

FINAL REPORT

International Trade Fair for Packaging,
Printing and Filling Technologies



UPAKEXPO
23 – 26 JAN
2024
Moscow, Russia

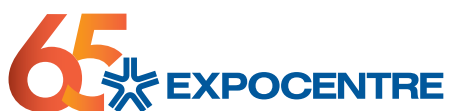
upakexpo.ru

• PACKAGING EQUIPMENT
AND READY PACKAGING

• PRINTING FOR PACKAGING
AND LABEL PRODUCTION

• FILLING TECHNOLOGIES

Venue:



Organizer:

EXPO FUSION LLC
119021 Russia, Moscow,
Timur Frunze str, 3, bld. 1
T. +7 495 955 91 99
e-mail: info@expo-fusion.ru



35% of visitors are senior management

Reasons for visiting

Several answers are possible

Search for new suppliers/business partners	42%
Products presented at the exhibition	28%
Meetings/establishing useful connections	26%
New developments/trends	26%
Contacts with existing suppliers	25%
Presence of specific exhibitors	18%
Making a purchase decision	17%
Purchase/Order	13%
Analysis of competitors' activities	12%

Visitors from CIS and foreign countries

39 countries

Visitors from 38 countries besides Russia: Belarus, Kazakhstan, Uzbekistan, Armenia, China, Turkey, Germany, Italy and others

Area of responsibility

General guidance	35%
Purchasing activity	16%
Production, control, quality	12%
Sales, distribution	11%
Marketing, advertising, PR	11%
Logistics	4%
Research and development	3%
Maintenance / Repair	3%
Information and communication technologies	3%
Other area	2%

Visitors of the exhibition

Food production, confectionery, bakery products	24%
Industrial goods	21%
Consumer (non-food) goods	19%
Drinks	16%
Pharmaceuticals and cosmetics	11%
Services	9%

85% visitors influence purchase decisions

90% visitors are completely satisfied with every aspect of the exhibition

Interest to thematic sections

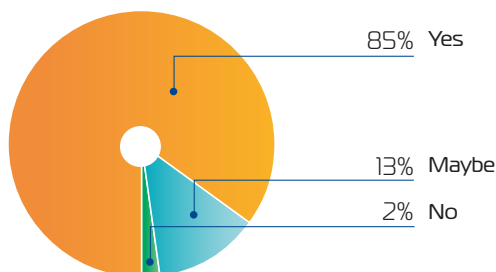
Several answers are possible

Packaging machines and equipment	51%
Ready packaging for food and non-food production	47%
Labels	41%
Packaging materials, auxiliary means for the production of packaging and its packaging details	39%
Machinery and equipment for production packaging and auxiliary packaging means	27%
Machinery and equipment for the production of beverages	21%
Automation Tools / Components /Auxiliary devices	17%
Recycling and environmental protection technology	13%
Machinery and equipment for the production of food products, confectionery and bakery products	11%
Machinery and equipment for the production of pharmaceutical and cosmetic products	10%
Services	9%

Satisfaction with

Exhibition structure	90%
Presence of leading market participants	89%
Completeness of the product range	81%

Will you visit the exhibition in the future?



90% visitors would be recommended to colleagues to visit the exhibition



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1.142 TOTAL NUMBER OF EXHIBITORS*

* UPAKEXPO, RUPLASTICA, RECYCLING SOLUTIONS

85% the exhibitors are satisfied with their participation in the exhibition

Exhibitors from different countries 8

Russia, Brazil, Germany, India, Iran, Italy, China, Turkey

Collective exhibition

Krasnodar region

Perm region

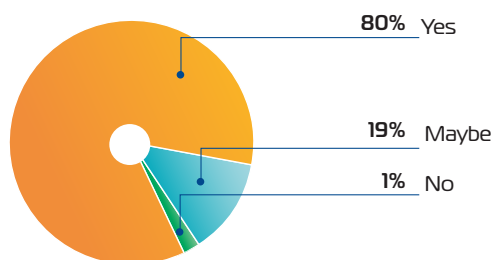
Satisfaction with achieving goals Several answers are possible

Communication with regular customers	96%
Acquisition of new customers	94%
Getting a general impression of the market situation	93%
Information about existing products	91%
PR, image presentations	90%
Exchange of experience	87%
Conclusion of contracts (also) during and after the exhibition	85%
Presentation of new products, new developments	82%

Satisfaction with the coverage of target groups of visitors Several answers are possible

Food production	96%
Drinks	95%
Consumer (non-food products)	93%
Industrial goods	91%
Bakery products	87%
Confectionery	86%
Logistics, Transport and services	76%
Cosmetics	75%
Pharmaceuticals	72%

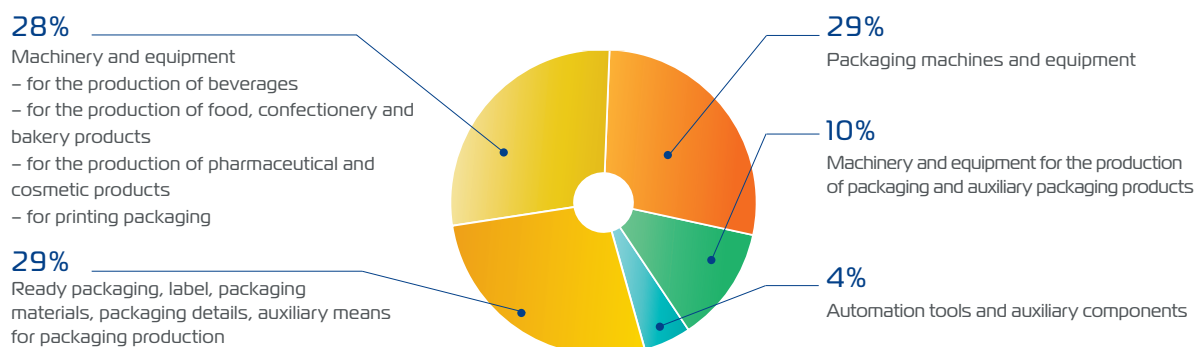
Will you participate in the next exhibition??



87% exhibitors would be recommended to participate in the exhibition to other

94% exhibitors expect high subsequent business activity

Product categories at the 2024 exhibition



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BUSINESS PROGRAM INNOVATION PACK



THE LEADING MANUFACTURERS OF THE INDUSTRY SHARE THEIR EXPERIENCE AND INTERESTING CASE STUDIES FROM PRACTICE

4 exhibition days **>50** performances

85 speakers **35** hours of performances

The business program has established itself as a proven platform for discussing the most current issues of the industry.

IN THE SPOTLIGHT INNOVATION PACK 2024

- The russian packaging market. Adapting to sanctions: challenges and opportunities
- Packaging. Trends and best practices
- Production of printed packaging in a new reality: What happened in two years
- Branding is a mirror of changes in society
- Personnel for the russian packaging industry
- And much more!

LEARN MORE ABOUT INNOVATION PACK 2024



BUSINESS PROGRAM

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