

PRESS RELEASE

August 2019

Expanded collaboration between dfv Mediengruppe and NürnbergMesse

- **PACKAGING 360: New conference and event series on theme of packaging**
- **Information available 24/7 all year round**

Following the successful launch of the joint content platform **packaging-360.com** at FachPack in September 2018, work has continued between the two partners – **dfv Mediengruppe** and **NürnbergMesse** – to expand their collaboration. In the future they will work together to organize conferences and events on the theme of packaging for brand and product managers in the fast moving consumer goods area under the **PACKAGING 360** brand. The first **PACKAGING 360** congress will be held in Frankfurt on 28-29 November 2019, and “Think Tank” events on special packaging themes will follow in 2020.

The goal of the collaboration between **dfv Mediengruppe** and **NürnbergMesse** is to network businesses in the packaging market with those in the consumer goods industry all year round, to ensure both parties are best informed and inspired, and to drive developments forward. The theme portal **packaging-360.com** and the associated newsletter with some 60,000 subscribers; the **FachPack** trade fair with around 1,600 exhibitors and 45,000 trade visitors; and the conference and event series will provide a range of online and on-site opportunities to discuss new developments in the packaging industry, 24 hours a day, 365 days a year. The focus will be on up-to-the-minute topics: “Environmentally friendly packaging” at **FachPack 2019**, the transformations currently affecting the sector at this year’s packaging congress **PACKAGING 360** (digitalisation, design, E-commerce, future consumers), and “Smart Packaging” at the first Think Tank.

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Closer to the industry

“We offer genuine information advantages and make people more successful in their profession and their business,” says Rainer Miserre, Publishing Director at dfv Mediengruppe. “In this way, those who regularly visit our online portal, read our latest newsletter and take part in our events will be close to the people involved, the themes and the industry events.”

“As a live offer, the conference and event series is an ideal complement to our online theme portal, packaging-360.com,” says Heike Slotta, Executive Director Exhibitions at NürnbergMesse. “In contrast to a trade fair, a conference or – at an even more personal level – a Think Tank makes it possible to deal even more closely with special or current packaging topics. A further benefit is the flexibility the planned conferences and events will offer in terms of timing and location. We go to the industry, not the other way around.”

New event format: Think Tanks

Four Think Tanks in the PACKAGING 360 series have been scheduled for the German-speaking countries in 2020, beginning with “Smart Packaging” in the first quarter. The organizer, dfv Conference Group, perceives the Think Tank as an event format with a limited number of participants (no more than 30), enabling top decision-makers to gather and learn about the latest know-how from experts, discuss key themes and individual questions, and bring together ideas and approaches that they can subsequently apply in their day-to-day business.

For further information please visit: packaging-360.com/events

About dfv Mediengruppe:

The dfv media group, based in Frankfurt am Main, Germany, is one of the largest independent media companies in Germany and Europe. With its subsidiaries and holdings, it publishes more than 100 specialist periodicals which make their readers more successful in their profession and business. A lot of the titles are market leaders in important sectors of the economy. The portfolio is supplemented by more than 100 digital offerings as well as 400 recent professional book titles. More than 140 commercial events, such as conferences and trade fairs, offer not only information but also the opportunity for intensive networking. The dfv media group employs more than 950 staff in Germany and abroad and achieved revenue of EUR 144.4 million in 2017. www.dfv.de

About FachPack:

FachPack is the European trade fair for packaging, processes and technology. With its extensive range of products and services on all aspects of the packaging process chain for industrial and customer goods, Fachpack will be held in Nuremberg as a compact three-day event running from 24 to 26 September 2019, focusing this year on “Environmentally friendly packaging”. Its unique portfolio comprises packaging materials, packaging accessories, packaging machinery, labelling and marking technology, peripheral packaging machinery and equipment, packaging printing and finishing, intra-logistics and packaging logistics and services for the packaging industry. FachPack draws trade visitors from the fields of food and drink, pharmaceutical/medical technology, cosmetics, chemistry, automotive and other consumer and industrial goods. www.fachpack.de

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