



PRESS RELEASE

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FACHPACK 2021: Digital extension myFACHPACK helps make trade fair visit even more efficient

- **Ideal preparation for the trade fair, online or with app**
- **Don't miss anything: all contacts and presentations also available online**

When FACHPACK 2021 opens its doors again from 28 to 30 September 2021, visitors can learn about the latest innovations in the packaging industry in an even more efficient and focused way. Thanks to myFACHPACK, the digital extension to the trade fair available from the FACHPACK website or as a convenient app, visitors can arrange meet-ups in advance, watch presentations from the supporting programme live or on demand and start video chats with exhibitors and other visitors. The myFACHPACK tool is also open to visitors who cannot attend in person, significantly extending the reach of the European trade fair for packaging, technology and processes.

“Especially at times like these, we want to make it easier than ever for our visitors to make the most efficient use of their visit to FACHPACK. And this is where myFACHPACK can help. For example, you can make firm arrangements for meetings with exhibitors at their stands, find out about products and companies and watch the presentations. From preparing your visit and determining the best circuit round the venue to providing feedback at the end, myFACHPACK is the ideal companion for your trade fair visit,” says Phillip Blass, Director FACHPACK at NürnbergMesse, of the new tool.

Extending the event into the virtual space

The myFACHPACK tool is also useful for visitors who are not yet able to travel in person to the industry gathering at Exhibition Centre Nuremberg due to travel restrictions, for example. It enables packaging experts and users worldwide to experience and benefit from the event's content and contact options regardless of any travel restrictions in force at the time of the event.

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Conversely, exhibitors and speakers can benefit from the additional reach provided by the digital extension. All exhibitors at FACHPACK have a corporate profile in myFACHPACK and can present products, provide documentation, communicate with visitors and give details of contacts. Additional packages allow exhibitors, for example, to increase their exposure, book digital group meeting rooms and presentation slots, and obtain comprehensive qualified lead lists.

Well-prepared networking and knowledge acquisition

Interesting features for visitors: Not only does myFACHPACK provide an overview of all exhibitors and products, but an intelligent matchmaking algorithm also suggests contacts especially relevant for you. When you register you will be prompted to define your own areas of interest. You can then use the chat function to easily arrange a video call or on-site meetings in the FACHPACK exhibition halls. The networking function includes all participants. Based on mutual interests, visitors can interact with exhibitors, other visitors or presenters.

In addition, the presentations from the exhibitor forum INNOVATIONBOX and the PACKBOX and TECHBOX forums will be live streamed and subsequently made available on demand. This means that visitors no longer need to miss out on interesting presentations and can still watch them live, for example, if the forum at the venue is very crowded. It will even be possible to ask questions and join the discussion using the chat function during the live stream.

How myFACHPACK works

Registration on myFACHPACK is free and included in the ticket price for all visitors. Following registration, visitors will receive an onboarding email about 10 days before the start of the event. They can then immediately start networking and preparing for the trade fair. Those who prefer to use an app can download the free Talque app and register there using the myFACHPACK login data. For more information go to www.fachpack.de/en/visitors. We intend to also make myFACHPACK available for future rounds of the packaging exhibition.

myFACHPACK is the digital extension to FACHPACK, the European trade fair for packaging, technology and processes, which will take place in line with its regular schedule from 28 to 30 September 2021. For tickets and other information please go to www.fachpack.de/en.



**28.-30.9.2021
NÜRNBERG**

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 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/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/en

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