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**Press release**

## **Visitor Registration for upakovka 2019 Starts**

**Process, packaging and beverage technology are the main focuses of the Russian trade fair; considerable growth in the packaging sector**

Starting immediately, visitors can register for upakovka 2019 free of cost under [www.upakovka-tradefair.com](http://www.upakovka-tradefair.com). The most important Russian trade fair of the packaging industry and the related processing industry takes place at the AO Expocentre Krasnaja Presnja exhibition centre in Moscow from 29 January to 1 February, 2019.

After a positive trend with a corresponding increase in visitors to last year's fair was already noted at the beginning of this year, early signs for 2019 are promising once more: After cautious consumption during the years of recession, Russian consumers are now increasingly reaching for high-quality packaged foods again. The sale of soft drinks is also rising. At the same time, Russia is resolutely continuing its policy of import substitution. Thanks to state support and subsidies, the percentage of locally produced products has increased. For the further processing of these products, Russian and international companies are unabatedly investing in the development and expansion of their local production capacities, boosting the demand for packaging, processing and bottling/filling technology in the process.

### **Wide range from technology to packaging**

The upakovka trade fair exhibits promising products and solutions from the entire value chain for the target groups of food, beverages, confectionery products and baked goods, pharmaceuticals, cosmetics,



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non-food consumer goods and industrial goods with a focus on processing and packaging technology, whereby the packaging part of the upcoming event is once again considerably expanding in scope. The increased alignment towards the pharmaceutical sector due to the partnership with the Association of Pharmaceutical Packaging Manufacturers (APFU) is also new in 2019. APFU represents the interests of leading Russian manufacturers of pharmaceutical packaging. At upakovka, pharmaceutical companies not only find solutions for solid products, but also for liquid medications. In addition to beverage bottling technology, filling technology for cosmetics and chemicals is part of the offerings of exhibitors such as KHS, Krones, Sidel and SMI. Companies that are taking part within the scope of the official German delegation also include global players such as Fawema, KBA, Theegarten-Pactec, Sollich and Thyssenkrupp Rasselstein. Added to this group are individual exhibitors such as Rovema, AUER Packaging, OMAG Srl, SIPA, CFT Group and OMAS Tecnosistemi. Various companies of the “Processing & Packaging – The High Tech Italian Way” network and members of the Italian mechanical engineering association UCIMA will also be represented at upakovka 2019. The Russian exhibitors include Danaflex-Nano, Zolotoy Shar Group, Russkaya Trapeza and Robotek Production Company.



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### **“Innovationparc” special topic considerably expanded**

Since upakovka has been organised under the aegis of the interpack alliance, the “innovationparc” special topic adapted by interpack in Düsseldorf will play an important role in Moscow. After the lively interest of the last two years, the forum programme of innovationparc will take place in parallel on two stages at upakovka 2019. In this way, visitors can obtain even more information on the trending topics of the industry throughout the duration of the trade fair. Focuses will include “Digital Innovation for Packaging & Labelling,” “Packaging Design,” “Recycling and Packaging Waste” and, for the first time, “Pharmaceutical Packaging and Labelling.” The latter is of particular interest to affected companies



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due to new legal regulations. In addition, a block will once again be provided on the topic of SAVE FOOD in cooperation with the Food and Agriculture Organization (FAO). The partners of innovationparc are the National Packaging Confederation (NCPack), the Verband Deutscher Maschinen und Anlagenbau (VDMA), the Global Association for Marketing at Retail (POPAI), the Russian Branding Companies Association (RBCA) and the Russian trade journal Tara i Upakovka.

In total, about 850 companies will have exhibits at upakovka and the parallel trade fair interplastica – International Trade Fair Plastics and Rubber. upakovka will once again take place in the Forum hall, one of the largest on the trade fair grounds.

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#### **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/indiapack and food pex India (Mumbai, New Delhi), pacprocess Tehran (Tehran), 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, Iran and Russia are exclusively supported by the Italian Packaging Machinery Manufacturers Association, UCIMA.



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### **About UCIMA**

UCIMA (Italian Packaging Machinery Manufacturers' Association) is the national trade association that represents and supports the Italian packing and packaging machinery manufacturers. It has more than 120 member companies from all over the country, including the industry leaders. UCIMA member companies cover the entire range of packaging machinery production, from the food, confectionery and tobacco industries through to pharmaceuticals, chemicals, petrochemicals, cosmetics and end-of-line technologies. UCIMA is a member of the Italian Employers' Federation Confindustria, making it an integral part of Italian industry's representation system. It maintains links with a variety of institutions and plays a major role in fostering the growth of the sector as a whole. Being part of a national and international network helps the association pursue initiatives and develop strategies for the sector. UCIMA offers support to its member companies by providing professional services and information, consulting and assistance on all the major issues concerning the sector.



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