

Moscow, 22 June 2018

### **RosUpack 2018: area growth by 15%, more than 600 participants, 120 new companies**

Crocus Expo IEC will host the 23rd RosUpack International Exhibition for the Packaging Industry from 26 to 29 June 2018 in Moscow. The organizer of this event is ITE Group, which is the leader in exhibition arrangements in Russia.

The international exhibition RosUpack is the largest event in the packaging industry in Russia and Eastern European countries, where a wide range of packaging equipment, ready-to-use packaging, labels and packaging materials, equipment and raw materials for packaging printing are presented.

In accordance with Russian National Exhibition Rating, RosUpack exhibition is recognized as the best exhibition in Russia in the field of "Packaging and Labels".

This year the total area of the exhibition has increased by 15% and amounts to 27,000 sq. m, where more than 600 companies from 34 countries represent their products. 120 companies will take part in the exhibition for the first time, including such world leaders as IMA, GRUPPO FABBRI and MITSUBISHI which are also presented at RosUpack for the first time.

Well-known manufacturers and suppliers are among the participants: MONDI, RUSAL, Russkaya Trapeza, Gold Shar Group, Gotek Group, Ilim Group, Arkhangelsk Pulp and Paper Mill, Danaflex-Nano, ISHIDA, OMAG, Segezha Group, Pharcontract Group of Companies, PCBK Group of Enterprises, Petromash-Service Co., Ltd, and many others.

The sponsors of the exhibition are SDM-Bank and MONDI. GLLOSS LABEL is a sponsor of the official exhibition guide.

A large number of demonstrated equipment for packaging printing and packaging processes characterises RosUpack. SIKO will present the strapping machine for ready products MOSCA RO-M Fusion and banding machine BANDALL BA Standard. Bristol Group will present Microvert PRO 200 Poly vertical packaging machine manufactured by Imanpack, and TAURAS-PHOENIX will demonstrate the work of LINEPAK F3M BOX MOTION automatic machine for packing long-term products in packets using FLAPAX technology, and other equipment.

In view of a wide range of products presented, RosUpack exhibition is of interest simultaneously to manufacturers and suppliers of the packaging market, as well as to their customers from companies which present different business segments and various industries: food and processing industries, pharmaceutical industry, retail chains and distribution centres, consumer goods manufacturers and others.

#### **Business Agenda**

The expo's business agenda includes over 10 conferences, presentations, workshops, and discussions involving over 100 speakers, including foreign ones. The selection of topics reflects interests of all major categories of the exhibition participants and attendees. This year highlights are the issues of technology, interaction between the packaging manufacturer and vendor, branding, packaging design and creation of sales promoting packaging.

Key speakers include the European Brand and Packaging Design Association's (EPDA) President Uwe Melichar, Metsä's Technical Marketing Director Leena Yliniemi, HP Indigo EMEA's Flexible Packaging Business Manager Amir Raziel.

26 June a hands-on workshop will be held themed "EPR for Packaging, Recycling the Packaging", where speakers including representative of Russian Federation Government Expert Council Rashid Ismailov, representative of the Russian Natural Resources and Environment Ministry Tatyana Khavronina, representative of the secretariat of the State Duma Environment Protection Committee will be answering questions about recycling waste packaging, and considering practical cases and existing technologies for recycling specific types of packaging.

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[www.rosupack.com](http://www.rosupack.com)



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27 June 2 conferences will be held: **“Packaging Industry 2018: Global Trends, Russian Reality”** and **“Unique Packaging Technologies: New Solutions and Success Stories”**, with participation of Technical Marketing Director Leena Yliniemi at Metsä Board, Flexible Packaging Business Manager Amir Raziel at HP Indigo EMEA, Sales and Marketing Deputy Director Alexey Ponomaryov at Stora Enso and other industry experts. They will tell printers about the experience of the best offset print shops, and how to create a customised packaging, and will tackle topical issues related to the development of the packaging materials and finished packaging market.

It is the 7th time that during this exhibition the PART Awards – the best packaging contest – is being held, involving over 30 companies. The judges had 75 samples to consider, they are all showcased on a dedicated display in hall 15, stand B301. 27 June at 3 p.m. the winners award ceremony will be held for PART Awards 2018.

28 June a **discussion session titled “Packaging as Competitive Advantage”** will be held, with experts in design and marketing discussing how to create a strong brand, to design a competitive packaging and to successfully re-brand your product.

Speakers at the session will include the President of the European Brand and Packaging Design Association (EPDA), Managing Partner at FACTOR brand agency, The Red Dot Award judge Uwe Melichar, Depot WPF Managing Partner Anna Lukanina, Creative Director Eugene Charsky at Charsky studio, Promotional Products Development Director Alexey Ovcharov at BrainRus and others.

**Alongside with RosUpack, Printech exhibition will be taking place, which will complement the display with equipment, technologies and materials for various types of printing.**

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