

**Presse
Press**

innovationparc debuts at upakovka

Trade Fair in Moscow benefits from interpack alliance – Premiere of SAVE FOOD and “75 Years of PET” are themes at the Lecture Forum of Special Show

Visitors of upakovka 2017 (24 to 27 January) are not only in for ranges displayed by more than 220 exhibitors from 19 countries but also for the Russian debut of the special innovationparc show, which has already become an established fixture at interpack in Düsseldorf over the past few years. Embedded in the innovationparc area is a lecture forum which will be busy with presentations over the entire duration of the trade fair.

The first day will see the official launch of the SAVE FOOD Initiative on the Russian market. As part of the programme devised by the Russian branch of the Food and Agriculture Organisation of the United Nations (FAO) high-calibre representatives from ministries and the industry will be speaking about the challenges and solutions concerning food losses and waste in Russia. Several companies active on the Russian market such as retail group METRO, the Food Bank “Rus”, the agricultural combine Olam or LavkaLavka, the cooperative of small and medium-sized Russian agricultural units, have already signalled their interest in the SAVE FOOD Initiative. According to estimates, up to about 25% of all foodstuffs produced in Russia end up not being consumed. Although this figure is under the global average of 30%, it is still clearly too high for a sustainable use of resources.

On 25 January the programme of the lecture forum at innovationparc features another highlight with the theme “75 Years of PET”. It is organised under the leadership of VDMA’s Food Processing and Packaging Machinery Association und supported



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with content by the Industrial Organisation for Plastic Packaging (IK). One session is dedicated to PET recycling. From 2017 manufacturers and importers will have to guarantee the recycling of consumer goods and their packaging in Russia – this also applies to the producers and importers of plastic bottles. In Russia not only soft drinks but also half the beer brewed comes in PET bottles. Due to the ban on bulk packs for beer and other alcoholic beverages the quantity of PET bottles will rise despite the declining demand for beer. Recycling is next to unknown in Russia and therefore the country also lags far behind other nations when it comes to PET recycling.

Despite the general difficulties on the Russian market in the wake of the sanctions imposed by the European Union, a strong German participation could be realised at upakovka with 35 companies including such companies as KHS and Kronos, for example. With Italy and China there are two other official country pavilions. Altogether more than 800 companies will exhibit at upakovka and the concurrently held interplastica – International Trade Fair Plastics and Rubber at the SAO Expocenter in Krasnaja Presnja. upakovka will be held for the first time in the Forum Hall, one of the biggest at the exhibition centre. This means visitors can find the complete ranges for the packaging industry and related process industries all under the one roof.



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