

pack ology

**2nd Exhibition of Technology for
Packaging and Processing**

June 11-14 2013

Rimini Expo Center - Italy

www.packologyexpo.com

Organized by



UCIMA

Italian Packaging
Machinery
Manufacturers
Association



RiminiFiera
business space



Packology 2013

the new Italian expo for the packaging world

After the first edition, held in 2010, **PACKOLOGY** will be back in **2013** as the new **reference expo for the packaging world**.

The participation of the sector's major companies and the high profile of its visitors ensure **PACKOLOGY** a key role on the international expo scenario.

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Packology's strong points

□ The organizers

UCIMA, Italy's national Confindustria trade association, represents the major Italian Packaging Machinery Manufacturers.

Rimini Fiera, an organizer specialized in expos for the highly international mechanical sectors and which has the most modern user-friendly Italian expo centre, as well as the excellent hotel and logistic facilities provided by the Romagna Riviera.



□ The exhibitors

The **leading companies** choose **PACKOLOGY 2013**. The expo's **key players** are **machines** and **technology for primary and secondary packaging** used in the food, beverage, pharmaceutical, chemical, cosmetic and consumer goods sectors.



□ The visitors

This is the opportunity to meet **TOP buyers** from countries with the highest demand for packaging technology, in particular from **Europe, the Middle East, North Africa and the Balkans**.

□ over **100 top buyers in official delegations** (2010 edition) from Spain, Turkey, Egypt, Ukraine, the Czech Republic, United Arab Emirates, Morocco, Greece, Slovakia and Bulgaria

□ **700 business meetings** organized with top buyers from the targeted markets



□ Professional updating

A concrete opportunity for **professional updating** and **exchange of information** on the sector's most advanced technologies, thanks to countless side events scheduled before and during the expo.

□ **21 side events** organized at the 2010 edition (conferences, round tables, workshops and technical lessons)

□ **950 participants** at the events



The leading companies at Packology

- ❑ "I appreciated the excellent organization, a good - very good - foundation for the future."
(KOSME - KRONES GROUP)
- ❑ "PACKOLOGY managed to combine the word EXPO with EVENT and SERVICE, giving a positive outcome, definitely to be repeated."
(ELAU - SCHNEIDER)
- ❑ "FOCKE & CO was very surprised how professional the first packing show in Rimini worked. The quality of discussions was very high and it was the right decision to take part at these event. We have met a lot of new customers and have made business with them. We will come back in 2013 for sure."
(FOCKE & CO)
- ❑ "The streamlined organization and avant-garde expo venue are excellent bases for enabling PACKOLOGY to become the Italian reference point among the sector's trade fairs."
(MULTIVAC)
- ❑ "As Cavanna Group, we shall bring our best clients to the expo, so that PACKOLOGY is the most important international expo at international level."
(Riccardo Cavanna - CAVANNA GROUP)
- ❑ "ILAPAK has chosen PACKOLOGY 2013 as the only Italian appointment at which to show the best packaging technology."
(Luciano Sottile - ILAPAK)
- ❑ "The best technology for the pharmaceutical sector will be at PACKOLOGY 2013."
(Daniele Vacchi - IMA)
- ❑ "I believe that from the next edition PACKOLOGY could already be the key expo in Italy for manufacturers of technology for the pharmaceutical sector."
(Maurizio Marchesini - MARCHESINI GROUP)
- ❑ "PACKOLOGY 2013 is the only Italian response to companies' real requirements. Our company has not taken part in expos in Italy for years, because they were not sufficiently representative."
(Gian Mario Ronchi - RONCHI MARIO)
- ❑ "After having happily participated in the first edition, Aetna Group believes that PACKOLOGY is the real "showcase" and we therefore await our major international clients at the expo for the world launch of our new technology."
(Alfredo Aureli - AETNA GROUP)
- ❑ "As UCIMA Chairman and SACMI representative, I have no doubts - PACKOLOGY 2013 is the only Italian expo event at which to show the best packaging and processing technology."
(Giuseppe Lesce - SACMI IMOLA)



targets exhibitor

- ❑ Machinery and technology for primary, secondary and end-of-line packaging
- ❑ Machinery and technology for processing
- ❑ Packaging material and accessories
- ❑ Labelling machinery and technology
- ❑ Coding, track & trace and marking systems
- ❑ Automation, accessories and components
- ❑ Handling, in-house logistics and storage systems and technology
- ❑ Tertiary packaging
- ❑ Services, consultancy and planning
- ❑ Associations and institutions
- ❑ Trade press



targets visitor

Multinationals, large enterprises and small and medium companies from the following sectors:

- ❑ FOOD
- ❑ BEVERAGE
- ❑ PHARMACEUTICAL
- ❑ CHEMICAL
- ❑ COSMETIC
- ❑ HEALTH & PERSONAL CARE
- ❑ CONSUMER GOODS (NO-FOOD)



Packology advertising

A wide-spread in-depth promotion and advertising campaign ensures the quantity and above all the quality of the contacts and potential clients visiting the expo.

In particular, the PACKOLOGY 2013 campaign consists in:

- campaigns of informative mailing to exhibitors and visitors
- participation in the major and international trade fairs
- advertising scheduled in the major Italian and foreign trade media
- mail-out of free invitation tickets to all the sector's trade members
- cooperation with the major national and international associations in the packaging sector and the industrial sectors involved
- organization of official delegations of top buyer from the countries with the highest demand for packaging technologies
- the www.packologyexpo.com web site, constantly updated

Packology promotion

12 expos and events targeted by promotion activity

92 journalists accredited, of whom 23 were from foreign publications

40 specialist magazines, daily papers, television channels and national and international web sites on which the promotion campaign was carried out

260 ad pages and articles published by national and international daily and periodical press

80 reports on TV, radio and the web, reaching a total of **28 million contacts**

90,000 trade members, **65,000** of whom were from abroad, received 15 newsletters updating them on the expo

100,000 invitations distributed to potential visitors

[2010 edition figures]

figures

Rimini Fiera

Rimini Fiera, co-organizer with UCIMA of PACKOLOGY 2013, is an important player on the Italian and international expo market with one of Europe's most modern avant-garde expo centres.

109,000 m² of expo space

16 column-free halls all on ground floor level

59,000 m² of service areas

24 conference rooms seating up to 730

16 food service areas

11,000 car park spaces

16 trains arrive every day during the expo at the on-site railway station on the main Milan-Bari line



Riviera di Rimini: where doing business is a pleasure

Rimini Fiera is located in one of the most popular holiday resorts in Europe; an area with a traditional vocation for hospitality, with miles of beaches, hills, culture, amusement and a huge range of facilities with an extremely competitive quality: price ratio at international level.

80,000 rooms in 2,200 modern comfortable hotels: from privately run facilities to top international chains

1,700 restaurants

200 entertainment venues

1.6 million visitors choose Rimini for tourism or business every year



Rimini is easy to reach, with any means of transport



By plane

Rimini airport is an important hub for the Russian Federation and Eastern European countries. It is just a fifteen-minute drive from Rimini Fiera. Bologna airport, connected with the major European hubs, is linked with a free shuttle bus to and from Rimini expo centre
www.bologna-airport.it

By rail

Rimini Fiera has an on-site railway station on the Milan-Bari line. During PACKOLOGY, 16 north- and south-bound trains will bring trade members directly to the expo centre.
www.riminifiera.it/stazione
www.trenitalia.it

By car

A14 Bologna-Bari-Taranto motorway.
Turn-offs: Rimini Nord (3 km)
Rimini Sud (7 km)
www.autostrade.it



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