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Presse

Press

pacprocess MEA Planning to be Closely Dovetailed with Industry and Policymakers

Trade Fair Boss Dornscheidt meets Egyptian Minister of Trade

To prepare the first pacprocess MEA held at the Egypt International Exhibition Center in Cairo from 9 to 11 December 2019 organisers Messe Düsseldorf, IFP Egypt and Konzept rely on support from industrial and political spheres. The Advisory Board of this trade fair – comprising high-calibre members of international companies in the food, pharmaceutical and confectionery/pastry industries as well as numerous Egyptian state organisations and associations – charted the course for the conference agenda and visitor canvassing activities in its first meeting on 14 February. The special interest that the Egyptian government is taking in pacprocess MEA was made particularly clear by the subsequent meeting between trade fair boss Dornscheidt and the Minister of Trade and Industry, Amr Nassar and his ministerial team.

Those with political responsibilities in Egypt focus on well thought-out and viable trade fair concepts in order to attract investors to the country on the Nile and develop markets correspondingly. The country has the ambition to play a key role in the MEA region as the gateway to the African world and has already paved the way for this by concluding numerous free trade agreements. This is why the Advisory Board decided to address both individual visitors and state-aided groups of visitors all over Africa – including visitors in states that have committed themselves to bringing down trade barriers in Eastern and South African countries under the COMESA Agreement. A member of the pacprocess MEA body holds an office in this alliance.



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 AUMA
Messe-Ausschuss der
Deutschen Wirtschaft

 FKM
Gesellschaft zur
Freiwilligen Kontrolle von
Messe- und Ausstellungszahlen

Öffentliche Verkehrsmittel:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung



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Extensive Programme of Side Events Planned

A conference held under the label “innovationparc” already known from other interpack alliance trade fairs as well as the theme of SAVE FOOD are planned to feature as part of the trade fair’s line-up of supporting events. Furthermore, the intentions to establish the first World Packaging Organisation (WPO) Award for students from Arab countries were discussed. Generally, the themes of recycling and environmental technology will play a role.

Outstanding Circumstances

Customer-oriented sectors like the food and beverage industry as well as pharmaceuticals are currently considered particularly dynamic in Egypt and the packaging industry itself has been able to post unambiguous growth rates over the past few years. These are optimal conditions for pacprocess MEA, which presents packaging and related process technologies for the target groups food, beverages, pharmaceuticals, cosmetics, confectionery and bakery, consumer and industrial goods – covering the complete value chains of each sector. Add to this the suppliers of packaging media, packaging materials and the corresponding manufacturing technology. Also rated as especially favourable is the event’s shared dates with FoodAfrica, a long-established trade fair focusing not only on all types of food but also on confectionery and pastry ranges.



Interested companies can register for pacprocess MEA at www.pacprocess-mea.com with immediate effect.

21 February 2019

*** Supporting Organisations and Companies include:**

Organisations

- Ministry of Trade and Industry
- Federation of Egyptian Industries
- Confederation of Chambers of Commerce
- Chamber of Chemical Industries
- Chamber of Food Industries
- Chamber of Pharma
- Chamber of Printing & Packaging Industries



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- Food Safety Authority
- Export Council for Chemical Industries and Fertilizers
- Export Council for Engineering
- Export Council for Printing, Packaging and Paper
- Food Export Council

Companies

- Bab el sham
- Coca Cola
- Delta Trading and Distribution
- Edita
- Fancy Foods
- Givrex
- IDG (Industrial Development Group)
- Juhayna
- Mondelez
- Packtec
- Pfizer
- Tasdeer Holding

About interpack alliance

The interpack alliance comprises events of Messe Düsseldorf that form part of the Processing & Packaging portfolio. Exhibitors and visitors can recognise the corresponding trade fairs by an umbrella brand that is oriented towards its counterpart – interpack, the world's most important event in the packaging industry and related process industries. In addition to the flagship trade fair giving the alliance its name the interpack alliance includes the trade fairs upakovka (Moscow), swop (Shanghai World of Packaging), pacprocess India/food pex India (Mumbai, New Delhi), pacprocess MEA (Cairo), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). The interpack alliance targets the segments food, beverages, confectionery and pastries, pharmaceuticals, cosmetics, non-food consumer goods as well as capital goods on important growth markets – with focal themes differing by event. The trade fairs in China, India and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.



About IFP EGYPT

IFP Egypt is a member of IFP Group, one of the Middle East's most accomplished event organizers with a rich experience of over 35 years and more than 480 international exhibitions with worldwide recognition. IFP Group organizes some of the region's top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

About KONZEPT

Konzept is an Exhibition & Event Management Company based in Cairo and operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns for individual Exhibition participants, Country pavilions and Corporate Events & Conferences.



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