

Sensational Atmosphere at Interpack 2014

Visitor number "cracks" the 175,000 mark.

INTER PACK was organized by Messe Düsseldorf from 8th May to 14th May 2014. The Exhibition was characterized by an outstanding atmosphere attracting around 2700 exhibitors and 175,000 visitors in the 19 halls of the completely booked Düsseldorf Exhibition Centre.

The exhibitors at interpack 2014 met with numerous high-ranking visitors from all over the world already from the start of the trade fair. Visitor interest and qualification as well as their willingness to invest is said to have been clearly higher yet again than at the already excellent previous event.

According to Friedbert Klefenz, President of the interpack Exhibitors' Advisory Board 2014 and President of Bosch Packaging Technology, "We are

very satisfied with the quantity and quality of visitors at our stand. The interest taken in our technologies that make a vital contribution to global health and nutrition was enormous. We are pleased with the high number of leads produced, including many top executives and potential new customers".

Some 75% of the exhibiting enterprises were headquartered outside Germany. With this interpack has confirmed its reputation as the world's leading trade fair for the packaging sector.

According to Werner Matthias Dornscheidt, President & CEO of Messe Düsseldorf, "This success confirms our fundamental philosophy of addressing the international industries in their respective markets in a much targeted manner – already in the run-up to the event thereby bringing them to their most important event in Düsseldorf every three years."

Interpack 2014 has not only set a new record for itself but also a top rating across all Messe Düsseldorf events. Visitors from 120 nations in total travelled to Düsseldorf.

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ever wider range and shorter product cycles. These themes were addressed by a particularly high number of innovations in the halls.

The dominating themes at interpack 2014 were resource efficiency for plant and machinery as well as for packaging material usage, quality and safety to guarantee perfect and counterfeit-proof finished products especially in segments as Food/Beverage and Pharmaceuticals. Also it included diversity and flexibility for an ever wider range and shorter product cycles. These themes were addressed by a particularly high number of innovations in the halls.

However, interpack highlights its importance not only with the sheer multitude of innovations and breadth of its exhibitor ranges but also with especially innovative themes, adds Bernd Jablonowski, Director of interpack & SAVE FOOD: "For a leading international trade fair it is not enough just to rent out exhibition space and offer perfect organization. Trend themes must be identified, anchored in the concept and finally also driven in a consistent manner. This is the only way to secure thematic leadership in an industry. We have succeeded in doing this very well once again this year. The concepts of both Innovationparc Packaging and the METAL PACKAGING PLAZA were right on target with the target groups."

The next exhibition will be held in 2017, with dates still to be announced. ♦

