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Press

## Russian market is gaining momentum again

**upakovka and interplastica 2017 in Moscow attract plenty of visitors**

**Great success for premiere of innovationparc**

There is confidence in Russia about the year that has just begun: following a difficult period, dominated by political tensions, a drop in the oil price and a weak rouble, experts are now working on the assumption that the domestic economy will be moving out of recession. The World Bank is forecasting economic growth in Russia for 2017 too. Western companies are anticipating an upswing and see this as confirmation of their policy of maintaining their business contacts in crisis years as well. upakovka, the 25<sup>th</sup> International Trade Fair for Processing & Packaging and interplastica, the 20<sup>th</sup> International Trade Fair Plastics and Rubber, have now demonstrated in Moscow that this positive outlook for the future applies in particular to the plastics, rubber and packaging sectors and related processing industries. Developments in major consumption segments are leading to growing demand in the production of plastics and rubber products as well as packaging. Some 800 companies from 33 different countries presented their innovations at the SAO Expocenter exhibition site in Krasnaja Presnja from 24 to 27 January.

23,000 experts from all over Russia and from the neighbouring countries attended the two trade fairs. 20,900 visitors were recorded in 2016. "It is now paying off for the international exhibitors at upakovka and interplastica and that they have maintained their presence in Russia and have remained in contact with their business partners there", concludes Werner M. Dornscheidt, CEO of Messe Düsseldorf. "They are benefitting now that business is gaining momentum again. The atmosphere in the halls was remarkably good, the exhibitors talked about extremely interested businesspeople who were keen to place orders too. Trade



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visitors take the unique opportunity that is offered here to familiarise themselves with the new developments on the world market and to negotiate directly with suppliers.”

There continues to be strong demand for western technology at Russian companies. And there continues to be a requirement for substantial investment: processes and product quality are in particular need of further optimisation in the manufacturing of consumer goods, food and packaging. The visitors were as a result very positive in their response to the wide range of different companies and the product innovations, which gave them a valuable insight into trends and future market potential. Both exhibitors and visitors approved of the new hall layout at the exhibition site (interplastica in Halls 1, 2 and 8, upakovka in the hall forum).

The high level of interest in innovative technologies at upakovka showed itself not only in the large stream of visitors, but also in new special thematic areas at the trade fair. The innovationparc, for instance, had a widely noticed premiere, after it had already established itself successfully at interpack in Düsseldorf. The Forum was well frequented on all the days of the trade fair, and visitors appreciated the large amount of information that was available on selected innovations and enjoyed the opportunity to discuss creative, forward-looking packaging solutions. One thematic area that was particularly popular was “75 Years of PET”, organized mainly by the food processing and packaging machinery association within VDMA (the German Machinery & Plant Manufacturers’ Association), with thematic support from the German Industrial Association of Plastics Packaging Manufacturers (IK). This is also where well-known big companies in the PET sector – such as KHS – provided information on current tendencies and trends as well as on recycling.

Substantial attention and media coverage was achieved by the official launch of the SAVE FOOD initiative on the Russian market. The Russian office of the UN Food and Agriculture Organisation (FAO), headed by Eugenia Serova, had invited senior officials from ministries and industry to



look at issues of food losses and waste in Russia and to present solutions. Several companies that operate on the Russian market, including the Metro retail group, the Rus food bank, the agricultural group Olam and LavkaLavka, a co-operative of small and medium-sized Russian agricultural enterprises, had already expressed interest in the SAVE FOOD initiative during the run-up to upakovka. It has been estimated that up to around 25 per cent of all manufactured food is not consumed in Russia. Although this value is below the worldwide average of one third, it is still far too high.

When developing and organizing special thematic areas for upakovka, the Moscow trade fair organizers benefited from Messe Düsseldorf's expertise, which the latter had bundled for all events in the packaging industry and the related processing industry under the label of the interpack alliance. Bernd Jablonowski, Global Portfolio Director of Processing & Packaging, is pleased about the success of the premières: "The two special thematic areas innovationparc and SAVE FOOD met with a large number of positive responses. Together with the convincing presentations of our exhibitors, they ensured a substantial increase in the number of trade visitors, despite a difficult competitive environment. This meant we clearly underpinned the importance of upakovka as a leading event in the industry. Working with our partners in industry, we will continue to do our utmost in presenting market-focused, forward-looking content to Russian trade visitors. upakovka 2018, for instance, will be dedicated, among other things, to the theme of Industry 4.0."



The most important suppliers to Russian enterprises continue to be German manufacturers of food and packaging machinery. Vera Fritsche from the food processing and packaging machinery association within VDMA (the German Machinery & Plant Manufacturers' Association) expresses cautious optimism about the current situation: "German engineering is still in demand. This was also reflected at this year's upakovka. Russia's food production keeps expanding, and Russian and international companies are continually investing in the development and



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expansion of local production capacities. After a fairly long lean period Russia's demand for German-made food and packaging machinery picked up somewhat in 2016. During the first 11 months of 2016 Russia imported food and packaging machines from Germany valuing EUR 304 million, nearly 8 per cent more than in the same period of the previous year. German companies are more confident again. Quite a few of them concluded business deals at the trade fair, and many are expecting positive developments and follow-up business."

The next upakovka in Moscow will be held from 23 to 26 January 2018, again in parallel with interplastica. Further details are available on the web, at [www.upakovka-tradefair.com.de](http://www.upakovka-tradefair.com.de) and also from Messe Düsseldorf GmbH, Malte Seifert, phone +49 211 4560 417, email: [SeifertM@messe-duesseldorf.de](mailto:SeifertM@messe-duesseldorf.de).

### **9 February 2017**

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**We would be delighted to receive a copy after publication.**

## Exhibitor Voices upakovka 2017

### **Alexander Konovalenko, Manager for Additives, OOO APO Aleko-Polimery**

Our company, APO Aleko-Polimery, views participation in upakovka 2017 as successful. We expected interest in our produce and planned meetings and personal interaction with counterparty decision makers. Our expectations have proved above and beyond correct, with the number of meetings exceeding original estimates. In our opinion, the reason for this success lies in a good location of our booth in Forum, an extensive information campaign directed at market players and a highly respectable image of Messe Duesseldorf exhibitions. The fair as always impressed with a high level of organisation; any arising more or less challenging situations, naturally occurring in the context of process management of such complexity were resolved in a reasonably speedy fashion. For these reasons our company is prepared to take part in the upakovka fair next year.

### **Roman Kononov, Lead Specialist, Department for Flexible Packaging and Label Solution, GK TERRA PRINT**

upakovka 2017 is our very successful start of New Year 2017. In my opinion our expectations of the fair have completely come true, and the number of clients was much higher than I could possibly expect. Comparing previous years' exhibitions, I can conclude that year by year the fair has been growing and becoming increasingly more active.

### **Anastasia Konovalova, Contract Engineer, Kropotkin Plant MiSSP**

Our plant participates in this fair every year, but employees attending are different, therefore I personally cannot compare it with the last year fair. However, preliminary results are not bad, they are rather good.





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**Alexander Lebedev, Printing Solutions Sales Manager, Konica Minolta**

It is the first time our company takes part in this fair, and in my opinion the results are outstanding to say the least. I must admit we had certain expectations but the actual results have exceeded them. The interest in the solutions presented is significant, even in sheet-fed machines that are to a lesser extent oriented towards the packaging market, whereas the labelling machine – first Konica Minolta web-fed machine for this sector – created somewhat of a furore.

**Olga Soboleva, Marketing Manager, Paradigma**

I wish to extend many thanks for the way the fair was organised. I can compare the last three years, and this year the number of visitors is far greater than in the previous years. Besides, if earlier people primarily came in for the equipment, now there are those who are steadily looking for packaging as a commodity. (...) We very much liked the Forum Pavilion. This pavilion is warm and light.

**Denis Logachev, Director, Separate Subdivision of VA Systems in Moscow**

We view this fair as decidedly positive. If we compare it with the last year there is an impact of many various factors: now, let's say, we have a walkthrough place, and in our case the exhibition has proved successful. In general, we participate in upakovka every year because we like it – we think it is positive.

**Mikhail Gromadsky, Director, Moscow Representative Office of Yasnopolyanskaya Fabrika Tary i Upakovki**

Our factory has been participating in this fair on a permanent basis, as for the results I can put it the following way: I would not say excellent but I would say good. I think the fair gives certain impetus to the industry development. Associating with potential consumers one has a grip on the market and learns new ideas, and this is very important.





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**Integral+ Research and Production Company (ZAO NPF Integral+)**

The exhibition annually gathers together in one place a large number of packaging equipment manufacturers. This year it confirmed its status of one of biggest packaging equipment trade fairs. The number of visitors has more than doubled. I wish to note a record number of visitors that took interest in our booth as well as a great interest in our products. A record number of equipment supply contracts have been entered into at this fair. ZAO NPF Integral+ gives thanks to Messe Duesseldorf Moscow for the high level of the event execution, as well as all visitors to our booth.

