



## PRESS RELEASE

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### **A bustling celebration for the packaging industry**

- **24,000 trade visitors at FACHPACK 2021**
- **New key theme for 2022: Transition in packaging**

**“Those who weren’t able to attend definitely missed out.” That was the unanimous view of the exhibitors as FACHPACK drew to a close on 30 September 2021. For three days, the trade fair for packaging, technology and processes was brimming with innovation and inspiration for the packaging sector. And the pleasure of being able to meet with customers and business partners in person was palpable throughout the exhibition halls. Goosebumps all around! A total of 788 exhibitors from 33 countries were on hand to answer specific packaging questions from about 24,000 trade visitors. Of the trade visitors, one in three had travelled to Nuremberg from outside Germany. Access to the trade fair with e-tickets and verification of “3G” status (proof of having been vaccinated, tested, or recovered from COVID) at the entrances was quick and uncomplicated. The hygiene strategy worked, with exhibitors and visitors observing the relevant regulations.**

The aisles were busy, and there were crowds around the stands: strolling through the exhibition halls and in conversation with exhibitors it was possible to catch phrases such as, “The investment definitely paid off!” “We’re pleased we weren’t put off by the risk,” or “The exhibitors who were optimistic have been rewarded.” The supporting programme also proved highly popular. About 9,500 audience members followed the 101 product presentations in the PACKBOX, TECHBOX and INNOVATIONBOX forums. And anyone who missed a presentation at the trade fair can still view it on the myFACHPACK digital tool until the end of the year.

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**28.-30.9.2021  
NÜRNBERG**

### **Products on display and an international focus**

FachPack covered a comprehensive range of products from the entire packaging process chain, from packaging materials and machines to printing and processing, logistics systems and services. Forty-one percent of the exhibitors and about one-third of the visitors travelled from outside Germany, mainly from Austria, Switzerland, Italy, the Netherlands, Turkey, the Czech Republic, Poland, France and Belgium.

### **Visitors appreciate FACHPACK as a working trade fair**

“Exhausted, but happy!” That sums up how Heike Slotta, Executive Director Exhibitions, NürnbergMesse, felt just before the trade fair came to an end. Many others shared her feelings. No-one knew in advance how it would turn out, or how many visitors would actually make the trip to Nuremberg in this unusual, pandemic-afflicted year. The fact so many attended in the end was a surprise not only for the exhibitors but also for the trade fair organizers. And it just proves that nothing can take the place of a live event, despite all the digital options available. “What visitors to FACHPACK particularly appreciate is the productive conversations with exhibitors, which lead to new ideas for solutions to their packaging problems,” observes Phillip Blass, Director FACHPACK, NürnbergMesse. “FACHPACK is simply a real working fair – and that’s what makes it special.”

### **Industry professionals: 90 percent contribute to purchasing decisions**

The exhibitors had particular praise for the high quality of the industry professionals. That is backed up by the results of a visitor survey by an independent institute: some 90 percent of the trade visitors said they were involved in the purchasing and procurement decisions in their companies. About two-thirds of them held senior positions, and more than one in five were from management. The visitors came mainly from the food and beverage, pharmaceutical and medical, cosmetics, chemical, electronics and automotive industries.

### **New key theme for FACHPACK 2022: “Transition in packaging”**

FACHPACK perceives itself as a guide, and aims to offer direction to the sector. The new key theme for 2022 is therefore devoted to the powerful trends currently impacting on the packaging industry. Sustainability is demanded not only by law but also by consumers – and that is making far-reaching changes to the industry. Subjects such as the circular economy,



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digitalization and e-commerce add to the mix. Covid-19 has brought a focus to the aspect of hygiene in product protection. In addition, areas such as online shopping and home deliveries will continue to grow. What purchasing behaviours will consumers exhibit in the future? All these themes are not only a task for the packaging industry; they also offer a major opportunity to make changes.

**Save the date!** The next FACHPACK will take place in the Exhibition Centre Nuremberg in its usual sequence from 27 to 29 September 2022.

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#### **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, bottling and packaging 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 was 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/beverages/luxury food, pharmaceuticals/cosmetics/chemicals/health care, non-food/pet food/other consumer goods as well as automotive/technical articles/medical technology and other industrial goods: [www.FACHPACK.de](http://www.FACHPACK.de)

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