

CHALLENGE OF TIME: UPAKOVKA EXHIBITION WILL BE HELD UNDER A NEW NAME UPAKEXPO

From January 24 to January 27, 2023, the upakovka exhibition project will be restarted at the Expocentre Fairgrounds. The exposition of the renewed exhibition and the business program area will be located in the 8th pavilion.

upakovka is transforming to a new reality and moving on to the next stage of development, continuing its successful work under the new **UPAKEXPO** brand. The premiere of the exhibition will be held in parallel with the international trade fair for plastics and rubber **RUPLASTICA** (former **interplastica**) and the international trade fair for recycling and waste disposal technologies **RECYCLING SOLUTIONS**.

UPAKEXPO will become a meeting place for manufacturers and suppliers of packaging equipment, finished packaging, packaging materials and technological solutions with consumers of packaging products and services. The B2B format of the event guarantees a high-quality professional audience, represented by both domestic and foreign specialists from enterprises operating in the fields of production and processing.



The **UPAKEXPO** exhibition is associated by market specialists not only with packaging machinery and equipment, but also with ready-made packaging solutions, a variety of packaging materials, products, offers and services for the packaging and related industries.

Kirill Piskarev, project director:

*“Having taken over from the **upakovka** exhibition, the new **UPAKEXPO** brand continues to focus on three main areas of the industry. These are packaging equipment and finished packaging, filling technologies and printing for the production of labels and packaging. As part of the exposition and business program, which promises to be very rich, we will pay special attention to the issues of import substitution and the development of production at domestic enterprises. Now this is very important. Also, in the spotlight is another extremely relevant topic - the trends in the processing and reuse of packaging materials. Today, within the framework of the circular economy, this is a top-priority question, the answer to which will be found by **UPAKEXPO**, exhibitors who will share their ideas and technical solutions.”*

The exhibition will present the entire chain of packaging production and processing: automatic and semi-automatic machines, equipment for processing and packaging food and non-food products, filling

equipment, equipment for bottling drinks and liquids, equipment for blowing PET containers, a variety of packaging materials, ready-made packaging solutions, printing and printing equipment, and much more. Industry specialists will be able to get full information about the state of the world market of the packaging industry in a period of turbulence and promising trends in the development of packaging production in Russia.

The following companies will take part in the exhibition: NISSA Centrum, Haver and Boecker, SMI RUSSIA, SACMI MOSCOW, Anton Ohlert GmbH & Co, WOLF Packaging, Kropotkinsky Zavod MiSSP, Technocom Engineering Rus (Italian brands Brambati S.p.A., ICA S.p.A, Concetti S.p.A, Essegi 2 srl), Italservice Engineering, Ömür Baskı Ambalaj A. Ş., ECI Packaging, Jingmoda Rus, Forintek, Aurora, LLC Integral Plus, Russkaya Trapeza, Gofromir, Tech-Long, PERM PLANT OF PLASTIC PRODUCTS, Eurometfilms, G-PACK, MIXPLAST, PlastMash and other companies from Russia, China, Turkey, Italy and Germany.



The key idea of the exhibition is the exchange of professional experience and information on the main topics of the packaging industry. As always, the specialized program of events of the **UPAKEXPO Business Forum** will be waiting for the participants and visitors - an open platform for discussing the challenges facing the industry today. Representatives of industry associations, experts and leading players in the packaging market, such as SIBUR LLC, Georg Polymer JSC, Danaflex Group, Conflex SPb and others, will speak at the conferences. In parallel, two business zones **INNOVATION PACK** and **UPAK SOLUTIONS** will take place in halls 8.1 and 8.2. Also, on the third day of the exhibition, the Conference “Robots & Packaging. Way to Efficient Business” will be held for the first time, organized by the National Association of Robotics Market Participants.

Alexander Boyko, General Director of NCPACK, Chairman of the Subcommittee of the Chamber of Commerce and Industry of the Russian Federation on the development of the packaging industry:

“Starting from March 2022, the domestic packaging industry is facing unprecedented challenges generated by the sanctions. For the Russian packaging market, which is quite seriously integrated into the global packaging industry, this has created tangible problems. To a lesser extent, they manifested themselves in the production of packaging based on domestic raw materials and materials. In those segments where the share of their imports is high, the situation has deteriorated sharply. The departure from the Russian market of a number of large companies, both producing packaging materials, products and equipment, and supplying them from abroad, forces packaging companies to look for opportunities for the fastest import substitution, organization of their production in our country, and reorientation to loyal countries. The market is adapting to the new reality. Processes aimed at stabilizing the production and use of packaging have been launched in the packaging industry and related industries. Measures to support the packaging industry by the Government of the Russian Federation have been outlined and are

being implemented. However, much that remains to be done will require a significant investment of time and resources. Under the current conditions, packaging exhibitions and business programs held within their framework are of particular importance. In addition to demonstrating new packaging solutions, they strengthen the contacts of specialists operating in the field of packaging production and application, inspire confidence that the crisis phenomena here will be overcome.”

To visit the exhibition for free, as well as the **INNOVATION PACK** and **UPAK SOLUTIONS** business zones, you must go through online registration on the website and print out a personalized electronic ticket. A ticket to the **UPAKEXPO** exhibition entitles you to free admission to the **RUPLASTICA** and **RECYCLING SOLUTIONS** exhibitions for four days of the events.

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