

INTERNATIONAL PACKAGING EXHIBITION

19/22 NOV. 2012
PARIS NORD VILLEPINTE 
FRANCE



 **emballage**
PACKAGING EXHIBITION-PARIS

www.emballageweb.com

HELD
TOGETHER WITH

 **MANUTENTION**
EQUIPEMENTS & SYSTÈMES

Benefit from the attraction of an **international generalist exhibition** and from a **fine-tuned sectorization** to enhance your business activity. A guarantee to establish qualified contacts on your key targets.



A UNIQUE OFFERING REFLECTING THE WHOLE PACKAGING CHAIN FROM MATERIALS TO FINISHED PRODUCTS



PARIS NORD VILLEPINTE 

Hall 4

- B&L / Beverages & Liquids: Liquids processing and packaging machines
- Identification, marking, coding, labelling machines, traceability

Hall 5a

- Process & packaging machines for food products
- Multi-industry packaging machines
- Packaging machines for beauty & health products
- Secondary packaging machines

Hall 6

- Packaging and containers for hygiene, health and beauty products
- Luxury area
- Packaging and containers for food products
- French & International pavilions
- Primary materials, films, consumables
- Multi-industry packaging and containers
- Converting, prepress, printing, decoration equipment and finishing, labels

A FITTED SHOW FOR YOUR MARKET

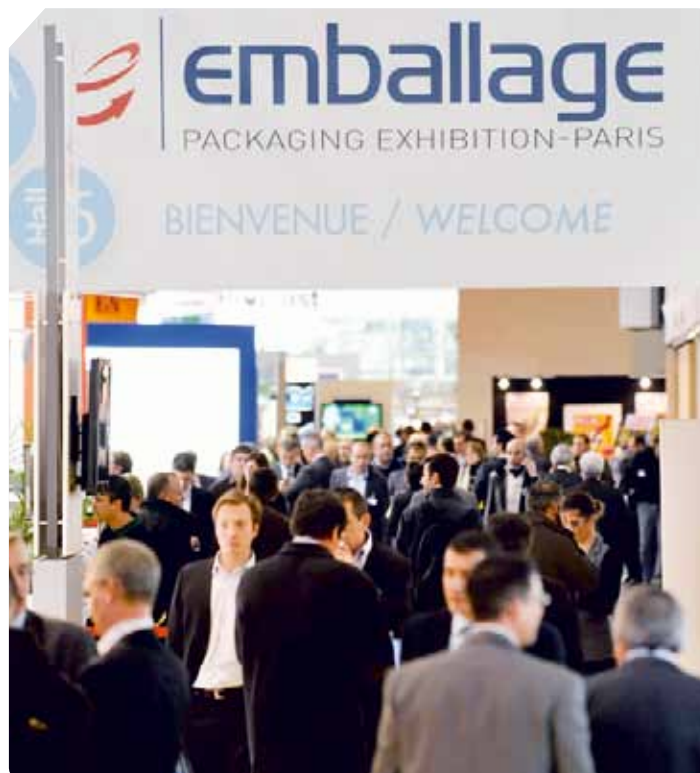
 <p>2.200 visitors 90 exhibitors (machines) Hall 4</p>	 <p>12.400 visitors 325 exhibitors (machines and containers) Halls 5a & 6</p>	 <p>10.200 visitors 180 exhibitors (containers and machines) Halls 5a & 6</p>	 <p>11.500 visitors 285 exhibitors (containers and machines) Halls 5a & 6</p>	 <p>11.500 visitors 285 exhibitors (containers and machines) Halls 5a & 6</p>	 <p>11.500 visitors 285 exhibitors (containers and machines) Halls 5a & 6</p>
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OPPORTUNITY FOR HIGH-QUALITY CONTACTS!



KEY FIGURES

- ▶ **1.295** exhibitors + 500 represented brands
 - ▶ 47% international
- ▶ Attendance:
 - 89.244** trade visitors
 - ▶ 35% international
- ▶ **310** French and international journalists
- ▶ **95** represented countries
- ▶ **83%** of exhibitors satisfied with the quality of visitors
- ▶ **73%** of exhibitors satisfied with their participation
- ▶ **56%** of new contacts made by exhibitors during the show

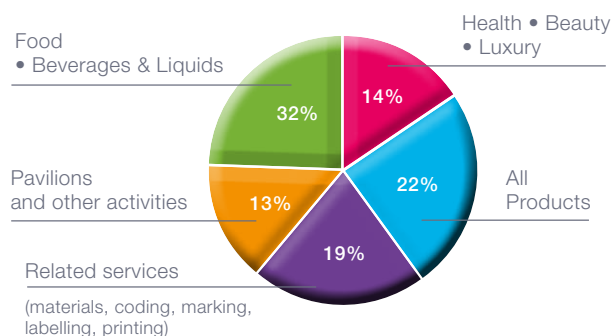


TOP 10 EXHIBITING COUNTRIES

- | | |
|-----------|---------------|
| 1 France | 6 Belgium |
| 2 Italy | 7 Netherlands |
| 3 Germany | 8 Switzerland |
| 4 Turkey | 9 Taiwan |
| 5 Spain | 10 China |

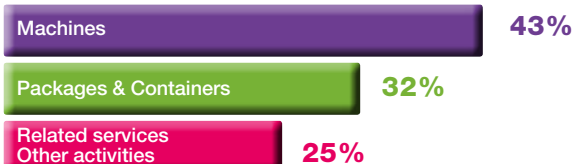
EXHIBIT OFFERING BY SECTOR

In number of exhibitors



BREAKDOWN OF EXHIBITORS OFFERING

In number of exhibitors



82%

of visitors satisfied with their visit

78%

of visitors play a role in purchasing process

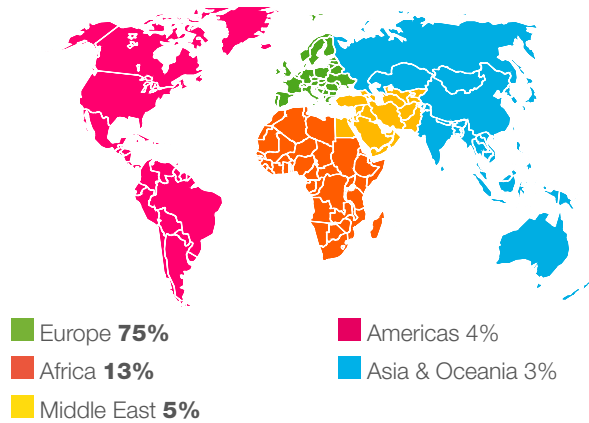
53%

of new visitors

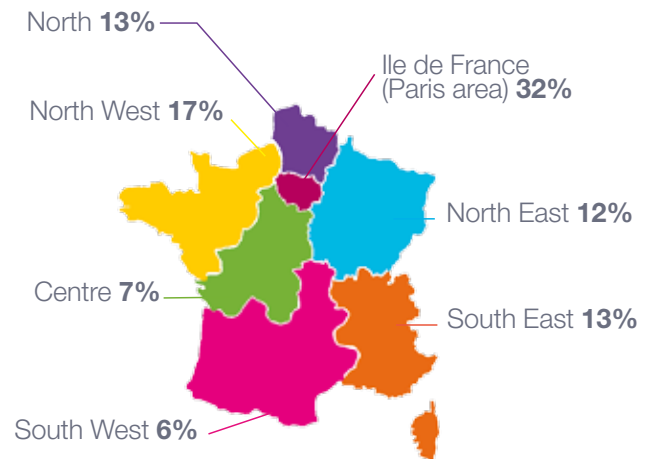
39%

only-one-exhibition visitors*
* who do not visit any other exhibitions regularly in the world

INTERNATIONAL VISITORS WITH A STRONG Foothold IN THE EMEA AREA*



SPOTLIGHT ON FRENCH VISITORS

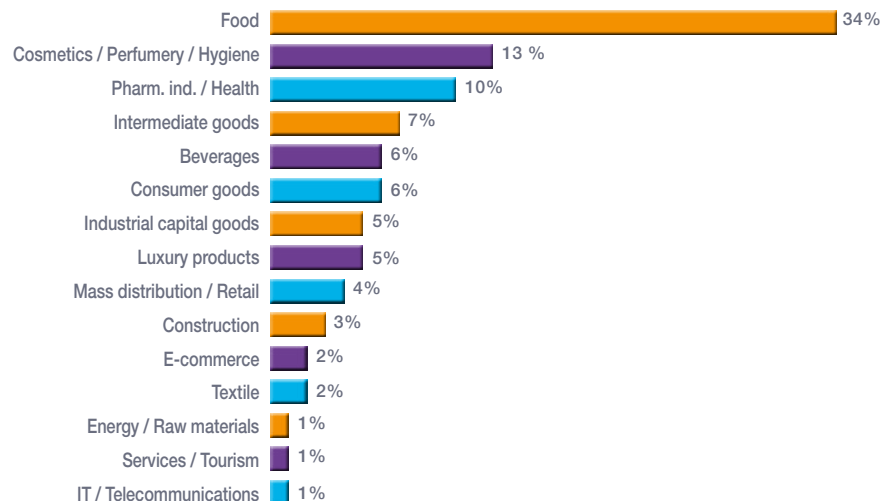


VISITORS FROM MULTIPLE INDUSTRIES

USER INDUSTRIES	41%	DESIGN/PACKAGING AGENCIES	5%
PACKAGING MANUFACTURERS		INDUSTRY ORGANISATIONS	
• DISTRIBUTORS	35%	• PRESS	3%
ENGINEERING • CONSULTING	13%	PUBLIC INSTITUTIONS	2%



SPOTLIGHT ON BUSINESS ACTIVITIES OF VISITORS FROM USER INDUSTRIES



ING FOR INNOVATION AND FOR NEW SUPPLIERS



PROFESSIONALS WITH DECISION-MAKING AUTHORITY

More than
80%
of visitors
have operations
and functional
management
positions



A TARGETED COMMUNICATION CAMPAIGN – ON & OFF LINE – WHICH UNITES - NEARLY 400.000 CAPTIVE PROFESSIONALS* – BEFORE AND DURING THE EXHIBITION

*visitors + internet users

EMBALLAGEWEB.COM : A WEBSITE CONNECTED WORLDWIDE

Nearly **300.000 international internet users** who spend more than 9 minutes on average on the site.

A packaging-dedicated TV channel with all the broadcasts made before, during and after the exhibition

► www.emballage-tv.com



A TARGETED AND OPTIMIZED GLOBAL COMMUNICATION PLAN TO ENSURE THE BEST ROI!

- **Our agents network** in 20 countries.
- **15 press conferences** in France and abroad.
- **Powerful and targeted** online and offline **direct marketing** campaigns (15 enews sent to more than 150.000 qualified contacts and nearly 515.000 invitation cards sent out around the world).
- **More than 1.000 media** reports and editorials in France and abroad (print press , web, BtoB, BtoC, TV, radio) and reception of more than 350 French and international journalists.
- **A great number of national and international partnerships** with the trade press and the industry associations representing the packaging manufacturers and user industries, etc.
- **An international media plan** in more than 200 magazines.
- **EMBALLAGE on the social networks:** linked in, viadeo, twitter...



Paris is an important place for **international business in the packaging related industries.**

EMBALLAGE is the testing ground for tomorrow's packages, the ideal venue to launch your **new products, machines and services.**



BENEFIT FROM THE MEDIA COVERAGE GIVEN TO THE PACK INNOVATION AREA

ESPACE AREA

pack innovation

THE SHOWCASE OF EXHIBITORS' **NEW PRODUCTS AND INNOVATIONS**

- ▶ In 2010: **48** innovations selected among 216 announcements.
- ▶ **7** of them were given «Favourite Exhibit» awards by the Pack Experts committee. 10 professionals from international groups: LABORATOIRES BOIRON, GROUPE CARREFOUR, CHARAL, COCA-COLA ENTREPRISE, DANONE RESEARCH, L'ORÉAL, NESTLÉ FRANCE, NICOLAS FEUILLATTE, RENAULT as well as ECO-EMBALLAGES.



STOP

SELECTION OFFICIELLE 2010

Coup de cœur
PACK EXPERTS

ESPACE AREA

pack innovation

emballage
PACKAGING EXHIBITION-PARIS



- ▶ Visited by nearly **18.000** trade visitors, with an 80% satisfaction rate.
- ▶ **10.000** copies of a guide presenting the selected innovations were distributed to visitors, the press, and VIPs.

FOCUS ON THE PACKAGING INDUSTRY'S CHALLENGES AND ISSUES!



CONFERENCE

pack vision

A conference at the very heart of the exhibition!

To know all about the ongoing technical developments, the new strategic and marketing challenges facing the packaging sector, and to share feedback from professionals...

2.400 auditors in 2010
37 speakers



observatoire de l'emballage
by emballage

Every year EMBALLAGE publishes a benchmark survey (initiated in 2005) on packaging equipment and packaging manufacturers and users which puts in perspective supply and demand trends.

FORUM

S Y M O P



2nd edition of SYMOP Forum: technical conferences (automation, robotics, complete lines, eco-design, vision) with customers/suppliers' testimonials.

IT'S IN PARIS AND NOWHERE ELSE!



HIGHLIGHTS OF THE 2012 EVENT

► The EMBALLAGE TV stage

Non-stop broadcast every day from 10 am to 5 pm where personalities, media, experts, institutions and exhibitors will share their views through discussions and interviews.
Broadcast on www.emballage-tv.com



► Unique exhibitions on the theme of Packaging

- A new «Happening Exhibition». In 2010 visitors were offered a sneak preview of Recycling Forever, designed by Fabrice PELTIER, founder of the DESIGNPACK GALLERY.
- EMBALLAGE, talent scout: an expo showing the work of international design colleges (in 2010 Packagings Remarquables with the Strate College Designers).



► EMBALLAGE Key Accounts Club

EMBALLAGE will honour international buyers of machines and packages with a special programme and VIP reception.



► International Packaging Symposium

Foresight presentations and statements from economic players in the packaging industries at the European level (companies, institutions, industry organizations...).



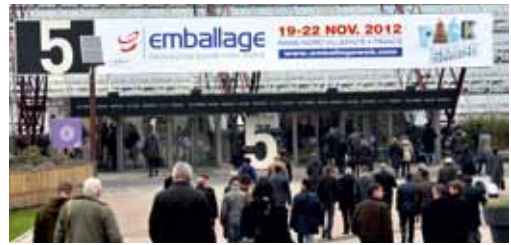
► YOU WANT TO EXHIBIT?

Save time: Register on
WWW.EMBALLAGEWEB.COM

- Find out about our stand packages in the participation form and on emballageweb.com (section EXHIBIT)
- Let us take care of your stand fitting-out

KEY DATES TO REMEMBER

May 2011	opening of registration
September 2011	beginning of stand allocation procedure
January 20, 2012	end of special-rate registration
June 2012	opening of the online Exhibitor Area to handle all your orders for technical services, your New Product announcements, your promotion and inclusion in the Official Catalogue



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