



## **PAKFOOD for the second time**

**The packaging fair for the food sector is organised every two years and alternates with TAROPAK. The first edition was held in 2007. The time has come for the second one. The Food Industry Packaging Fair PAKFOOD 2009 will take place in Poznań on 14-17 September.**

### **For whom?**

PAKFOOD is an event addressed to the representatives of production and trading companies from the food sector, on the one hand, and for the printing industry, on the other hand. Almost 200 exhibitors from 18 countries participated in the first edition of the fair. Expositions on the area of 6,500 square metres were admired by 34,000 visitors (together with the simultaneously held Polagra-Food).

PAKFOOD attracts exhibitors whose offers embrace the most important areas of packaging for the food industry. First of all, these are enterprises offering packaging and additional packaging materials, materials for packaging and production of packaging, as well as companies that design packaging. The second group is constituted by companies offering packaging machines and equipment, machinery for the production of packaging, labelling and marking machines. Companies that design packaging machines and serve as technical consultancies also participate in the fair. New market launches presented at the show are the greatest magnet that attracts attendees.

### **In a good company**

The advantage of PAKFOOD is that it is complementary to simultaneously held shows. This year, PAKFOOD will take place simultaneously with the International Food Product Trade Fair Polagra-Food and the International Trade Fair of Food Processing Technologies Polagra-Tech. Representatives of trading and production companies from the food sector constitute an important target group for marketing activities in the case of both of these shows. This is why the combination of PAKFOOD with Polagra-Food and Polagra-Tech into a single event guarantees a large number of professional visitors.

### **Not just expositions**

PAKFOOD is more than rich offers presented by exhibitors. It is also an interesting programme of side events – prepared in cooperation with such partners as the Polish Chamber of Packaging, organised by publishers of specialised magazines, frequently held under auspices of individual exhibitors.

What has been planned for this year's show? A seminar entitled: "Packaging and the humans and their environment. Packaging management – ecological and environmental aspects" will be prepared by the Polish Chamber of Packaging on the first day. The venue and the timing for the seminar are not coincidental. PAKFOOD and Polagra-Food are a unique opportunity to meet, in one place and at one time, all those who produce packaging and those who are the largest users of packaging, i.e. food manufacturers. The seminar is to raise awareness as regards the threats posed by packaging waste to the environment and human health and to work out solutions for reducing the harmful effects of used packaging.

Packaging Polska and Visual Communication have planned a specialist workshop for the same day. It will be devoted to brand image creating in a commercial space. You will find out how to increase your sales by using POS (point of sale) materials and SRP (shelf ready packaging), how to communicate and sell products through packaging and how to introduce magnetism in a commercial space. The speakers will discuss innovations in trade marketing, digital merchandising, basic visual qualities and factors that influence the visual success of a product.

Further events will be organised on the second day. "Colour Management – a way to increase competitiveness in current market conditions" is the title of one of them. It will be a conference in the Colour Management Academy series organised by Polski Drukarz, the publisher of "Świat DRUKU" and "Pro-KREACJA". The topics will include issues related to the analysis of the printing and packaging market, standards and norms for the printing industry and tolerance margins acceptable in various norms, devices and software that facilitate standardisation in printing houses, practical tips for users of various printing techniques and useful at various stages of printing. The conference is addressed to photographers, graphics experts, DTP and prepress studios, printing companies.

The Polish Chamber of Printing will organise a conference to celebrate its 15th anniversary on the very same day. The agenda will include a session on the packaging industry and market in Poland, a special meeting of the Board of the Polish Chamber of Packaging, and an award ceremony for "Individual Award for Merit in Packaging Industry", "Corporate Award for Merit in Packaging Industry" and "The Founding Company of the Polish Chamber of Packaging". Another seminar related to the show's scope is planned by the Chamber for the third day of the fair. The seminar entitled: "Bar codes – their significance and application in the production, sales and logistics of packaging. New bar codes for 2010" will be addressed to packaging manufacturers, distributors and users. It will be especially useful in the context of changes to be introduced next year.

*For more information visit: [www.pakfood.mtp.pl](http://www.pakfood.mtp.pl)*