

## Trade fair duo held in Moscow exceeding expectations

upakovka - Processing & Packaging and interplastica, International Trade Fair for Plastics and Rubber, were successfully held from Jan 25-28 at Central Exhibition Complex Expocentre in Moscow.

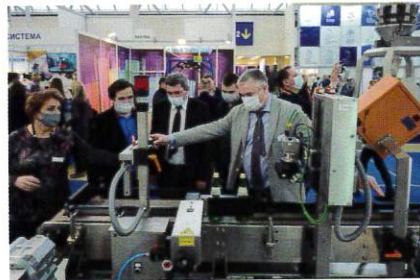
The trade fair duo welcomed a total of 17,000 visitors who came to see the innovations of 650 exhibitors from 32 countries and take part in the extensive lecture programme.

Green packaging is among the biggest trends in the industry and was in focus at upakovka. The transition to a circular economy, producers' responsibility, recycling and the reuse of packaging, as well as the reduction of metal were all topics covered by the NK Pak Conference.

Continuous education at the "innovationparc" proved an important

aspect at upakovka. Since the trade fair has been held under the umbrella of the "interpack alliance", this special area adapted from interpack in Düsseldorf has become a fixture in Moscow.

The topics addressed on the two forum stages ranged from best practice for packaging and print to sustainability aspects and branding. For example, a



Manufacturers invest in new technologies to meet the rising demand in the Russian packaging market.

panel discussion addressed the issue of "Are consumers prepared to pay for environmental friendliness, and why should retailers opt in favor of more eco-friendly packaging?"

2020 saw Russia import food and packaging machinery worth €1.62 billion. Germany is the most important machinery supplier to the Russian food and beverage industries. After a COVID-induced decline in 2020, German food and packaging machinery exports to Russia were up again by 4% (to €296 million) over the first eleven months of 2021 compared to the same period of the previous year.

The next upakovka in Moscow will be held from January 24 to 27, 2023, again concurrently with interplastica.

## GREENPLAST 2022 to take place in Milan in May

GREENPLAST, the new exhibition-convention dedicated to materials, technologies and processes for plastics and rubber, is organized by Promaplast srl. It will be taking place in Milan from May 3-6, 2022, with a special emphasis on sustainability and energy efficiency.

The leading companies in the plastics and rubber industry will present the most innovative circular-economy, Reduce-Reuse-Recycle and Industry 4.0 solutions at the Rho-Pero fairgrounds.

In addition to the technology showcase, GREENPLAST will also feature a new edition of Packaging Speaks Green from May 3-5, the international forum on sustainable packaging. Globally

renowned opinion leaders and industry stakeholders will present new tools and methods for the design, use, recycling and reuse of sustainable packaging.

Panel discussions, debates and presentations of successful cases will be organized during the three-day forum, exploring the hot topics of food & beverage, pharmaceutical, beauty & chemicals, and plastics & recycling.

GREENPLAST will be held in parallel with Ipack-Ima, the international exhibition for the packaging industry. As some 50% of all packaging is made using plastics, and demand by consumers of packaging for sustainable products is growing, the setup actually combines the

presentation of two different yet highly complementary production spheres.

Furthermore, the fairground will also host the Print4All (dedicated to commercial and industrial printing), Intralogistica Italia (systems for industrial materials handling, warehouse management, materials storage, and picking) and, for the first time in Milan, Pharmintech (processing and packaging solutions for pharmaceutical, nutraceutical and cosmeceutical).

The dialogue with and among the plastics industry will gain new impetus in 2023 with the triennial international trade fair PLAST, which has finally been rescheduled for September 5-8, 2023.