



IPAP 2018 – Press Release No. 2 / March 2018

Exhibitor applications for IPAP Printing & Packaging Expo accepted as of now

Registrations have started! Companies interested in developing one of the most promising markets in the Near East or in further expanding their position there can apply for participation in 'IPAP Printing & Packaging Expo – powered by drupa' with immediate effect. The Iranian trade fair will be held from 4 to 7 October 2018 and targets suppliers of printing technology across the entire value chain from Prepress/Print, Premedia/Multichannel and Postpress through Converting and Packaging to Materials, Equipment, Services and Infrastructure – specifically tailored to customer needs in the Near and Middle East.

Held in parallel with IPAP for the second time will be pacprocess Tehran which – as part of the interpack alliance – addresses the packaging sector and related process industries. The premiere of this trade fair combination, organised by Messe Düsseldorf in cooperation with Barsaz Rooydad Pars Company (BRP), clearly exceeded the expectations of the over 160 exhibitors and some 7,500 trade visitors and produced numerous concluded deals. 2018 will see the two trade fairs held again at Iran's most state-of-the-art exhibition centre, Shahr-e-Aftab (Exhibiran International).



The print and packaging sector including the related process industries are considered key industries in Iran after the international sanctions were eased in 2016. They lay the foundation for the competitiveness of a wide variety of products and are closely associated with rising export revenues of Iranian companies.

With more than 32,000 offset print shops, 50,000 digital printing service providers and approx. 65,000 further upstream suppliers to the print industry the Iranian market holds attractive potential for further business development. In this emerging region with some 80 million inhabitants, where nearly all sectors of the economy experience backlog demand, the print industry is subject to a particularly high pressure to invest. The relatively young, consumption-prone population increasingly calls for high-quality solutions in print technologies and applications, in packaging material and finishing. To this end manufacturers need the most modern machines and services. Here the areas of packaging and offset printing presses as well as developments in digital printing applications are of outstanding importance since these machines and systems must be imported, as a rule.

Forming part of drupa's global Print Technologies Portfolio, IPAP complies with all the drupa quality standards. Accordingly, the focal drupa themes offering high potential such as forward-looking cross-cutting technologies and industrial and functional printing applications, will be progressively implemented at IPAP Tehran, too. As early as 2017 the exhibiting companies already



benefited from the global network as well as market expertise of the world's No. 1 trade fair drupa, established in 1951.

Interested parties can find further information on IPAP Printing & Packaging Expo – powered by drupa as well as application possibilities for exhibitors at www.drupa-global.com.

For further information on drupa, No. 1 for printing technologies, and its global satellites go to www.drupa.com.

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