



Press release  
Poznań, 16.12.2010r.



## FRESH WAYS OF PACKAGING

The PAKFOOD Food Industry Packaging Fair matches the needs of the manufacturers and buyers of packaging, perfectly supplementing the offer of the TAROPAK International Trade Fair of Packaging Technology and Logistics organized biennially. The third edition of the meeting of the food packaging sector will be held on 12-15 September 2011 at the Międzynarodowe Targi Poznańskie.

### The dynamic development of the food and packaging industries

Over 65% of packaging is intended for food industry. The global demand for food packaging such as plastic containers and bags will increase in the coming years by 3.8 percent per year and in 2013 it will generate \$115 billion. Changes in consumer behavior, new technological developments and growing interest in sustainable development of the market have had an impact on the current trends in the field of food packaging.

The increasing consumer demands, as well as stricter rules for food manufacturers, urge them to implement technological innovation in food packaging, taking into account the highest standards of hygiene and environmental protection. Highly specialized equipment for the processing and packaging of food, and modern filling and distribution systems of thermo-sensitive products, high level of automation equipment, advanced software are all the exemplary elements in the production of packages that provide the best quality of the packaged food products. This in turn translates into increased confidence among its customers and building a strong brand. The Poznań PAKFOOD Trade Fair is a response to the increased demand of the market for innovative solutions in the field of food packaging and is an arena for the presentation of the global trends in designing and manufacturing packaging for the food industry.<sup>1</sup>

### PAKFOOD 2009

The second edition of the PAKFOOD Trade Fair in 2009 was attended by the exhibitors from 14 countries (the Czech Republic, Denmark, France, Germany, Sweden, Switzerland, USA, UK, Italy) who presented in Poznań the latest packaging solutions for various sectors of the food industry. The offer of the exhibitors at the PAKFOOD Trade Fair accompanied by the simultaneous Polagra-Tech Polagra-Food and Gastro Trendy fairs was visited by over 25 000 visitors from around the world. The fair attracted 300 accredited journalists representing specialist trade magazines and daily newspapers (national and local ones), which was reflected in numerous reports from the trade shows.

### Presentation of the most important areas in the food packaging sector

The PAKFOOD Fair 2011 will be an opportunity to meet a group of professionals interested in establishing business cooperation with companies that offer a wide range of innovative products and services for the food packaging industry, i.e.:

- **Packaging:** raw materials and semi-finished products for manufacturing of food packaging, packaging materials, ready-made food packaging and additional packaging resources, package design
- **Machines:** packaging machines and devices, package manufacturing machines, marking and label ling machines, packaging machines design
- **Technical consulting**

### Professional visitors

Multidisciplinary presentation of the exhibitors will be accompanied by the extensive program of the events aimed at professionals in the industry. These include, among others the representatives of the companies, manufacturing plants and trading companies, such as manufacturers of food products and beverages, wholesalers of grocery and food packaging, representatives of meat, fish, fruit and vegetable processing and commercial chains.

<sup>1</sup> Quoted in "Nieuustraszeni. Nowe wyzwania dla producentów opakowań spożywczych", in: Packaging POLSKA. Magazyn dla nowoczesnego przemysłu opakowaniowego, Issue 11/10.

### **Arena of technological innovation**

The PAKFOOD is a valuable forum for presenting the latest packaging solutions and technologies, which have their premiere at the trade show in Poznań. A complete list of new products exhibited at the fair will be extensively promoted, e.g. in a guide to new products and on the organiser's website at [www.pakfood.pl](http://www.pakfood.pl)

### **Substantial compendium of knowledge**

The PAKFOOD 2011 Trade Show also provides many opportunities to learn about the condition of the industry and exchange the experience at numerous conferences and thematic seminars, as well as demonstrations, competitions and exhibitions held in special areas, organized in collaboration with industry partners. In addition to the presentation of new technologies, the extensive program of events accompanying the exhibition of the exhibitors is a magnet attracting a large group of professionals to Poznań.

### **The profitable effect of synergy**

An additional advantage of the PAKFOOD Trade Fair is a synergy effect that takes place at the same time as the largest food industry trade fair in this part of Europe: POLAGRA-FOOD International Food Product Trade Fair, GASTRO TRENDY International Trade Fair of Catering and POLAGRA-TECH International Trade Fair of Food Processing Technologies, which all provide an opportunity to meet packaging manufacturers and food producers.

### **The MTP's most valuable trophies - Gold Medal, Acanthus Aureus**

Traditionally, the contest for the Gold Medal for the best product, characterized by innovative solutions and high quality, and the competition for Acanthus Aureus awarding the stands which are best designed and prepared to execute the company's marketing strategy will be decided during the fair.

**We encourage you to visit [www.pakfood.pl](http://www.pakfood.pl)**

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