

International PackTech India 2010



6th International Exhibition
and Conference for the
Packaging- and Processing Industry

18–20 November 2010

Bombay Exhibition Centre
Mumbai/India

www.packtech-india.com

Supported by



Ministry of Food Processing Industries
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Concurrent Show



post show report



Overwhelming turnout at India's premier platform for the packaging, processing, beverage and liquid food industries.

Increase in overall exhibitor and visitor attendance.



The International PackTech India and drink technology India 2010 organised respectively by Messe Düsseldorf GmbH, Messe Düsseldorf India, Messe München GmbH and MMI India Pvt.Ltd, concluded on a high note with unprecedented results.

The collaboration between the organisers in organizing the concurrent exhibitions has proven to be a winning synergy. Both exhibitions exceeded expectations in terms of the quantity and quality of exhibitors and visitors. The exhibitions drew the combined participation of 201 exhibiting companies from 22 countries. Nett space occupied by exhibiting companies from overseas more than double in comparison to the previous shows in 2008.





At press time, more than 6.000 buyers and professionals visited the 3-day exhibitions. This clearly underscores the growing importance of both exhibitions in India. It was visible that the opportunities offered at both shows were unparalleled adding a boost of optimism for all sectors involved in the packaging, processing, beverage and liquid food.

The Food Processing and Packaging Machinery Association of VDMA (German Engineering Federation) was instrumental in influencing the two exhibitions to be staged under one roof. "We are happy to see the two organisers combining their expertise. We find the co-location of both exhibitions an excellent

"We find this an excellent concept as we have now one major and unique show in India that caters to the entire value chain of food processing, beverage and packaging technology. It is important for companies involved in this sector to make their presence felt as India is an important market and is developing very dynamically."

Richard Clemens, Managing Director,
Food Processing and Packaging Machinery Association
of VDMA (German Engineering Federation)

"Tipper Tie sees strong potentials in India as this market is fast-growing and important for our business and hence a permanent presence in this market is essential. Our participation at International PackTech India is a good entry point for us into India. We want to tell our customers of our commitment to the Indian market. Not only in food packaging and processing, also in other fields like confectionary, processed cheese, explosives, silicone, pharmaceuticals and so on. We are the flexible partner for different and also difficult processing and packaging solutions. During the exhibition, we have received several good enquiries on our products and also met with potential distributors for the different sectors. We will definitely be back again in 2012 to broaden our presence in this market extensively."

Stefan Kuenzle, Sales Director,
Tipper Tie Technopack GMBH

"Being a first time exhibitor, we are extremely happy with our participation at International PackTech India. The exhibition was very well organised and we are appreciative of the support the organizers have given to us. The packaging sector in India definitely has the potential to develop further. We met with promising quality contacts and potential distributors for our products. We are optimistic of the business prospects, which we have gathered at the exhibition."

Stefan Kischel, Sales, HWG Horst Weidner GmbH

"We consider International PackTech India as the right platform to launch the India operations. The exhibition has met our expectations. We were able to meet with key-decision makers from important companies which visited us at our stand."

Sachin Patil, Sales Manager,
Volpak Packaging Technology Pvt Ltd



International PackTech India 2010



concept as we have now one major and unique platform in India that caters to the entire value chain of food processing, beverage and packaging technology. It is important for companies involved in this sector to make their presence felt as India is an important market and is developing very dynamically,” commented managing director Richard Clemens.

On opening day, 18 November 2010, organisers Messe Düsseldorf GmbH and Messe München GmbH announced that they are looking forward to continue their steadfast collaboration for many more years and will proactively develop the exhibitions further, a move welcomed by exhibiting companies and supporting organisations. India’s growing middle class and affluence and the increasing organised retail sector will continue to be the catalysts for growth in the packaging, processing, beverage and liquid food industries. Hence, it is imperative for these sectors to upgrade their standards through innovative technologies in order to be on par with the world’s best practice.

Both International PackTech and drink technology India will continue to offer a conducive platform for



exhibitors and visitors to network effectively, gather new contacts, catching up with existing customers and suppliers and to keep abreast of the latest market trends, demands and challenges. Throughout the duration of the exhibitions, a very busy and positive atmosphere was observed.

Many exhibitors have commented to the show organisers that they were pleased with their participation at the exhibitions and had received many good enquiries and valuable contacts. Augmenting the exhibition were two noteworthy events. An exhibitor forum on drink technology by Messe München GmbH and a conference on packaging and sustainability organised by Cognizance

"We see a tremendous potential in India given its growing middle-class population and it is important for us to be where the market is. Our primary objective in exhibiting at International PackTech India is to create an awareness and corporate presence in this market. We will be opening an office in India in 2011 to be closer to and be of service to our customers and to provide them with our latest technical know-how on our state-of-the-art machinery. We consider International PackTech India as the most important packaging platform for India as it is organized by one of the world's most respected exhibition organizers who have been proficient in organizing world-class exhibitions."

Gianmario Ronchi, Owner, Ronchi Mario S.p.A.

"We met several new contacts who showed strong interest in our products. The exhibition has grown in size and stature in comparison to 2008."

Ram Mohan Reddy, Product Manager – Packaging, ACG Pam Pharma Technologies Pvt Ltd

"The exhibition has grown bigger and we see more exhibitors at this show than in 2008. We have received excellent co-operation from the show organizers and found the exhibition to be well laid out."

Gautam Prabhu, Business Head – Converting, Reifenhaeuser (India) Marketing Limited

"We are present at International PackTech India 2010 to strengthen our business prospects and to share with our customers on our developments for the packaging industry. Overall, we are pleased with our participation and have found the quality of visitors to be good. We are also happy with the co-location of the drintec technology india with International PackTech India as the beverage industry is a growing market. We find this a good synergy."

Anthony D'Souza, Vice President, Clearpack India Pvt Ltd

"India is the right place for doing business and where packaging is concerned, the industry is flourishing and hence this is the right time and right place to make our presence felt and make our brand and product more visible and to launch new products. We note the increase in the number of international exhibitors at this year's exhibition and we find the exhibition substantially better than in 2008. We were able to network with new, potential and existing customers."

Samir V Limaye, Vice President, Engineering, Wimco Limited



Packaging along with Institute of Packaging Machinery Manufacturers of India (IPMMI) and Paper Film and Foil Converters' Association (PFFCA). Both events were well attended.



There was great interest in the three-day seminar organised at drink technology India by the Versuchs- und Lehranstalt für Brauerei (VLB) of Berlin, one of the world's leading brewing research centres. VLB's Managing Director, Josef Fontaine, comments: "It was an extraordinary opportunity to get in touch with a lot of interesting and nice colleagues from the Indian brewing and beverage sector. VLB is looking forward to a further development of this cooperation in 2012."



The next International PackTech and drink technology India will be held in Mumbai from 30th October to 1st November, 2012 at the Bombay Exhibition Centre. Both exhibitions dedicated to providing the latest technology in machinery, processing and solutions will provide a focal point for the packaging, processing, beverage and liquid food sectors in India. Participation details will be made available soon.

Visitor Structure

Total number of visitors

2010, incl. drink technology India 6,000

2008 3,656

Place of Residence

West-India	59 %
South-India	15 %
North-India	9 %
Central-India	5 %
East-India	5 %
North-East-India	3 %
Other countries	1 %
Other SAARC countries	3 %

Purpose of visit

several answers possible

Making new business contacts	59 %
Initial market orientation	52 %
Information about new products, trends, systems and prices	48 %
Purchase negotiations	38 %
Cultivation of existing business contacts	34 %
Concluding purchase	32 %
Monitoring the competition	28 %
Continued training and education	25 %

99% of the visitors will be visiting the next International PackTech India and drink technology India show in 2012

97% of the visitors would recommend colleagues at work to visit the show

Areas of interest

several answers possible

Food processing	54 %
Packaging machines and devices	46 %
Packaging materials, Packaging means, Packaging aids	41 %
Production of packaging material	38 %
Automation technology, Complementary techniques	34 %
Storage, logistics and transport equipment	31 %
Environmental technology, Packaging recycling	29 %
Services	23 %
Others	4 %

Very high sales objectives in comparison with other trade fairs!

93% of the visitors are completely satisfied with reaching the objectives!

98% of the visitors are highly satisfied with every aspect of the fair

Branch of industry several answers possible

Beverage industry	39 %
Packaging and allied sectors	38 %
Pharmaceutical and chemical sector	7 %
Other food sector	7 %
Label sector	6 %
Dairy & meat sector	5 %
Plastics sector	5 %
Confectionery and bakery sector	3 %
Automotive sector	3 %
Personal care-cosmetic and toiletries sector	2 %
Converters and printers sector	2 %
Services, Advertising	1 %
Other non-specific sectors	10 %

91% of the visitors are highly satisfied with areas of interest!

Area of responsibility several answers possible

Management	29 %
Manufacture production	29 %
Planning, Design, Production planning	17 %
Sales/Distribution	15 %
Purchasing, Sourcing	15 %
Production control, Quality control	13 %
Marketing, Advertising, PR	11 %
Research, Development, Construction	4 %
Other area of responsibility	5 %

Position/Job title

Middle management, Department head	37 %
Top management	30 %
Entrepreneur, Partner, Self-employed	20 %
Other position	9 %
Other employee/Skilled worker/ Master brewer	4 %

50% of the visitors belong to the Top Management or are entrepreneurs

93% of the visitors are involved in the decision making process



Exhibitor Structure

Total number of exhibitors

2010 113

2008 96

India	71
Germany	13
Italy	10
Other countries: Argentina, Austria, China, New Zealand, Singapore, South Korea, Spain, Sweden, Taiwan, Thailand, Turkey, UAE, USA	19

93% of the exhibitors are satisfied with their show participation and will exhibit at this fair in future

Total space of the exhibition

2010 7,500 sqm

2008 6,000 sqm

Product range of exhibitors

several answers possible

Packaging machines and devices	60%
Automation technology, Complementary techniques	17%
Packaging material, Packaging means, Packaging aids	16%
Food processing	11%
Services	9%
Production of packaging material	9%
Storage, logistics and transport equipment	4%
Environmental technology, Packaging recycling	1%
Others	15%

Objectives of trade fair participation

several answers possible

Informing about products	52%
Initiating new business relations	51%
Presenting new products, New developments	49%
Obtaining an overall impression of the market situation	24%
Representation, PR	17%
Passing on specialised knowledge	15%
Comparing competitors	12%
Exchanging experience	12%
Find agents	9%
Sales objectives	10%



90% of the exhibitors are satisfied with their achievement of objectives

91% of the exhibitors are satisfied with reaching the relevant visitor target groups



Visitor target groups several answers possible

Beverage industry	49%
Packaging and allied sectors	49%
Pharmaceutical and chemical sector	37%
Personal care-cosmetic and toiletries sector	35%
Confectionary and bakery sector	31%
Dairy & meat sector	23%
Other food sector	27%
Plastics sector	11%
Label sector	9%
Automotive sector	9%
Converters and printers sector	6%
Retail sector	5%
Services, Advertising	2%
Others	7%



See You in 2012

post show report



PROCESSES, PACKAGING AND PRINTING

Exhibition and Conference

Autumn 2012

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The Print & Packaging Knowledge Factory

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