



a Hyve event

24TH International Exhibition for the Packaging Industry

EXHIBITION REVIEW

18–21 • 06 • 2019

Crocus Expo IEC, Moscow, Russia

rosupack.com





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The largest exhibition for the packaging industry in Russia and Eastern Europe

- ◆ Exhibition area: **32 878** sq.m*
- ◆ Exhibitors: **653** companies **36** countries
- ◆ Visitors: **23 051** visitors
70 countries **79** Russian regions
- ◆ Business programme: **3** days **100+** speakers

5 sectors:

- ◆ Packaging machinery
- ◆ Packaging production machinery
- ◆ Ready packaging and labeling
- ◆ Raw and expendable materials
- ◆ Warehousing systems

RosUpack is the perfect platform to promote your products and boost your sales in the Russian market. Only at RosUpack you will have access to an exclusive group of key decision-makers.

*Printech included



EXHIBITORS



“ RosUpack is the hub for the key players in the packaging equipment and materials supply chain

*Aleksey Polevoy,
Commercial Director,
GC «Gold Shar»*

EXHIBITORS PROFILE

RosUpack exhibitors are domestic and foreign manufacturers and suppliers of:

- ◆ packaging, filling and labelling equipment
- ◆ raw and expendable packaging materials
- ◆ finished packaging products
- ◆ machinery and equipment for warehousing and logistics

653 companies **36** countries

417 Russian companies

236 foreign companies

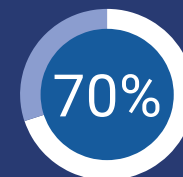


AMONG EXHIBITORS

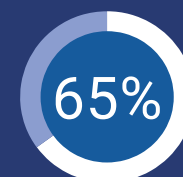


“ This exhibition is strategic and the most important for us

*Maria Taran,
General Director,
IGGESUND*



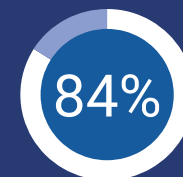
consider RosUpack important for business development



satisfied with quantity and quality of visitors



found new clients and partners



met with existing clients and partners

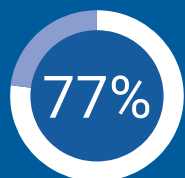
VISITORS

VISITORS PROFILE

RosUpack is attended by specialists from various industries, such as food & beverage, wholesale and retail, pharmaceutical, non-food customer products and industrial goods.

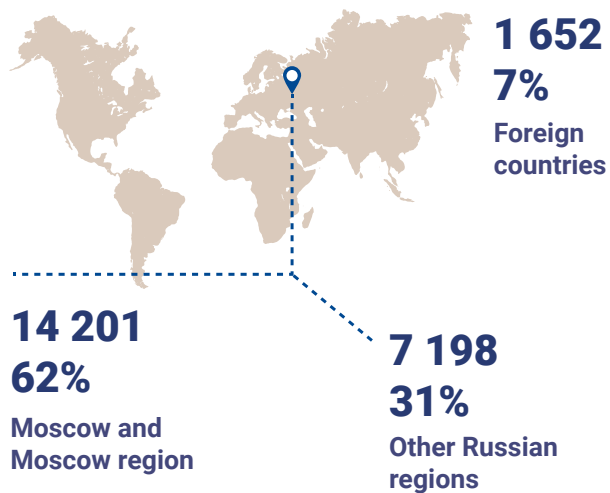
23 051 visitors

70 countries **79** Russian regions

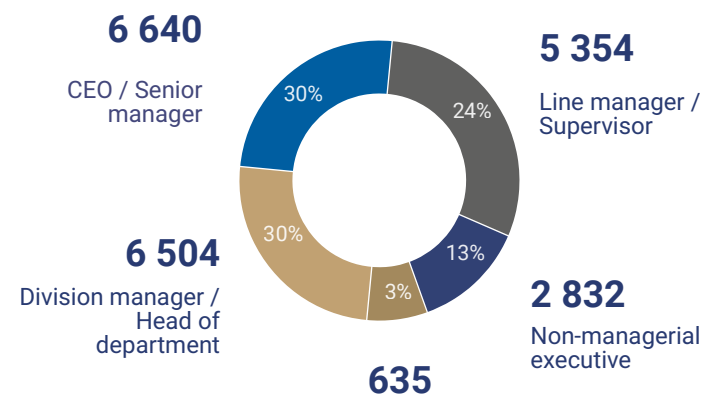


only attend RosUpack among similar exhibitions
in Russia

VISITORS BY REGION



VISITORS BY JOB POSITION *



* Only correctly filled forms were used



Breakdown of RosUpack trade visitors by type of company

Food and Beverage manufacturing	3,739
Packaging manufacturing	3,589
Wholesale and Retail trade	3,476
Non-food consumer goods manufacturing	2,044
Industrial goods manufacturing	1,749
Supplies of raw materials and equipment for packaging and labelling	1,732
Manufacturing of printing products/packaging printing/labelling	1,729
Sales of prepared packaging	1,386
Pharmaceutical manufacturing	551



Products of interest to RosUpack visitors*

Ready packaging	11,724
Packaging machinery	10,968
Packaging materials	10,520
Labels	6,939
Raw materials and supplies for packaging and labelling manufacturing	6,136
Labelling, coding, and marking equipment	5,515
Machinery and equipment for corrugated packaging production	5,102
Polymer Packaging Production Machinery	3,939
Warehouse equipment and storage systems	3,405

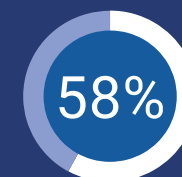
*Multiple answer were possible

“For us, the exhibition is an opportunity to meet new and prospective clients.

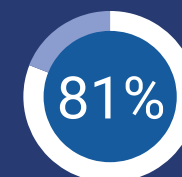
Anton Alekseev,
Head of Sales for Industrial Solutions,
Bizerba



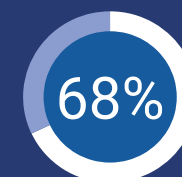
attended RosUpack to find new suppliers and business partners



influence decisions on product/ service acquisition



plan to visit RosUpack 2020



consider attending RosUpack to be important for their company

BUSINESS PROGRAMME



10 events*

100+ speakers*

1 800+ delegates*

* with Printech

“The business programme events serve as platforms for dialogue; questions are asked, solutions are proffered, and all interested parties are present.

*Lyubov Melanevskaya
Executive Director,
Non-Profit Association
'Industry for Ecology'*



Main events:

Conferences, discussions, presentations that covered industry most actual topics: from raw materials and technologies to branding and design

Conference: Packaging today and tomorrow: what will change under the influence of global and local trends?

The experts have discussed perspectives for development of packaging solutions affected by social changes, opportunities and threats of digital era for market players, as well as growth points and sources of business efficiency for packaging manufacturers.

friendliness;

- legislative regulation in the field of packaging and packaging waste handling;
 - Global trends and environmental initiatives of the leading market players
- Environmental initiatives in the field of packaging were also presented.

Conference: Technological innovations in packaging: from idea to implementation

During the conference consumer trends analytics and demand for packaging were presented by Ipsos Comcon, as well as technologic innovations in packaging by market leaders - Stora Enso, Smurfit Kappa, Tetra Pak RUBECCA, Mondi, Danaflex, Terem and others - were presented.

Conference: Packaging design: how consumers change your business

Partner: Association Of Russian Branding Companies

The conference has gathered lead experts of marketing and branding from Russia and Europe, who have discussed how megatrends influence the packaging design and relationships between brands and consumers, how to create selling packaging and get a long-term relationship with clients. The professional talk show «Packaging. An honest review» took place for the first time - product engineer, brand manager, lawyer, merchandiser and photographer for retail performed a professional review of packaging samples and provided recommendations for packaging manufacturers.

Conference: Eco-friendly packaging and responsible consumption

Partner: SIBUR

More than 530 delegates have joined the event. Representatives of Ministry of Natural Resources of the Russian Federation, Russian Association "Industry for ecology", Unilever, Nestle Rus, Tetra Pak, Non-commercial partnership "Ecological Union" and other experts have discussed such questions as:

- criteria and approaches for assessing environmental

PART Award



PART Award 2019

The PART Award is held annually in the context of RosUpack. The best packaging, labels and materials manufacturers, design agencies and students of specialized universities are awarded. All samples are placed on a special exposition.

83 samples

36 companies and **7** universities

3 categories



“ The PART Award is important for us to understand how our staff and products are valued by other industry professionals. I believe all packaging manufacturers should take part, because it shows their professionalism, showcases new ideas and helps to develop the industry.

*Siranush Gzogyan
Marketing Director of KIOKO brand,
company “Universal Food Technology”
PART Award winner*



About Hyve Group

Hyve Group plc is a next generation global events business whose purpose is to create unmissable events, where customers from all corners of the globe share extraordinary moments and shape industry innovation.

Our vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.



a Hyve event

BOOK YOUR STAND

15-18 06 2021

Russia, Moscow, Crocus Expo

To know more about participation:

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