



## PRESS RELEASE

May 2021

### FACHPACK 2021: Ready to go!

- **Bavarian State Government: Resumption of Trade Fair Operations as of September 1, 2021**
- **Opening perspective ensures greater planning security**
- **Hygiene concept enables safe trade fair attendance**

In its cabinet meeting on May 18, 2021, the Bavarian State Government decided on further easing of the Corona measures and named a clear opening perspective for the trade fair industry: if the infection situation continues to develop in a positive way, the resumption of trade fair operations is possible by September 1, 2021 at the latest. For FACHPACK, European Trade Fair for Packaging, Technology and Processes, which will be held in Nuremberg from September 28-30, 2021, this decision comes at the right time. Almost 800 exhibitors have registered and are currently preparing their exhibition stands in the nine booked exhibition halls. Trade visitors are cordially invited to attend FACHPACK on site in the exhibition center. A comprehensive hygiene concept will ensure a safe visit to the trade fair.

"We welcome the decision of the Bavarian State Government, which is taking an important and correct step with its decision today! The possible restart on September 1 gives our customers more planning security and perspective for our exhibitions in the fall," says Dr. Roland Fleck, CEO of the NürnbergMesse Group. And Peter Ottmann, NürnbergMesse CEO, adds: "Since the start of the Corona pandemic, we have been in constant communication with the health authorities. Together we have developed a comprehensive hygiene concept that makes safe exhibition operations possible."

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### **Longing for a real trade show experience**

The demand for a meeting place for the packaging industry is great. For almost two years, the packaging industry has not had a trade show where it could present itself on site. "Finally meeting customers again, presenting innovations and exchanging ideas about trends in person - that's what our exhibitors and all of us are longing for after the long period of deprivation. We are ready. The FACHPACK exhibition halls are planned; the supporting program is as good as ready," says Heike Slotta, Executive Director at NürnbergMesse.

### **Hygiene concept: personal networking possible**

To guarantee a safe visit to the exhibition, extensive protective measures and a detailed hygiene concept have been developed: Contactless payment, booking of online tickets, hand disinfection options, a state-of-the-art ventilation concept for exhibition halls and congress rooms, and traceability through digital contact recording via app at the exhibition stands are just a few examples. So-called community areas in the exhibition halls allow personal networking while maintaining distance regulations. For more information on the hygiene concept and protective measures in accordance with current specifications, visit: [www.fachpack.de/protective-measures](http://www.fachpack.de/protective-measures)

### **myFACHPACK combines real and digital world**

A new feature this year is the digital tool myFACHPACK, which offers FACHPACK exhibitors the opportunity to extend their reach into the digital world. And visitors who don't want to travel to Nuremberg can still take part in FACHPACK this way. myFACHPACK offers, for example, online matchmaking and networking even before the show starts, digital additions to the product displays on the exhibition stands, e.g. through videos, chats or virtual meeting rooms, as well as live streams of the three forums PACKBOX, TECHBOX and the new exhibitor forum INNOVATIONBOX.

### **About FACHPACK**

FACHPACK (28.-30.9.2021, Nuremberg) is the European trade fair for packaging, technology, and processes, where exhibitors showcase their products for the packaging process chain for industrial and consumer goods. On display will be packaging materials, packaging and accessories,



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packaging and bottling machinery, labelling, marking and identification technology, machines and equipment for the packaging periphery, packaging printing and finishing systems, palletising technology, intra-logistics and services. With its new slogan: “We create the future”, FACHPACK 2021 will be devoted to the trending topic of “environmentally friendly packaging”. As the No. 1 gathering for the European packaging market, FACHPACK attracts trade visitors from all packaging-intensive sectors like food/drinks, pharmaceuticals/medical technology, cosmetics, chemicals, automotive, and consumer and industrial goods:  
**[www.fachpack.de](http://www.fachpack.de)**

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