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**Press Release**

## **Collaboration between Messe Düsseldorf India and the Indian Institute of Packaging from 2017**

### **New event pacprocess India in combination with the established IndiaPack with accompanying ISPI Conference**

The organisers, Messe Düsseldorf India and the Indian Institute of Packaging (IIP), have agreed a collaborative venture. From next year onwards, the two organisers will bundle their expertise in the packaging sector and the related processing industry with a focus on the Indian market. In October 2017, a combination of pacprocess India, now realigned by Messe Düsseldorf India and IndiaPack, an event created by IIP and well established in the Indian market, is planned for New Delhi. pacprocess is a further development of the International PackTech India, previously organised with the involvement of Messe Düsseldorf until 2016.

In the future, Messe Düsseldorf and its Indian subsidiary will be responsible for the strategy, conceptual planning and implementation of the trade fairs as well as for national and international marketing. The events form part of the interpack alliance, comprising the international events of Messe Düsseldorf in the areas of processing and packaging. The trade fair trio will be supplemented by a conference, the International Summit for Packaging Industry (ISPI), planned and organised by IIP.

From 2017 onwards, they will be held at annual intervals, taking place in Mumbai every two years and at different venues in the other years. After New Delhi in 2017 and Mumbai in 2018, the venue will be Bangalore in 2019. In 2018, drink technology India, organised by Messe München (Munich), will be held in parallel at the Bombay Convention & Exhibition Centre.



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Mitgliedschaften der  
Messe Düsseldorf:

 The global  
Association of the  
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Messe-Ausschuss der  
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 FKM – Gesellschaft zur  
Freiwilligen Kontrolle von  
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Öffentliche Verkehrsmittel:  
U78, U79: Messe Ost/Stockumer Kirchstr.  
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“The Indian Institute of Packaging will be a strong partner for us, so that we can continue to offer our customers the leading platform for this industry in India. For the Indian market, too, we are therefore consistently realising our ambition of establishing interpack alliance trade fairs as number-one events in the region,” says Bernd Jablonowski, Global Portfolio Director in Processing & Packaging at Messe Düsseldorf.

#### **About the interpack alliance**

The interpack alliance covers Messe Düsseldorf events within the Processing & Packaging portfolio. Exhibitors and visitors can recognise the relevant trade fairs by the umbrella brand logo, which is based on the equivalent trade fair, interpack, the world’s most important event for the packaging industry and the related processing sector. The interpack alliance includes the flagship trade fair of the same name as well as upakovka (Moscow), food pex (Shanghai), bulk pex (Shanghai), pacpro Asia (Shanghai), International Packtech India (until 2016) / FoodPex India (Mumbai), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) and process expo (Chicago). The Chinese events are held every two years and are combined under the Shanghai World of Packaging (swop). The interpack alliance targets important growth markets, focusing on food and beverages, confectionery and baked goods, pharmaceuticals, cosmetics, non-food consumer goods and industrial goods – with the relevant emphasis at each event.

#### **About the Indian Institute of Packaging**

The Indian Institute of Packaging (IIP) is an autonomous body in the field of packaging and working under the administrative control of the Ministry of Commerce and Industry, Government of India. The Institute was established on 14th May, 1966 with its headquarter and principal laboratories in Mumbai. The Institute set up its first branch office at Chennai in 1971, followed by branches at Kolkata, Delhi and Hyderabad in 1976, 1986 and 2006, respectively. The main objective of the Institute is to promote the export market by way of innovative package design and development as well as to upgrade the overall standards of packaging in the country. The Institute is involved in various activities like testing and evaluation of packaging materials and packages, consultancy services and research & development related to packaging. Besides this, the Institute is involved in training and education in the field of packaging.

#### **Press contacts on the Packaging & Processing Portfolio**

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