

'INDIAPACK 2008' – A Report

**- Shekhar Amberkar
Asst. Dir.-E&D**

INDIAPACK 2008, the International packaging exhibition held from 18-21 September 2008 at Bombay Exhibition Centre, Goregaon(East), Mumbai. The four day international B2B exhibition on packaging and allied industry was inaugurated by Mr. Keith Pearson, President – World Packaging Organization(WPO), Mr. B.S. Kampani, Chairman IIP, Mr. Dharmatilake Ratnayake, Immediate Past President-Asian Packaging Federation, Mr. Sanjay Bhatia, Vice Chairman IIP and Mr. Rajiv Dhar, Director IIP. The event proved to be an ideal platform for the Indian packaging and allied industries to interact with their potential customers from across the world and showcase the expertise available in the country. The exhibition included Machinery Manufacturers, Material Manufacturers, Suppliers & providers of equipments, Technology and other innovative concepts.

“INDIAPACK 2008 has been designed as a unified business platform where entire gamut of issues and current priorities of the industry can be highlighted and explored” commented Mr. Rajiv Dhar, Director IIP. To bring the more value for the industry, an International Summit for Packaging Industry was organized with the theme PACKAGNIG VISION 2020. Many eminent industry personalities across the world had participated in this Summit where major industry issues were discussed and presented.

Participation by key industry players:

All major players in the packaging and allied industry have participated in this successful event. Companies from over 20 countries worldwide, including China, Germany, India, Japan, Malaysia, Singapore, South Korea, Taiwan, UAE, UK and USA, participated at the event with a wide range of innovative products, technologies and services on display. Over 150 exhibitors from the packaging industry took part, including Bell Packaging India, Bloom Seal, Bonshodo BP Plastics, Chemtec, Ecobliss India, Enercon Asia Pacific, Fromm Packaging Systems, Hemetek Techno Instruments, Industrial Pallets, Kaira Cans, Labelle Machinery, Micro Mechanical, Ming Wei Paperware, Robopak Perks Machinery, Shrink Packaging, Specialty Polyfilms, Supack International, Tata Tinsplate Co. and Tetrapak India.

Technology Launch at INDIAPACK 2008:

Innovative products launched during the four day mega event, to name a few Autobag (a 100% automated packaging machine) by KRIS Flexi Packs and Valet Packaging (one of the latest concepts in smart packaging for the pharmaceutical industry) introduced by Ecobliss. Hilda Automation displayed its latest range of fully automated bottling machines and Easy Pack introduced a new technology in sachet packaging.

Industry Support:

Ministry of Commerce & Industry, Ministry of Food Processing Industries, Ministry of Textiles, Govt. of India and many Trade Associations have supported INDIAPACK 2008. Mumbai being the venue of the Exhibition, Government of Maharashtra has encouraged this mega show by extending their support as the Host State for this Event.

Several National and International packaging association and the allied bodies extended their kind support to this mega event. IIP is thankful for the active support received from the leading International Packaging bodies such as The World Packaging Organization, Asian Packaging Federation, Sri Lanka Institute of Packaging, Sri Lanka Packaging Development Centre and the National trade associations viz. Federation of Corrugated Box Manufacturers Association, All India Flat Tape Manufacturers' Association, Plastindia Foundation, All India Printing Ink Manufacturers' Association, Gujrat State Plastics Manufacturers Association, Organization of Plastics Processors of India, Flexible Packaging Entrepreneurs Welfare Association, All India Glass Manufacturers Federation, Tinfoil Promotion Council, Western India Corrugated Box Manufacturers' Association & IIP Alumni Association. The event was very well supported by the media as well. The exhibition was promoted through an extensive advertising schedule in print & electronic media, as well as dedicated PR campaign. Targeted direct mail, e-mail, telemarketing, and newspaper marketing was also utilized

Retrospect:

The exhibition was held in Hall no. I with gross area of around 8000sq. mts. There were 156 companies exhibiting their products and services at the exhibitions. Companies from over 20 countries worldwide, including China, Germany, India, Japan, Malaysia, Singapore, South Korea, Taiwan, UAE, UK and USA, participated at the event with a wide range of innovative products, technologies and services on display. Along with national participation, an overwhelming response was received from overseas participation.

Tremendous response was generated over 11512 high level Trade Visitors along with International Visitors, and Trade Delegations. The analysis indicated that the majority visitors were the key decision makers. All the participants were satisfied with the flow of business generated, establishment of new business relations and reaching target groups through INDIAPACK 2008. The trade visitors showed a buying interest in wide variety of products, technologies and services, with visitors from India and 37 other countries.

Commerce Secretary Mr. G.K. Pillai visited INDIAPACK 2008:

The Commerce Secretary, Ministry of Commerce & Industry, Govt. of India, Mr. G.K. Pillai visited the exhibition and interacted with the exhibitors. He congratulated them on the success of INDIAPACK 2008 & commented "A very interesting exhibition with a number of innovative products. Very impressive show. We must work together to plan a composite exhibition in 2010, Keep it up!"

Concurrent Events:

INDIAPACK 2008 was a 'well-packaged' event with several other concurrent events such as INTERNATIONAL SUMMIT FOR PACKAGING INDUSTRY (ISPI 2008), Award Distribution Function for INDIASTAR & PACMACHINE 2008, The National Awards for Excellence in Packaging and IIP Alumni Annual General Meeting. Some eminent industry personalities from around the world participated in these events and it gave an unparalleled opportunity to network with important industry peers.

Overall it was a perfect B2B platform for the industry and allied sectors, which has served the industry & trade and definitely accelerate development of the Indian Packaging Industry.

INDIAPACK 2010
“PACKAGING UNWRAPPED”

The packaging industry together with allied trades has enjoyed an exciting period of growth by adopting innovative materials & Technology and the confidence is such that this trend is set to continue. Acknowledging the need of the Industry to modernize, the Indian Institute of Packaging has announced to organize the next edition of INDIAPACK i.e. **INDIAPACK 2010 between 30th September – 3rd October 2010 at Bombay Exhibition Centre, Goregaon, Mumbai**, Concurrent with a high level International Packaging Conference and the National Awards for Excellence in Packaging viz. **INDIASTAR & PACMACHINE**.

Recognizing new trends and developments is essential to a bright future and the Indian Institute of Packaging, through **INDIAPACK**, seeks to bring all these elements together all under one roof. In this way, industry has the opportunity to connect at this highly specialized event where the issues of meeting the soaring demand for more sophisticated packaging together with the ever present need for increased productivity are addressed.

IIP would aim at sustainable development of the event and it would be India's answer to **Interpack**. With the same encouraging support and co-operation from the industry and allied sectors, surely we can aim for the most awaited mega show “**INDIAPACK 2010**”.

So mark your dates and look forward to see you in INDIAPACK 2010.