



**interpack
alliance**

MADE FOR TOMORROW

Presse

Press

interpack alliance with new event in Iran

pacprocess Tehran to be held at the country's most modern exhibition grounds; special rates for interpack 2017 exhibitors

Messe Düsseldorf's interpack alliance will be extended to include a promising market in the Middle East: pacprocess Tehran will be held from 12 to 15 October at Iran's most modern exhibition centre: Shahr-e-Aftab (Exhibiran International). Held in cooperation with the Iranian organiser BRP this trade fair targets companies from the packaging sector and related process industries across the entire value chain and addresses as target groups food and beverage, pharmaceutical and cosmetics, confectionary and pastry, consumer goods and industrial goods manufacturers as well as suppliers of packaging media, materials and the corresponding manufacturing technology. Furthermore, it addresses suppliers of packaging solutions for logistics, packaging designers as well as related service suppliers. The exhibiting companies benefit from the global network as well as the market expertise of Düsseldorf's No.1 international trade fair, interpack. On top of this, companies that exhibit at interpack 2017 can participate here in a joint pavilion at special rates. pacprocess Tehran is supported by the Italian Packaging Machinery Association UCIMA, the Spanish Packaging Machinery and Printing Press Association AMEC envasgraf as well as the Association Flexible Packaging Europe (fpe). Held concurrently will be "components – Special Trade Fair by interpack" that caters to the upstream suppliers to the packaging and process



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Mitgliedschaften der
Messe Düsseldorf:

 The global
Association of the
Exhibition Industry

 Ausstellungs- und
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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industries and has already proven its worth at interpack in Düsseldorf. Its exhibits range from drive and control technologies through to machinery parts and auxiliaries for packaging materials. Further concurrent events include the IPAP Printing & Packaging Expo as well as the iFood Expo.

Since international sanctions were eased in early 2016, Iran has been an extremely attractive market because the economy has a back-log of demand in all fields. A well-educated, relatively young population of over 80 million increasingly demands high-quality packaged goods, which cannot be produced in a competitive quality with the existing, outdated technical equipment of the local companies. This creates high investment pressure among local producers. There are big opportunities opening up especially for European investors and partners since these are highly appreciated by Iranians. In 2015 16.5 million tons of pre-packed food was sold in Iran – the annual growth rate stood at three percent. The pastry segment proved particularly dynamic: here the growth rate stood at 19%.



“The Iranian market holds many opportunities for the packaging sector and related process industries. We now accompany interested companies with our expertise as part of the interpack alliance while helping Iranian companies invest in modern equipment by means of a Financing and Leasing Lounge operated in cooperation with credit institutes at the same time,” says Bernd Jablonowski, Global Portfolio Director Processing & Packaging at Messe Düsseldorf.



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Shahr-e-Aftab (Exhibiran International) is Iran's latest and biggest exhibition centre. Situated very conveniently between Tehran city and the international airport with access to several motorways and also excellent connections to public transport, these fairgrounds fuse a capacity of 120,000 square metres in 16 exhibition halls boasting state-of-the-art technical equipment with traditional Persian landscaping and comprehensive service offerings including food service, hotels, banks and multi-level car parks.

Also involving Messe Düsseldorf and held in parallel with pacprocess Tehran and components Tehran the IPAP – Printing & Packaging Expo fair will be held with ranges for the print media branch. It forms part of the product family of Düsseldorf's international trade fair drupa, the no.1 for printing technologies, and addresses experts from the printing and packaging industry, the publishing and media sector, marketing and IT experts, agencies, brand owners and other industry customers from vertical markets. In a nutshell: all those with an interest in innovations and trends in the print and packaging sector. With the know-how and international network of drupa Düsseldorf this gives rise to an optimised platform for a promising market.



Further information on pacprocess Tehran and components Tehran can be found under www.pacprocess-tehran.com.

06. April 2017



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About the interpack alliance

The interpack alliance covers Messe Düsseldorf events within the Processing & Packaging portfolio. Exhibitors and visitors can recognise the relevant trade fairs by the umbrella brand logo, which is based on the equivalent trade fair, interpack, the world's most important event for the packaging industry and the related processing sector. The interpack alliance includes the flagship trade fair of the same name as well as upakovka (Moscow), food pex (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), pacprocess India/IndiaPack and food pex India (Mumbai, New Delhi), pacprocess Tehran (Tehran), components (Düsseldorf), the food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). The Chinese events are held every two years and are combined under the Shanghai World of Packaging (swop). The interpack alliance addresses the target groups food and beverages, confectionery and pastry, pharmaceuticals, cosmetics, non-food consumer goods as well as industrial goods in important growth markets – with varying focal themes depending on the event.

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