



## INDIAPACK 2010 Launch Report Held on 11<sup>th</sup> January, 2010 at Hotel Leela Kempinski, Mumbai

The official Launch cum Press meet for INDIAPACK 2010 organized by the Indian Institute of Packaging (IIP) on Monday, 11<sup>th</sup> January 2010 at Hotel The Leela Kempinski, Mumbai. This Industry meet was held on the occasion of IIPs' most awaited mega packaging exhibition INDIAPACK 2010 to be held during Sept 30<sup>th</sup> – 3<sup>rd</sup> October 2010 at Bombay Exhibition Centre, Mumbai. The packaging industry stalwarts and the leading press witnessed the most professionally organized Launch cum Press meet for the leading Packaging exhibition in India.

The main objective of INDIAPACK 2010 is to provide Indian Packaging Industry a unique platform where Indian Packaging Industry would showcase "State of the Art" Packaging Technology and Machinery, products and services along with International companies providing effective packaging solutions in terms of Costs, Productivity suitability and quality.

The Launch cum Press meet commenced at 7.30 p.m. with a welcome speech by **Mr.Sanjay Bhatia Chairman** IIP in which, he urged the packaging industry to be the part to this prestigious event which has open doors to the Indian Packaging industry to show case its potential to the world. **Mr.N.C.Saha Director** IIP had a small presentation which threw light on the current scenario on Indian Packaging Industry and which was the need of hour. A short film on IndiaPack was screened and every one liked the same. The speech by Chief Guest **Mr.P.K.Dash Joint Secretary MOC&I Govt. of India** gave the glimpses what government has in store to the Packaging Industry in India. He urged the industry to go to the rural places and grab the opportunity and also educate the entrepreneur who can compete with the small and medium entrepreneurs in cities. He urged to enhance the exports by which the country can progress. He stated that the exhibition should also be held in remote places in various part of the countries to educate the small manufacturers who can be benefited with developing various packages in which they are expertise. **Mr.Ashwini Pande** MD Kolenmesse gave a briefed guide line of how they would be arranging the International show and which are the countries who have agreed to participate. **Mr.Diwakar Shetty Chairman Exhibition Committee** proposed vote of thanks in his brief speech he appreciated that the steps taken by the Government to bring the packaging sector with various schemes which has got export potential. The programme was compared by **Mr.Shekhar Amberkar, Asst.Director Exhibition & Design, Indian Institute of Packaging.**

A International Packaging Summit with theme *Packaging Innovations & Sustainability* is also planned on 30<sup>th</sup> and 1<sup>st</sup> October 2010. National & Internationally renowned experts will present their papers in the Summit to cover Prospects of Packaging Industries, Printing "Technology, Converting Technology, Packaging media, Packaging System & machinery, Package Testing & Evaluation, Package distribution etc.

The National Awards for Packaging Excellence viz. INDIASTAR & PACMACHINE will be also be given away at a grand function in the evening of 1<sup>st</sup> October 2010 concurrent with the exhibition. It is planned to make this mega event covering the space of 18,000 sq.mts which is the largest in terms of area compared to INDIAPACK 2008.

World Packaging Organization (WPO), Asian Packaging Federation (APF), Sri Lanka Institute of Packaging, Sri Lanka Packaging development Centre have also extended their support along with many Packaging & Allied Industries Associations from India viz. FCBMA, AIFMP, AIFTMA, Plastindia Foundation, AIPIMA, GSPMA, AIGMF, AIPMA, TPC, WICMA, FPEWA, HOMAI, MMS, IIP Alumni Association to make a grand success of this mega event.

## **Brief about Indian Institute of Packaging**

The Indian Institute of Packaging is an autonomous and apex body set up by the Ministry of Commerce & Industry, Govt. of India for promotion of packaging standards in the country since 1966. With its headquarter and the principal laboratories in Mumbai and other regional laboratories, across the country. The activities of the institute are in line with those of the world's premiere packaging Institutes. IIP's activities includes Training & Education, With Organization of Seminars, Conferences, Exhibitions, Awards for excellence in Packaging, Packaging Design and Development Consultancy & Projects, Laboratory testing, Quality evaluation of packaging material and packages, Information & Publication and many more. The institute is closely linked with all the international organizations concerned with packaging technology.

More details of the event are available on the official website of INDIAPACK 2010 i.e. [www.indiapack.in](http://www.indiapack.in)

For further information

### **SHEKHAR AMBERKAR**

{Asst. Dir.-E&D}

Tel: (022) 28219803/9469 {Ext-307}

Fax: (022) 28375302

Mob: (0) 9820097847

Email: [iipend@iip-in.com](mailto:iipend@iip-in.com)