," adds Yuska. "Attendees to Koelnmesse's events are dealing with many of the same issues as PACK EXPO attendees. Food safety, sustainability and efficient use of resources are critical up and down the supply chain, regardless of where you live or work." ♦

The agreement will be in place through 2018. Specific events covered will be:

PACK EXPO Las Vegas (Las Vegas, Nevada, U.S.) www.packexpo.com

EXPO PACK México (Mexico City, Mexico) www.expopack.com.mx

PACK EXPO International (Chicago, Ill., U.S.) www.packexpo.com

Anuga FoodTec (Cologne, Germany) www.anugafoodtec.com

ProSweets Cologne (Cologne, Germany) www.prosweets-cologne.com

International FoodTec India (Mumbai, India) www.foodtecindia.com