



Poznań, 26th August 2011

PRESS BULLETIN

## FRESH WAYS OF PACKAGING

**In the face of growing food shortages the importance of packaging as a means of protection against food deterioration and rational utilization of food resources is hard to overestimate. The best answer to increased market demand for modern solutions in the area of food packaging is PAKFOOD Fair – its 3<sup>rd</sup> edition takes place on 12<sup>th</sup> to 15<sup>th</sup> September 2011 at Międzynarodowe Targi Poznańskie.**

### Europe's lead packaging market

For over 20 years Poland has been one of Europe's biggest packaging markets and now it represents 1.3% of world packaging market. In 2010 domestic per-capita consumption of packaging amounted to EUR 157 in value-based approach. The food industry utilizes modern means of production and state-of-the-art technologies. Thanks to that Polish packaging market develops very rapidly and has an extensive potential. Total tonnage of produced packaging increased from 1,3 m tonnes in 1998 to 4,1 m tonnes in 2010 reaching the growth rate of over 300%, which was conducive to development and modernisation of production potential. This is why the offer of packaging industry located in Poland is fully competitive on the foreign markets. Currently the packaging industry in Poland consists of approximately 7 thousand companies including 4,3 thousand of those who matter on the market.

### Progress in branch of food packaging

Taking into consideration that over 65 % of packaging is designed for food industry and the world demand for food packaging will grow in the next years by 3.8% annually, and in 2013 it will amount to \$115 billion, we can say that the PAKFOOD Fair fits in the needs of food packaging producers and consumers, and completes the offer of the 2-year cycle of TAROPAK International Trade Fair of Packaging Technology and Logistics. The branch of food packaging has been achieving constant progress due to the growing demands in the area of food consumers' safety which result from direct contact of packaging material with the packed product. At the time of growing world food shortages solutions which prolong the shelf-life of food products gain importance and the Polish packaging producers answer efficiently to this new challenge. This segment is extremely prospective for the development of the whole branch.

### Synergy of branches

An additional advantage of PAKFOOD Fair is the effect of synergy with the biggest – in this part of Europe – food fairs of an excellent reputation which take place at the same time: POLAGRA-FOOD International Trade Fair for Food, GASTRO TRENDY International Trade Fair For Gastronomy and POLAGRA-TECH International Trade Fair of Food Processing Technologies, which constitute the most comprehensive business and marketing platform for all enterprises operating in the food industry – from production technology, to finished products, to packaging and logistics of food products. From 11<sup>th</sup> to 14<sup>th</sup> September Tastes of Regions Trade Fair takes place as well as the most important event for animal breeders – 25<sup>th</sup> National Breeding Animals Exhibition. The exposition of this year's events will occupy the whole exhibition area of MTP.

### **Polish food gets the whole Europe talking**

Polish food enjoys a good reputation in the whole of Europe. The potential of Polish food industry, although noticed abroad, has not yet been fully turned into international commercial success. The Polish presidency of EU is a fantastic opportunity to change it. The meetings at MTP will be conducive to noticing of the Polish potential and will tighten the collaboration in the international arena. At invitation of Marek Sawicki, the Minister of Agriculture and Rural Development we will host European ministers of agriculture and their representatives. Also businessmen from the biggest trade and merchant networks from the whole of Europe will visit the fair.

### **Packaging for food industry**

The PAKFOOD Fair is the arena for presentation of world trends in packaging techniques, production technology of food packaging as well as packaging design. 140 companies from 18 countries of the world (*inter alia* the Czech Republic, France, Germany, Great Britain, Ireland, Italy, Portugal, Spain, Sweden, Switzerland, the USA) will present their offer comprising raw materials and semi-finished products for packaging production, packaging materials, finished food packaging and assisting means for packaging as well as machines for its production and packing, marking and labelling machines. Enterprises offering printing services and technical advice will be also present. Over 1/3 of exhibitors are represented by foreign enterprises.

### **Professional visitors**

The multidisciplinary exhibition will be accompanied by a plentiful programme of events directed at visitors who are directly connected with the branch, among others: representatives of companies, production enterprises and trade enterprises from food industry, e. i. producers of food products and drinks, wholesalers from food and packaging industry, representatives of meat, fish, fruit and vegetables processing plants as well as trade networks.

### **Novelties**

PAKFOOD is an respected forum of presentation of state-of-the-art solutions and technologies which are premiered during the fair in Poznań. The list of the fair novelties is available *inter alia* in the visitors guide and on the website of the organizer [www.pakfood.pl](http://www.pakfood.pl). Also some world premieres are to find among nearly 50 novelties submitted by exhibitors. During the fair, among the products labelled with a novelty-sign the newest technological solutions in the area of packaging, packing machines, baling presses, printers, labelling machines, marking machines, barcode verifiers vacuum pumps and many others will be to find.

### **Accompanying events**

Seminars, conferences and presentations accompanying the exhibition will help familiarize with the present situation of the packaging branch, exchange experiences related to innovations, technologies and safety of packaging, and will also create a favourable climate for establishing of business contacts in the international circles as well as bring the participants tangible business advantages.

### **Innovativeness**

To emphasize importance of packaging another edition of **Day of Packaging** (13<sup>th</sup> September) as well as **seminars devoted to current problems of packaging industry in Poland** (14<sup>th</sup> September) will take place. They are prepared by Polish Chamber of Packaging, Polish Packaging Research and Development Center and Institute of Logistics and Warehousing in partnership with Międzynarodowe Targi Poznańskie. The lectures will

introduce the participants to innovations used in packaging. The audience will familiarize themselves with functioning principles and possibilities of practical use of central internet catalogue of products "MyGS1" (MojeGS1) as well as mobile information system of one's products "MOBIT GS1" and many others. Methods of creating and usage of logistics label GS1 will be also presented during the lectures. GS1 logistic label is a modern link of information in supply chain designed to bring the company the maximum effect. The programme will be expanded by companies' presentations concerning *inter alia* logistics in the packaging branch.

The subject of innovativeness in the branch will be also raised during the **Conference "Innovative Packaging"** which is an important forum of experience exchange in the area of modern trends and possibilities in packaging. It is especially important for suppliers of technologies, machines, devices and materials for packaging production and representatives of packaging printing houses and packaging designer studios as well as for their clients from food, pharmaceuticals, and cosmetics branch. The meeting of professionals from packaging branch organized by "Polski Drukarz" publishing house in partnership with Międzynarodowe Targi Poznańskie will take place on 13<sup>th</sup> September. The patronage of the conference is taken by the Polish Chamber of Printing, the Polish Chamber of Packaging and the Polish Brotherhood of Gutenberg's Knights. Co-organizers of the conference are the following enterprises: Bobst Group Polska, Cobalt Spark, Flint Group Polska, Heidelberg Polska, KBA, Kodak Polska, Vinfoil z Holandii, Weilburger Grafik-Polska.

### **Safety**

Over 90 % of food products and stimulants produced in Europe is sold in printed packaging. Due to the usage of inappropriate raw materials in packaging production process the packaging is more and more often a threat to a product instead of its protection. Requirements concerning the packaging production, expectations of producers as well as a review of technologies which help meet these expectations are the main subjects of the **conference "Safe Package"**, organized by "Alfa-Print" publishing house. The meeting will allow to exchange experiences with market leaders *inter alia* in the area of paint migration. There will be also a discussion on production technologies of consumer-safe packaging. The event will take place on 12<sup>th</sup> September and the patronage will be taken by Międzynarodowe Targi Poznańskie.

### **Technology**

Flexography is the main technology of printing on wide range of packaging materials and we may observe for years its quick development in Polish flexography printing houses. Thanks to versatility of this printing technology, the flexography products are present in all three segments of a supply chain: production, logistics and sales. The food production branch is one of the main recipients of this technology. Flexography method allows to print on almost everything: from labels and plastic bags to boxes made of corrugated paper. You can learn more about technology of flexography during the **lecture "Flexography prints on almost everything"** organized by the Polish Flexographic Technical Association on 12<sup>th</sup> and 13<sup>th</sup> September.

### **MTP prestigious awards**

The best products of PAKFOOD Fair characterised by innovative solutions and high quality will be awarded with the MTP Gold Medal before the fair beginning, and the winners of the "Acanthus Aureus" contest will be awarded for the best designed stand and the best prepared stand for realization of the company's marketing strategy. Traditionally the Polish Chamber of Packaging will honour with the title "Honoured for the Packaging Industry" the

persons and enterprises who especially contribute with their activity to the development of packaging industry in Poland.

**E-ticket, registration of visitors**

Międzynarodowe Targi Poznańskie would like to kindly invite persons professionally related with the branch to register online on the website of MTP visitors service [www.mtp24.pl](http://www.mtp24.pl) and personally at the MTP tickets. The entry ticket to the PAKFOOD fair bought after registration is available at very convenient prices and authorises to visit the Polagra-Tech, Polagra-Food and Gastro Trendy fairs which take place simultaneously.

**Meetings of packaging branch n 2012**

We kindly encourage all professionals form packaging and logistics industry to book their calendars for the nearest edition of TAROPAK International Trade Fair of Packaging Technology and Logistics, which takes place on **8<sup>th</sup> to 11<sup>th</sup> October 2012 in Poznań.**

**Open entrances to the MTP premises**

Eastern Entrance – Głogowska Street; Northern Entrance A – Bukowska Street (WTC); Western Entrance – Śniadeckich Street

**Opening hours for visitors**

12<sup>th</sup> – 14<sup>th</sup> September 9.00 a.m. – 5.00 p.m.; 15<sup>th</sup> September 9.00 a.m. – 4.00 p.m.

**Location**

Międzynarodowe Targi Poznańskie sp. z o.o.  
ul. Głogowska 14, 60-734 Poznań

**Hall 5 sector A and B; Hall 6A**

**[www.pakfood.pl](http://www.pakfood.pl)**

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