

25  **RosUpack** 

ЛЕТ • YEARS

a Hyve event

**25th International
Exhibition for the Packaging
Industry**

EXHIBITION REVIEW

15–18 • 06 • 2021

Crocus Expo IEC, Moscow, Russia

rosupack.com



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

RosUpack is the only exhibition in Russia, where the packaging production process for various areas - food, processing, chemical industry, medicine and pharmaceuticals, wholesale and retail trade, warehousing, logistics, catering - is presented. RosUpack is rated Russia's best packaging and labelling exhibition by the Russian National Exhibition Rating. It takes place in line with international standards and is an UFI (Global Association of the Exhibition Industry) and Russian Union of Exhibitions and Fairs approved event.

7 sectors:

- ◆ Packaging machinery
- ◆ Packaging production machinery
- ◆ Ready packaging and labeling
- ◆ Raw and expendable materials
- ◆ Warehousing systems
- ◆ Packaging recycling machinery and equipment **new**
- ◆ Transportation packaging **new**

Exhibit in **RosUpack** and get an effective tool for attracting new customers, increasing the volume and geography of sales. This is business platform to showcase your equipment, raw materials and materials, as well technological solutions to industry professionals.



EXHIBITORS



EXHIBITORS PROFILE

RosUpack exhibitors are Russian and International manufactures and suppliers of:

- ◆ ready packaging
- ◆ packaging materials and labeling
- ◆ packaging, filling and labelling equipment
- ◆ packaging and labelling production equipment
- ◆ raw and expendable packaging materials
- ◆ machinery and equipment for warehousing and logistics

ROSUPACK 2021

421 companies

25 countries

83 new companies

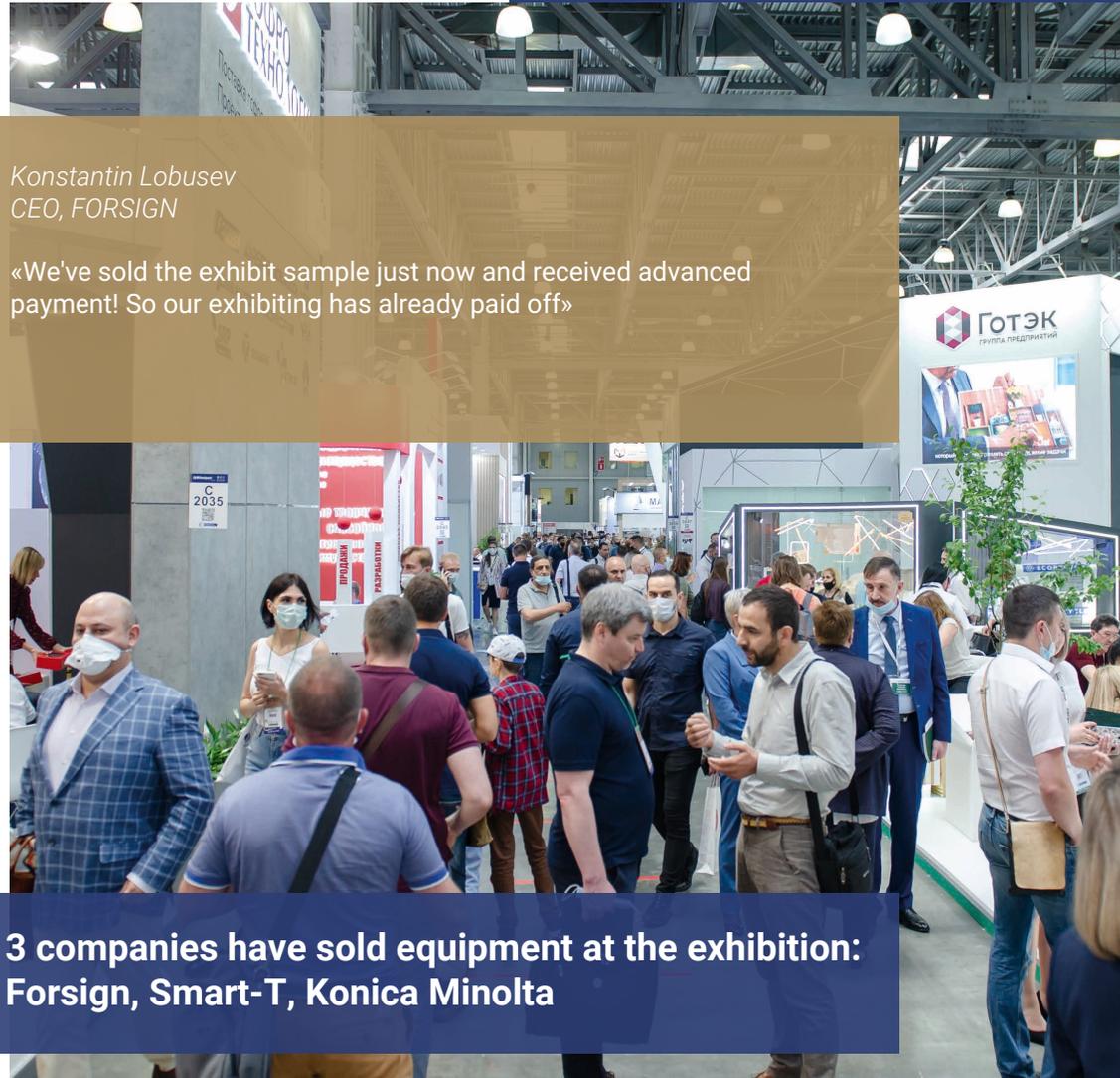
24 378 sq.m exhibition area

28 Turkish companies



AMONG EXHIBITORS





*Konstantin Lobusev
CEO, FORSIGN*

«We've sold the exhibit sample just now and received advanced payment! So our exhibiting has already paid off»

**3 companies have sold equipment at the exhibition:
Forsign, Smart-T, Konica Minolta**



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 2021

RosUpack is attended by specialists from various industries, such as food & beverage, wholesale and retail, pharmaceutical, non-food customer products. RosUpack key visitors are top managers, CEOs, heads of business, government representatives and industry leaders.

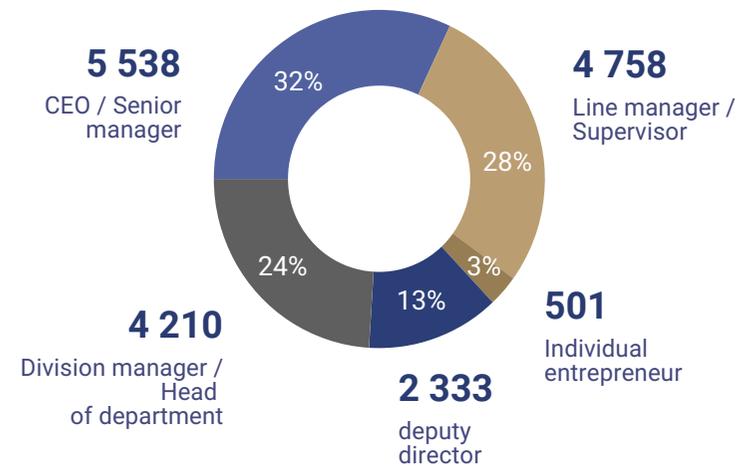
20 467 visitors (together with Printech)
48 countries **79** Russian regions



VISITORS BY REGION



VISITORS BY JOB POSITION





Breakdown of RosUpack trade visitors by type of company

Food and Beverage manufacturing	3 184
Packaging manufacturing	2 942
Wholesale and Retail trade	2 563
Non-food consumer goods manufacturing	1 963
Industrial goods manufacturing	1 347
Supplies of raw materials and equipment for packaging and labelling	1 329
Manufacturing of printing products /packaging printing/labelling	1 205
Sales of prepared packaging	1 002
Pharmaceutical manufacturing	513

Anton Shcherbakov
 Marketing Director, SFT Group

«We have been participating in RosUpack for five years already and we are very satisfied with the results. For us, RosUpack is an excellent tool, on the one hand, for new sales, and on the other hand, for maintaining relationships with already existed buyers»



Ivan Chekalnikov
 Deputy Director,
 FLEX FILMS RUS

«RosUpack is the key industry trade fair for our company. We present our novelties, learn industry trends and see our competitors' solutions. RosUpack helps to be in touch with the market and be among the leaders.»

Products of interest to RosUpack visitors*

Ready packaging 9 141

Packaging machinery 8 852

Packaging material 7 524

Labels 5 564

Raw materials and supplies for packaging and labelling manufacturing 4 836

Labelling, coding, and marking equipment 4 657

Machinery and equipment for corrugated packaging production 4 011

Polymer Packaging Production Machinery 3 367

Warehouse equipment and storage systems 2 563

*Multiple choice



attend RosUpack
to find new suppliers
and business partners



influence the decision
to purchase
equipment



plan to acquire
products/ services after
the show



are top managers
of the companies with
a procurement budget more
than 50 million rubles

BUSINESS PROGRAMME



3 days **8** events

48 speakers **750+** visitors

Forum of manufacturers and consumers of packaging is 8 conference sessions with useful and up-to-date information for business development: from trends and prospects for the development of the packaging industry before solving technological tasks in the development of packaging decisions

KEY FORUM EVENTS

Trend session "Packaging industry in a new reality: current state, trends and development forecasts" - overviews of the packaging industry key development trends from leading consumers and manufacturers, analytics and market statistics, growth points and drivers of packaging development in Russia and the world. For the first time Pierre Pienaar, President of the World Packaging Organization, delivered the speech at RosUpack.

Session "Burial or recycling: criteria for eco-friendly packaging as viewed by sorters and processors" - an expert view to the packaging waste recyclability problem from the industry leading companies - EcoPartners, SOEMZ, Plarus, L-PAK, GC Ecoline, Sobirator Project and etc.

Discussion session "Bioplastics in Russia. Dreams or reality?" - educational programme from international and Russian experts on the application of bio-based plastics in packaging. Reviews of the current state of industry development, products available on the market and restrictions on their application in the packaging industry. The speakers are experts from European Bioplastics, Ecosoyuz, Danone, Amerplast.

Conference "Marketing and Packaging: from A to Z" - consumer trends reviews and practical recommendations for creating a selling packaging design and effective communication with consumers. Session experts are representatives of Ipsos, Higher School of Branding, Yandex, McDonalds, Cherkizovo and others.

BUSINESS PROGRAMME PARTNERS



BUSINESS PROGRAMME CO-ORGANIZERS



NEW AT ROSUPACK

The Master Tour is a series of daily excursions for the exhibition visitors to the stands of suppliers of packaging, filling equipment and equipment for the production of packaging.

The excursions allowed exhibitors to demonstrate latest developments to the target audience and for visitors to get acquainted with the products and spend their time at the exhibition in the most effective way.

3 days **6** excursions

66 unique visitors and professional guide

PART AWARD

PART Award

PART AWARD 2021

PART Award – annual international Award in the field of packaging production and design. The expert jury conducts a comprehensive evaluation of innovative developments in the field of packaging and packaging materials.

The Laureate title is awarded to companies offering solutions with improved consumer properties and high indicators of product quality.

The PART Award confirms the status of a leader in the packaging industry. It is a powerful argument for choosing the packaging by the customer.

89 participants

3 categories

17 laureates



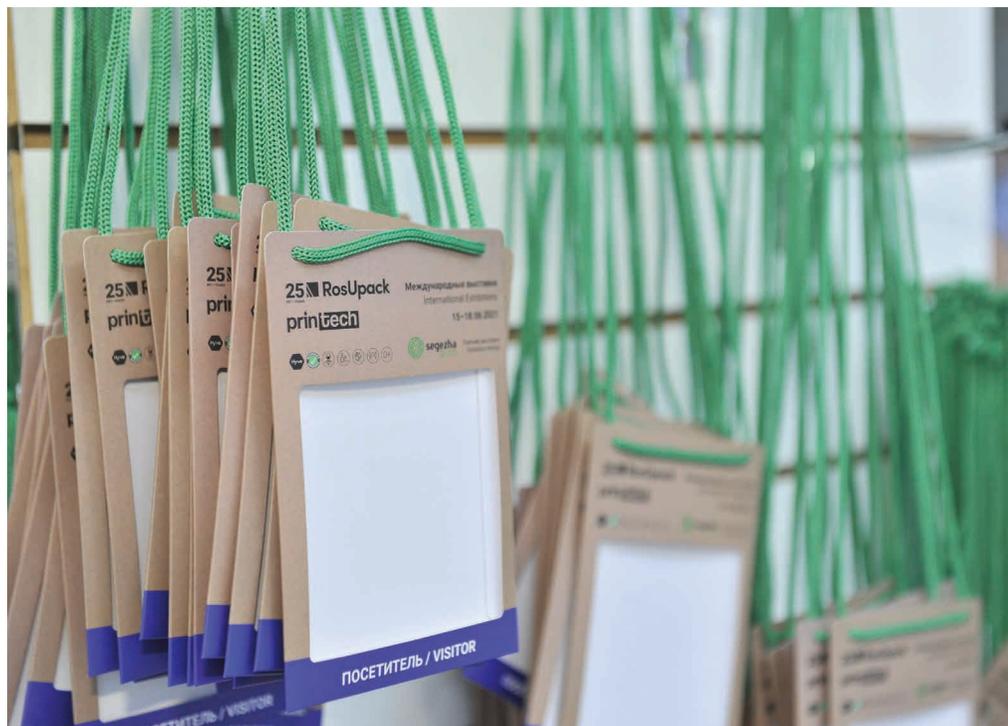
ROSUPACK ECO-INITIATIVES

RosUpack - environmentally responsible show.

New!

Several eco-initiatives were launched at the exhibition. RosUpack eco-partner - the company "**Sfera Ecologii**" - organized a separate collection of waste at RosUpack and provided 18 groups of containers for three waste categories:

- ◆ paper;
- ◆ recyclable waste (plastic, glass, metal, tetrapak);
- ◆ mixed waste.



GC "**Ilim**" provided exhibitors with the early booking RosUpack 2022 folders made of pure cellulose cardboard - environmentally friendly and safe material.

Specially for the visitors, **Segezha Group** produced badges and bags, which could be handed over for recycling after use.

In a special eco-zone, the exhibition guests could have a rest and learn more about RosUpack eco-initiatives.

Join us!
 Find out more special opportunities for RosUpack 2022 eco-partners:
Daria.Knyazeva@hyve.group

We have saved:

1 tree **1 035** liters of water **54** kW of electricity **151** kg. of carbon dioxide

EXHIBITORS' AWARD CEREMONY OF THE 25TH ANNIVERSARY ROSUPACK EXHIBITION

EXHIBITORS' AWARD CEREMONY was held during the 25TH ANNIVERSARY ROSUPACK EXHIBITION.

The Organizes noted exhibitors successes, partners achievements and handed out the awards

Awards in the nomination "**For many years of cooperation**" were handed out to:

- ◆ Unipack.ru
- ◆ National Confederation of Packers (NKPak)
- ◆ Association of packaging and processing equipment (PAKMASH)
- ◆ The magazine "TARA I UPAKOVKA"



Award in the nomination "**For active participation**" was handed out to: ZTI company

Award in the nomination "**For loyalty and consistency**" was handed out to: GOTEK, Group of Companies

Award in the nomination "**The Brightest Stand**" was handed out to: SFT, Group of Companies

Award in the nomination "**Best product presentation at the stand**" was handed out to: APOLLO Company

Award in the nomination "**The largest exposition**" was handed out to: RUSAL

Award in the nomination "**Best Debut**" was handed out to: L-PAK



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.

Our business is personalised. We strive to organise our events to a standard that facilitates market development and gives way to future changes.

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Become a part of the main industry event - the largest International Exhibition of the packaging industry in Russia and Eastern Europe

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To know more:

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