

Press

upakovka 2022 about to be relaunched

Russian trade fair to be industry meeting place again at the end of January

The Russian trade fair upakovka – Processing and Packaging will once again offer a presence platform for personal exchange within the industry from January 25 to 28, 2022, at the AO Expocentre Krasnaya Presnya exhibition center in Moscow. As in the past, it will be held in parallel with interplastica – International Trade Fair for Plastics and Rubber. A total of about 600 companies from 26 countries have announced their participation in both trade fairs. In 2021 the trade fair duo had to be cancelled due to the pandemic.

"We are very pleased that upakovka can take place again in 2022. The popularity of the companies that have registered underlines the findings that have become increasingly apparent in the course of the pandemic: The industry needs a meeting place for personal exchange – to do business, make contacts and get information. After all, it's about building trust for often long-term partnerships. Digital alternatives cannot provide that," comments Thomas Dohse, Project Director at Messe Düsseldorf.

Extensive program at innovationparc

upakovka complements the exhibitors' offerings with an extensive supporting program focused on providing information on topics that are of particular relevance to the industry in Russia. The "innovationparc" focuses on sustainability topics such as waste reduction or approaches to appropriate packaging concepts in its forum program, which takes place on two stages. Another focal point is the topic of beverage filling and packaging – a topic which is also very present among the exhibitors at upakovka due to numerous key players in the industry. The speakers will take a look



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U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

at the trends for the next five years. The topic of digital innovations for packaging and labeling will be addressed in another thematic block at innovationparc. Proven expertise can also be found here among the regular exhibitors – especially in the area of packaging printing. In addition, a whole series of companies will be present here as first-time exhibitors.

Most important Russian business platform

As a member of the interpack alliance, upakovka addresses the target groups of food, beverages, confectionery and bakery products, pharmaceuticals, cosmetics, non-food and industrial goods with its offerings for the packaging sector and related process industries. The international orientation of upakovka enables visitors to find out about innovations from all parts of the world and obtain offers tailored specifically to their needs. This year, there will again be official country participations from Germany and Italy. The upakovka visitor ticket is also valid for interplastica, which is being held simultaneously.



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About the interpack alliance

The interpack alliance comprises Messe Düsseldorf events that are part of the Processing & Packaging portfolio. Exhibitors and visitors recognize the corresponding trade shows by an umbrella brand logo based on the counterpart of interpack, the world's most important event for the packaging sector and related process industries. In addition to the flagship trade show that gives it its name, the interpack alliance also includes the trade shows upakovka (Moscow), swop (Shanghai World of Packaging), pacprocess India and food pex India (Mumbai, New Delhi), pacprocess MEA (Cairo), components (Düsseldorf) and indopack (Jakarta). The interpack alliance addresses the target groups of food, beverages, confectionery and bakery products, pharmaceuticals, cosmetics, non-



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food consumer goods and industrial goods in key growth markets – with a different focus depending on the event.

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