

interpack 2023



Exhibitors total	2,728	Net space total (sqm)	176,598
Exhibitors Germany	532	Net space Germany	5,529
Exhibitors other countries	2,196	Net space other countries	119,069
Number of countries	61		

Visitor data from registry:

Visitors total	142,060
From Europe	70%
- Germany	26%
- Other Europe	44%
From Non-European countries	30%
- Asia	16%
- America	9%
- Africa	4%
- Australia/Oceania	1%
Number of countries	156

Visitor data from registry:

TOP 10 visitor countries	
<i>(Basis: all foreign visitors)</i>	
Italy	8%
Netherlands	8%
Turkey	5%
Spain	4%
India	4%
Belgium	4%
Japan	3%
United Kingdom	3%
Poland	3%
USA	3%

658 accredited journalists from 44 countries

PROCESS AND PACKAGING

Dusseldorf, Germany

4. - 10. May 2023

www.interpack.com

VG-GE-MAFO/June 2023

Quality and structure of trade visitors

Based on the results of 3,194 interviews with trade visitors during interpack 2017 conducted by means of the Computer-Interview-System

Area of responsibility*	Economic sector*	Reasons for visit
General management	Food industry	<i>(Several answers possible)</i>
Research and development, design	Pharmaceutical Industry	New developments/trends
Manufacture, production, quality control	Industrial goods	Identifying new suppliers/business partners
Sales, distribution	Plastic goods production	Contact to existing suppliers/business partners
Buying, procurement, purchasing	Confectionery/Bakery Industry	Initiating purchase decisions
Maintenance, repairs	Paper-, paperboard-, cardboard-processing, printing	Purchase/Order
Marketing, advertising, PR	Consumer goods industry (non-food)	
Logistics: material management, storage/warehouse, transport	Cosmetics Industry	Interest in product ranges
Other	Beverage Industry	<i>(Several answers possible)</i>
	Other industries	Processes and machines for the packaging of: food, drink, confectionery/bakery industry, pharmaceuticals/cosmetics, consumer goods (non-food), industrial goods
Occupational position	Technical/specialist retail trade	Packaging materials, packaging means
Top-Management	Retail trade (Food/Non Food)	Processes and machines for the production of packaging
Middle-Management	Other trade	Packaging Printing
Low-Management	Services	Services for the packaging industry/the confectionery goods industry
	Skilled trade	
	Other	
Decision-making powers	New suppliers were found	
Decisively	Yes	
Contributory		
In an advisory capacity	Overall assessment	
No influence	Satisfied	
	Recommendation	
	Yes	

*Difference to 100% = Pupil, student, not employed (3%)

Visitor data refer to interpack + components



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