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Ministry of Commerce & Industry
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World Packaging Organisation



The Asian Packaging Federation



indiapack 2015

6TH INTERNATIONAL PACKAGING EXHIBITION (CONCURRENT WITH WORLD PACKAGING CONGRESS)

Thu 8 - Sun 11 Oct. 2015

Bombay Exhibition Centre
Goregaon (East), Mumbai, INDIA

PACKAGING: OPPORTUNITIES UNLIMITED

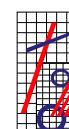


www.indiapack.org



ORGANISER

भारतीय पैकेजिंग संस्थान
Indian Institute of Packaging



EXPO ORGANISER

**TAFCON PROJECTS
(INDIA) PVT. LTD.**

INDIAN PACKAGING INDUSTRY:

India has the second largest GDP among emerging economies based on purchasing power parity (PPP). The country is the 4th largest economy in terms of purchasing power parity (PPP). The packaging industry in India is one of the fastest growing industries which has its influence on all industries, directly or indirectly.

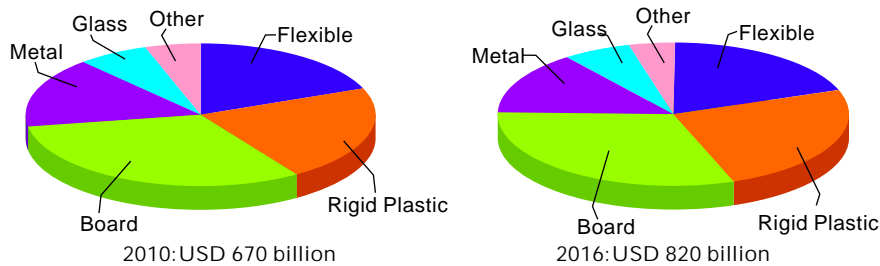
The Indian packaging industry is growing continuously. The total worth is about USD 24.6 billion. The average annual growth rate is about 13 - 15%. However, there is great growth potential since India's per capita consumption of packaging is only 4.3 kgs whereas neighbouring Asian countries like China and Taiwan show about 6 kgs and 19 kgs, respectively. This clearly indicates that there are many more commodities which need to be marketed in packaged condition and thus, a great business opportunity stands for the Indian packaging industry.

Moreover, the Indian retail market is the 5th largest retail destination, globally and has been ranked the second most attractive emerging market for investment. The market is currently valued at USD 350 billion and is expected to rise to USD 1.3 trillion by 2015.

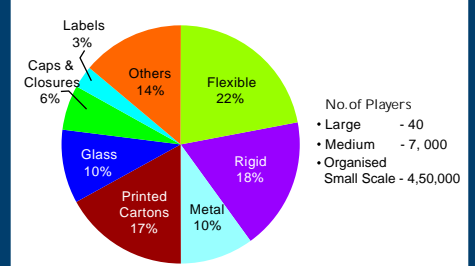
GROWTH POTENTIAL



Global packaging sales by type, 2010 v/s 2016



Indian packaging industry packaging material break down



INDUSTRY SCENARIO



The key trends for rapid growth of the Indian packaging industry are as follows:

- India's retail growth and increased consumption of consumer products is driving the demand for packaging in the country.
- India is the sixth largest packaging market in the world, with sales of USD 24.6 billion in 2011.
- The packaging industry is expected to grow at a CAGR of 12.3% during the forecast period, to become the fourth largest global market, with sales of USD 43.7 billion in 2016.
- The Indian food processing market is one of the largest in the world in terms of production, consumption and growth prospects.
- India's per capita annual packaging expenditure was USD 20 in 2011, which is significantly lower than the top 20 market average of USD 347.6. The low per capita expenditure offers a huge business opportunity for packaging companies.

ABOUT THE EVENT

INDIAPACK has grown as a brand to be reckoned with Indian Packaging Industry and world over after the successes of previous editions. Recognizing that the new trends and developments are essential for the industry's better future, the Indian Institute of Packaging, through INDIAPACK seeks to provide a perfect platform to bring the packaging industry under one roof. With the support expected from Ministry of Commerce & Industry, Ministry of Food Processing Industry and Ministry of Textiles, Govt. of India and many trade associations from India and abroad including World Packaging Organisation and Asian Packaging Federation, INDIAPACK is all set to continue the success story.

The earlier 5 editions of the Event held in 2004, 2006, 2008, 2010 and 2013 in Mumbai were highly successful with participation of large number of delegates and exhibitors and trade visitors from Indian and across the

The 6th edition of INDIAPACK will be organised by TAFCON under the aegis of Indian Institute of Packaging, d u r i n g Thu 8 - Sun 11 October, 2015 at Bombay Exhibition Centre, Goregaon (East), Mumbai, India.

Concurrently, the World Packaging Congress with Theme: *"Packaging Global Strategies and Opportunities"*, will be organised by IIP, where experts from the Packaging and allied sectors from the world over will deliberate and share their experience and expertise, which would be an excellent platform for Indian Packaging sector.

The event will provide excellent business opportunities for the manufactures of Packaging and allied industries to showcase their technologies, new initiatives, products and services to the global audience.

The event is a unique platform for Entrepreneurs, Decision Makers, Senior Government Officials, Investors, Industry Members, Traders, Equipment Buyers & Suppliers, Academia, Engineers and Trade Delegations to congregate, brainstorm, showcase and forge meaningful



EVENT HIGHLIGHTS

- INDIAPACK - Brand of Indian Institute of Packaging (IIP), an Apex and Premium body of Packaging and allied sectors in India under the Ministry of Commerce, Govt. of India. IIP is rendering illustrious services to the industry over the last **50 YEARS**.
- 6th in the series - "INDIAPACK 2015" is the most prestigious institutionalised international event of the Packaging and allied industries in India.
- Over 300 exhibitors expected from over 30 countries showcasing state-of-art packaging machinery, materials, services and packaging solutions to the brand owners and converters. And over 15000 High Value business visitors expected.
- Concurrent Events:
 - WORLD PACKAGING CONGRESS
 - WPO BOARD MEETING AND WORKING GROUP MEETING
 - WORLDSTAR JUDGING
 - INDIASTAR AND PACKMACHINE AWARDS CEREMONY

OBJECTIVES

- To absorb and transfer latest global technologies.
- To find sources of raw materials and market of finished products.
- Identify alternate suppliers of machinery, equipment & spares.
- Identify sources of investment.
- Negotiate with overseas companies to establish a manufacturing base in India.
- To provide opportunities of face to face interaction with industry players at one platform.
- To fulfill requirements of professional & skilled man power.
- Identify new export destinations as well as networking opportunities in India and overseas.
- Brand building among industries & new users.
- A platform to launch or display new products.

EXHIBITOR PROFILE

PACKAGING

- Paper & Paper Board
- Corrugated Boards and Boxes
- Glass Containers
- Flexible Packaging
- Wooden Boxes
- Metal / Tin Containers
- Rigid and Semi-Rigid Plastic Containers
- Ancillary Materials - Tapes, Straps, Labels, Adhesives, etc.
- Raw Materials & Systems for Food, Pharmaceuticals, Cosmetics, Toiletries, Industrial Products, Textiles, Handicrafts, etc.

MACHINERY

- Product Filling & Packaging
- Package Printing
- Blister Packs, Skin and Vacuum Packaging Machines

- Cartoning Machines
- Corrugated Board and Box Making Machinery
- Film Extrusion, Palletizing, Depalletizing, Unit load assembly
- Labeling & Marking Machinery, Printing, Coding, Stamping Machines
- Process Control and Instrument, Measuring, Testing Equipment
- Paper, Paper Board Converting
- Plastic / Film Converting, Lamination
- Bottle caps equipment, Over-Capping Lidding
- Sealing / Taping/Strapping & Bundling
- Thermoforming Shrink / Stretch Wrapping
- Cleaning, Sterilizing, Cooling and Drying Machines

- Form, Fill, Seals / Closures Manufacturers and other related Machinery used for complementing Packaging
- Feeding, Orienting, Placing and related Machines
- Environmental safety and recycling

OTHER SERVICES

- Inks, Varnishes
- Adhesives, Coatings and Decorative Materials
- Package Design & Development
- New Technologies
- Consulting
- Other Packaging and Allied Products and Services
- Publishers

(List indicative. Not exhaustive)



VISITOR PROFILE

PACKAGING END USERS FROM

- Pharmaceuticals
- Processed and Fresh Food
- Beverages
- Agriculture
- Dairy
- Labels
- Converters & Printers
- Automotive
- Chemicals
- Confectionary
- Perfume and Toiletries
- Cosmetics and Toys
- Sports Goods, Textiles
- Co-operative Societies
- Spice board, Coir Board, Tea Board, APEDA
- Training Institution
- Exporters
- Retail Chain Managers
- Nodal relevant Agencies of Govt. of India
- R & D Professionals, Policy makers



WHY EXHIBIT

Exhibitions are a powerful, flexible and highly cost-effective business tool. In new and emerging markets, these are:

- Direct catalyst for industrial and commercial development.
- Effective mediums for establishing and maintaining customer relations.
- A potent force for business where buyers, sellers, and products physically come together and meet.
- Trade exhibitions are a highly beneficial sales and marketing platform for:
 - B2B interaction between buyers & sellers.
 - Understand latest technologies in the sector
 - Locate alternate sources for supplies and technologies
 - Identify new business partners and competitors
 - Attract more business
 - Facilitate consumer acceptance and brand publicity

INDIAPACK 2013 A RETROSPECT

The 5th International Packaging Exhibition & Conference INDIAPACK 2013 organized by IIP during 28-31 January 2013 at Bombay Exhibition Center, Mumbai was a grand success.

The event was inaugurated by Dr. D Purandeswari, Union Minister of State for Commerce and Industry, Government of India on January 28, 2013 alongwith other dignitaries.



PROMOTION STRATEGY

The dedicated marketing team will identify the right target buyers by:

- Personalized invitations
- Direct mailers
- Telemarketing
- Email campaigns
- Advertising campaign in the leading trade journals, magazines and mainline newspapers.
- Promotion at Trade Shows and Conferences.
- Tie-up with related Industry Trade Associations.
- Invitation Cards will be provided to all exhibitors to invite their esteemed clients to the exhibition.
- Stickers - Exhibitors will be provided with stickers for promoting awareness of the exhibition.

EXHIBITION SPACE OPTIONS

OPTION - 1

Indoor Bare Space with basic facilities (minimum 60 sqm.) Exhibitors can adopt designs of their choice with approval of the Organisers.

OPTION - 2

Built-up Stand (minimum 12 sqm.) which includes Wall Panels, Carpet, Fascia (with company name & stall number) Counter, Chairs, Spotlights, Electrical Socket, Waste bin.

Note: A few stalls 6/9 sq.mt. available for small scale units.

ATA CARNET

Overseas exhibitors will be allowed duty free import of exhibits for display at INDIAPACK 2015, subject to re-export within a period of 6 months.

ABOUT ORGANISER

INDIAN INSTITUTE OF PACKAGING (IIP)

Indian Institute of Packaging, is a National apex body which was set up in 1966 by the packaging and allied industries and the Ministry of Commerce, Government of India, with the specific objective of improving the packaging standards in the country. IIP is an autonomous body working under the administrative control of the Ministry of Commerce, Govt. of India.

IIP endeavours to improve the standards of packaging needed for the promotion of exports and create infrastructural facilities for overall packaging improvement in India. This is achieved through the Institute's multifarious activities which are today, in line with those of premier packaging Institutes the world over. IIP aims to make India a focal point for contemporary developments in Art, Science, Technology and Engineering, with respect to the field of Packaging.

IIP began in a very humble way, with an office at Mumbai. It has now expanded, with its Head Quarters at Mumbai and branches located at Delhi, Kolkata, Chennai, Hyderabad and Bangalore.



ABOUT EXPO ORGANISER

TAFCON PROJECTS (INDIA) PVT. LTD.

TAFCON is a professionally managed company with over six decades of experience and expertise in organising International Trade Fairs and Conferences in India and overseas. TAFCON has handled International Exhibitions on various sectors like Construction, Environment, Oil & Gas, Minerals, Metals, Mining Paper, Poultry, Dairy & Food Technology, Packaging, Travel & Tourism, Education, Health Care, Printing Machinery & Allied Industry, etc. for projection and promotion of International trade.

INDUSTRY SUPPORT



MEDIA SUPPORT



OFFICIAL PUBLICATION



ONLINE MEDIA SUPPORT



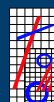
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