



**interpack
alliance**

MADE FOR TOMORROW

Presse

Press

WPO and other associations support pacprocess Tehran

Special area “iCarton” for manufacturers of carton and corresponding packaging media

pacprocess Tehran, whose debut will be celebrated at Iran’s most state-of-the-art exhibition centre, Shahr-e-Aftab (Exhibiran International) from 12 to 15 October, cooperates exclusively with the World Packaging Organisation (WPO) in the region. As part of its partnership with the interpack alliance the WPO supports the Iranian government and establishes contacts with local organisations. Just as it does with its member organisation, the Iranian Institute of Packaging, which is now also a partner of pacprocess Tehran.

The special area “iCarton” will be implemented together with the concurrently held IPAP Printing & Packaging Expo, which forms part of the product family of Düsseldorf’s leading international trade fair drupa – no.1 for printing technologies. It addresses the producers of carton and corresponding packaging media. Acting as a local partner is the Iranian Cartons Packaging Manufacturer Association.

pacprocess Tehran is organised in cooperation with the Iranian organiser BRP and addresses companies from the packaging industry and related process industries across the entire value chain. It caters to the target groups of food and beverages, pharmaceuticals and cosmetics, confectionary and bakery, consumer and capital goods as well as to the providers of packaging media, packaging materials and the corresponding manufacturing technology. Supporters include the Italian Packaging Machinery Manufacturers’ Association UCIMA, the Spanish Packaging



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 The global
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Öffentliche Verkehrsmittel:
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Bus 722: Messe-Center Verwaltung



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and Printing Machine Manufacturers' Association AMEC envasgraf as well as the Flexible Packaging Europe association (fpe). Held in parallel is "components – Special Trade Fair by interpack". Targeting upstream suppliers of packaging and process technology as exhibitors, it has already proven its worth at interpack in Düsseldorf. Also held in addition to this will be the iFood Expo, an already well-established trade fair in Iran.

24 August 2017

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), food pex (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), pacprocess India/IndiaPack and food pex India (Mumbai, New Delhi), pacprocess Tehran (Tehran), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). The Chinese events are held together every two years as the Shanghai World of Packaging (swop). 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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