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## **Extremely positive feedback from the Russian market**

### **upakovka and interplastica attracted 24,900 trade visitors**

The positive feedback received lately from the Russian market and, in particular, from the packaging industry and the related processing industries as well as plastics and rubber has now been confirmed very emphatically at the two trade fairs upakovka – Processing and Packaging and interplastica (the 21<sup>st</sup> International Plastics and Rubber Trade Fair). The upswing in major market segments is leading to strong demand for packaging as well as plastic and rubber. The manufacturers of these products are investing as much as they can in modern production technologies and materials, in order to be able to satisfy the increasingly exacting requirements made by their customers. More than 900 companies from 30 countries presented their innovations at the two trade fairs in the AO Expocenter in Krasnaja Presnja from 23. to 26. January and were unanimous in reporting a tremendous response and impressive business success. 24,900 experts, mainly from all over Russia and from the neighbouring countries, visited upakovka and interplastica. 23,000 visitors were registered in 2017.

Werner M. Dornscheidt, CEO of Messe Düsseldorf GmbH, was satisfied with the trade fairs: “To the extent that the Russian economy is developing positively and reliably, Russian companies are taking advantage of the two leading industry showcases. This is where they can get to know the new developments on the world market and enter into intensive negotiations with the suppliers directly. The exhibitors that maintained a consistent presence in Russia under poorer market conditions as well are now benefitting to a particularly large extent from their good contacts in the industry. In addition to the conclusion of many sales contracts, the high



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quality of the demand was a very important sign that an economically attractive future is beginning.”

The trade visitors were in turn very impressed by the wide range of innovative products and services on show that gave them a valuable insight into trends and future market opportunities. The improvement in the rouble exchange rate is now helping to enable Russian companies that had to defer necessary purchases in the recent crisis years to invest in the modernisation of their production.

### **Import Subsidies Continued**

Russia is one of the biggest sales markets for food worldwide. After restrained consumption during the years of recession, consumers are now increasingly taking to high-quality and pre-packaged foods as well as convenience products again. Furthermore, soft drink sales are up.

In Russia the policy of subsidizing imports in the food sector continues unabated. Russia’s agricultural production is also rising rapidly. So as to process these products further Russian and international enterprises are stepping up their investment in the installation and expansion of their local production capacities. The increased food output will not only be sold in the domestic market but is also meant to be exported in increasing amounts. This boosts the demand for food processing and packaging machinery as well as for beverage production and filling.



Germany continues to be Russia’s most important supplier of food machinery and packaging machinery with a market share of just under 30%. In some segments of the market this percentage is even substantially higher. Over the first 11 months of 2017, German exports to Russia rose even further reaching a value of EUR 341 million, 13% more than in the previous year. German exhibitors at upakovka – Processing and Packaging 2018 therefore expect good post-fair business and demand to continue rising over the coming months.



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The situation for Italian companies is similar – they were represented in higher numbers at their national pavilion this year than last. The Italian machinery manufacturers' association UCIMA has supported upakovka officially since this year's edition.

### **Successful Special Themes**

After the premiere last year, upakovka 2018 also had an extensive innovationparc conference agenda in store for visitors for the complete duration of the trade fair. The first day of the trade fair featured not only lectures on brands, packaging and the latest trends in the beverage industry but also a slot on SAVE FOOD, dealing with the reduction of food losses and waste by means of packaging (technology). The session was hosted by Eugenia Serova, Director of the Russian FAO Office. Over the course of the trade fair, the theme of Industry 4.0 was also addressed. Here, VDMA, the German Mechanical Engineering Industry Association, presented the challenges and know-how surrounding the trend theme that lured to so many trade fair visitors to the innovationparc. The various lectures on flexible packaging also met with great interest.



“The positive response to the innovationparc and SAVE FOOD shows that we had our finger on the pulse when adapting the special themes for upakovka as part of the interpack alliance. Russian user industries are showing great interest in current trend themes and are extremely attractive for suppliers due to their high market potential especially in the food sector,” says Bernd Jablonowski, Global Portfolio Director Processing & Packaging at Messe Düsseldorf.

The next upakovka in Moscow will run from 29 January to 1 February 2019 – again running concurrently with interplastica. For more information go to [www.upakovka-tradefair.com.de](http://www.upakovka-tradefair.com.de) or contact Messe Düsseldorf GmbH, Malte Seifert, by telephone on ++49(0)211/4560-417 or e-mail at [SeifertM@messe-duesseldorf.de](mailto:SeifertM@messe-duesseldorf.de).

**7 February 2018**

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**In the event of publication we would appreciate a reference copy.**

## **Exhibitors Testimonials upakovka 2018**

### **Danaflex**

„At upakovka 2018 for the first time ever Danaflex presented digital printing for flexible packaging. The trade fair has been very successful and productive. Talks have been held with our long-standing partners and customers. The stand has been attended by a large number of new prospective clients, particularly those who are just starting up their businesses and need small runs of flexible packaging. (...) upakovka is a perfect solution for the companies looking for a comprehensive solution for their business – from the equipment to the packaging supplier. (...) Danaflex will take an active part in upakovka in future and would like to wish great success to the organisers.”



### **NISSA, Mikhail KUVSHINOV, Development Director NISSA Centre**

(...) “In cooperation with the trade fair organisers we have managed to bring our message home literally to each visitor in the form of a digitally packaged biscuit, which has become a part of the trade fair material package. I would like to thank the organisers for the professional preparation and holding of the trade fair and what is more the conference is worth mentioning as a separate positive point. The trade fair venue and time also seem very fortunate.” (...)



**Aleksey Kirichenko, Sales Manager, KRONES:**

upakovka is the only trade fair in Russia we take part in. Any trade fair for us is an opportunity to meet our clients. This saves a lot of time, more so in view of the size of Russia. This year the trade fair is good, a lot more fast-paced than last year. One can sense that there is a rebound and more concrete interest in the equipment, more specifically, interest has been shown in innovation products. As part of innovationparc we have made a presentation and the fact that our report has been referred to and further questions have been asked indicates that the information goes in the right direction. There is feedback, so our participation has been worthwhile.

**Sergey Berendeev, Sales Manager, ROBOPAC:**

“The trade fair results are very good, we have noted a large flow of clients, have gathered a lot of information. The market is growing now, and we see great interest in the packaging equipment among clients.”

**Alexander Puzikov, President of Packmash Association,  
Commercial Director of Bestrom**

“We have not missed a single trade show and are not going to do this. Whatever the case the trade fair is communication with other companies. Far from all can be found on the Internet. It is unlikely that anything may substitute the trade fair, at the end of the day people want to see everything live. That is why it is very important that they can do it in one place. (...) There are competent people, company heads who make direct decisions. On the third day of the trade fair there are still as many people as before, therefore I hope the trade fair will be rewarding.”

