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Registration Window for upakovka 2018 Now Open

After successful premieres this year: special shows innovationparc and SAVE FOOD once again to be part of the trade fair in Moscow

Interested companies can now register for upakovka 2018, to be held at AO Expocenter Krasnaja Presnja in Moscow from 23 to 26 January 2018. Exhibitors already signed up for the coming trade fair include Sollich, Kronos, Konica Minolta, TMI and Comexi. There will once again be an official German federal participation in 2018 with a registration deadline of 22 September of this year.

Despite the current political climate Russian food production is expanding and both Russian and international companies are continuing to invest in setting up and developing local production capacities. The resulting upswing at the last edition of upakovka with considerable rises in visitor numbers and satisfied exhibitors is now impacting companies' general registration behaviour: there is a clear trend towards enlarged stands.

As part of Messe Düsseldorf's international interpack alliance, upakovka benefits from the successful and established special themes at interpack as the world's most important event in the packaging sector and related process industries. For instance, the last upakovka saw the innovationparc celebrate its highly regarded premiere. The forum for this parc was very well attended on all days of the trade fair with trade visitors appreciating this opportunity to gather information on selected innovations and discuss creative and future-oriented packaging solutions. The focus at the forthcoming innovationparc, like the special theme at interpack 2017, is the topic of Industry 4.0. It generated a great deal of interest in Düsseldorf. Visitors in Moscow can now expect application examples of solutions from



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the packaging machinery and process technology sector that open up new dimensions in terms of safety, tracking, protection against copying and plagiarism as well as custom packaging. The area of the special show organised in collaboration with the food processing and packaging machinery association within the German Engineering Federation (VDMA) is set to grow in size compared with last year.

Also part of the supporting programme again – after the launch of the initiative in Russia at the last upakovka – is the special topic SAVE FOOD featuring a presentation of new projects on the first day of the trade fair (23 January). The Russian office of the United Nations Food and Agriculture Organisation (FAO) headed by director Eugenia Serova invited high-ranking representatives from ministries and industry to the 2017 premiere to focus on food loss and waste in Russia and to present solutions. Amongst others, the Dairy Union of Russia and the Food Bank “Rus” joined the SAVE FOOD initiative. The programme for SAVE FOOD at upakovka 2018 is currently under preparation.



Exhibitors can register for upakovka 2018 at www.upakovka-tradefair.com. The contact person at Messe Düsseldorf is Malte Seifert (email: SeifertM@messe-duesseldorf.de, Tel.: +49 211 4560 417).

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