

## CLOSING REPORT

October 2016

### FachPack 2016 closes on a successful note

- Full halls, a good mood, satisfied exhibitors
- Focal point: German and central European packaging industry
- Supporting program very well received
- New products, innovations and trends confirm the innovativeness

Following three successful trade fair days, FachPack closed its doors on 29 September and is therefore now taking its traditional break-year before returning from 25 to 27 September 2018 to present itself once again to the trade visitors from the packaging industry. A total of 41,014<sup>1</sup> trade visitors seized the opportunity to inform themselves about the latest products and innovations from the packaging, technology, processing and logistics sectors. A total of 1,541<sup>1</sup> companies presented themselves in eleven exhibition halls. In this connection, the Europeanization of FachPack continued: after Germany, the exhibitors came from the top five nations Italy, the Netherlands, Austria, Switzerland as well as the Czech Republic.

“The mood at FachPack was really good, the exhibition halls were full and the exhibitors and visitors very satisfied”, said Heike Slotta, Exhibition Director NürnbergMesse, summing up the event after three compact trade fair days. “The high level of FachPack was maintained and our expectations fully fulfilled. We were once again able to show that FachPack is a central sector meeting place for packing specialists in a European setting”, Slotta went on to add.

This is not only the view held by the Exhibition Director. Around 80 percent of the trade visitors supported the alignment of FachPack as a packaging trade fair in the DACH (Germany D, Austria A Switzerland CH) economic

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<sup>1</sup> The visitor, exhibitor and exhibition space figures at this fair are determined and certified in accordance with the standard definitions of the FKM – Gesellschaft zur freiwilligen Kontrolle von Messe- und Ausstellungszahlen (Society for Voluntary Control of Fair and Exhibition Statistics).

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area and Europe, according to the results of a visitor survey conducted by an independent market research Institute. This is also reflected in the visitor figures: 25 percent of the guests came from abroad, mainly from the Czech Republic, Austria, Poland, Italy, the Netherlands, France and Switzerland. As a result, the foreign share of visitors increased by a total of 2 percent compared to the previous year.

### **The typical FachPack visitor**

FachPack presents concrete solutions along the packaging process chain and, as a result, is of interest to everyone who is involved in the production and packaging of consumer or industrial goods. In 2016, the trade visitors came from the food and non-food, paper and printing industry, chemicals, packaging logistics, automotive as well as pharmaceuticals and medical sectors. Once again more visitors were registered from the food, non-food and chemicals sectors than the previous year. The typical FachPack visitor is male (74 percent) and spends an average of 1.2 days at the fair.

More than half the trade fair visitors hold a senior post in their respective companies. 87 percent are involved in the purchasing and procurement decision-making process. A total of 13 percent of the trade visitors are involved in company or plant/factory management. In 2016, once again, more visitors came to Nuremberg from the packaging logistics, material management, warehousing/storage and transport sectors (15 percent compared to 14 percent the previous year). The sectors of manufacturing, production and quality control as well as sales and marketing also accounted for 15 percent.

Almost half the guests travelled to Nuremberg with the aim of obtaining information about new products and innovations. Almost one third made use of the fair visit to maintain business contacts. At 28 percent, the exchange of experience and information is also a key reason, followed by continuation training and imparting know-how (26 percent) and the wish to acquire a general market orientation (25 percent) – multiple statements possible. The fair visitors' main interest was directed at packing materials and supplies, this was stated by almost half the visitors. More than one third of the trade visitors came to see the packaging machinery. For one quarter of the visitors, packaging logistics was of particular interest, followed by packaging ancillaries, packaging printing and processing along

with machinery and appliances in the packaging peripheral – multiple statements possible.

### **Supporting program: PackBox with visitor record**

The supporting program and all its diverse facets were well received. Numerous forums, theme parks and special shows invited the interested parties to participate in continuation training and extend their know-how. Around 90 percent of the visitors stated that these events conveyed a great deal of information and new know-how. A total of 4,350 visitors hungry for knowledge (2015: 3,836) attended the Forum PackBox in Hall 3A. A total of 41 lectures, presentations and discussion panels (eight more than the previous year) were brought to the stage by renowned sector experts, which ensured a diverse program, fulling in keeping with the trio of “Inspiration, Innovation, Information”. One highlight was the “Berge versetzen” (Moving Mountains) lecture delivered by Reinhold Messner, who presented his lifetime's work in a charming approach and also addressed the significance of sustainability issue for the packaging industry.

### **Exhibitors expressed their satisfaction**

FachPack 2016 was not only a great success for the visitors, but also for the exhibiting companies and they assessed the trade fair as an established and successful event. 95 percent summed up the overall success of their trade fair participation as positive, 94 percent stated they had reached their most important target group. Caroline Knapp, Kartonveredelung KNAPP GmbH, praised the exhibitor quality in the packaging machinery sector at FachPack. “FachPack is one of the most important packaging machinery trade fairs anywhere”, confirmed Heiko Wenka, ILLIG Maschinenbau GmbH & Co. KG. The visitors to the stand also received a positive assessment by the exhibitors. While Valeska Haux, MULTIVAC, was delighted with the high-frequency of visitors to her stand, especially on the first day of the fair, Sabine Gauger, OPTIMA packaging group GmbH, was particularly satisfied with the large number of discussions. Due to the contacts and business-initiation process during the event, a total of 85 percent of exhibitors expect post-fair business. Around 90 percent of the exhibiting companies are intending to participate again at FachPack.

### **Distribution of the trade fair ranges**

In 2016, 1,541 companies presented themselves at FachPack and showed products and services across the entire packaging process chain under one roof. In the packaging market segment, 711 companies exhibited, in the technology sector 547 exhibitors, while processing was represented by 255 exhibitors and logistics with 339. Around one fifth of the companies presented products and services in several product sectors. 21 start-ups also seized the opportunity to present themselves and their product innovations to the highly qualified trade fair visitors on the two sponsored pavilions for young, innovative companies.

### **Trends and innovations the focal point**

A total of 608 new products and innovations were presented by the exhibitors at FachPack and thus the latest developments in the following trend clusters: “Production Networking”, “Attractive Limited Editions”, “Handle with Care”, “Marking Technology”, “Controlling and Networking in the Logistics Process”, “Signals at the Point of Sale”, “Adaptable Modules for Packaging Machines”. Innovative stand-up pouch/sachet machines, which guarantee safe and secure packaging of high-quality sweets and confectionery, premium pasta products or pulses (fruits), environmental-friendly shipping packaging, which can also be really easily assembled, filled, sealed and reopened along with creative presentation and display elements, enabling for example inventive communication with the consumer directly in the supermarket, are only some of the select examples confirming the diversity and innovativeness of the packaging industry.

### **German Packaging Award presented**

Outstanding solutions from the entire packaging value-added chain were recognized with the German Packaging Award. On the first day of the fair, together with 230 guests from the sector, the Deutsches Verpackungsinstitut (German Packaging Institute) celebrated the best innovations. In addition, there were also gold packaging awards, which the jury presented to solutions from Werner & Mertz, CTA and wattron.

### **Make a note of the next dates:**

In 2017, FachPack will not be held due to its traditional break-year. The next FachPack duo will take place from **25 to 27 September 2018** and from **24 to 26 September 2019** in Nuremberg.

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