

# Pack up and go

Anyone with a vested interest in the packaging industry cannot afford to miss the **World Packaging Exhibition Emballage 2008** happening 17-21 November in Paris.

**This November**, the World Packaging Exhibition Emballage will welcome visitors from over 140 countries and organisers expect 2008's event to be the best attended Emballage show to date. Sandra Vernier, communications director for coordinators Expositum, says Emballage is always trying to keep in touch with its market.

'That's why we are developing an important international congress on packaging with a multi-sector exhibition, and every year our visitors arrive with plenty of questions.'

Part of Emballage's effort to answer this demand is to lay on sneak previews of exhibitors' new products, and demonstrations of new machinery in operation. After the previous event 93% of the attendees said they were satisfied with their visit and their contact with exhibitors.

As before, the organisers will divide up the floor space by sector. Vernier says this kind of organisation ensures that exhibitors are at the centre of their competitive environment, making it easier for vendors and their prospects to connect.

'Put simply, our visitors are in demand,' she explains. 'It's a big exhibition but very well organised. Whether you're in the cosmetic, food, or pharmaceuticals industry, you can easily find what you're looking for. That's what people like about Emballage. It's big but you know exactly where to go.'

For two weeks it will become the international focal point for the packaging industry, with three Press Villages on site this year.

In 2008 Emballage is introducing 'Business Meetings,' an opportunity for exhibitors to engage with prospective customers and communicate their ideas in advance of the

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event, with the show organisers completing a schedule so that visitors can discuss their requirements on the day in more detail. The Gold Meetings, which can be booked online through the Emballage website, provide a quiet, confidential space for these appointments.

As Vernier explains: 'If you're a buyer and you have very specific requirements, you're looking for a company who can meet those for you but you're not sure who to approach and how to do it, then you can put your project online anonymously. The logic is to promote effective time management, enabling visitors and exhibitors alike to make the most of the event, and to relieve some of the pressure that typically comes with an exhibition as popular as this.'

Vernier hopes that when the exhibitor is contacted and the proposition accepted by the buyer, Emballage can help to kick-start some fruitful new business relationships. But she points out that there is more to the show than its commercial aspect; it is intended to be a forum for debate on the latest trends and the future direction of packaging.

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## Trends Area

The Trends Area made its first appearance at the show in 2006 but when visiting the Trends Area in 2008, be sure to check out the interactive exchange platform where attendees can express their ideas and give feedback on the new products on display. Some of the issues up for discussion are:

- **Recycling and the environment:** how can we combine eco-design and eco-citizenship while addressing protection issues in our packaging?



- **Rationalising our packaging:** how can we achieve maximum protection of our products throughout the storage and transport stages?
- **How to optimise our ready-to-sell packaging** while ensuring that it is easily and securely handled in stores and looks attractive on the shelf.

### Gold meetings

Visitors can book a Gold Meeting online. The first step is to place projects online anonymously; these are then transmitted to all the exhibitors and attendees receive applications from those who are able to provide concrete proposals for these projects. Visitors then choose who they want to meet and can expect to receive their schedule a few days before the exhibition. The meetings take place in a dedicated space at the exhibition and teams from Emballage will be on hand to ensure they run smoothly. For visitors, Gold Meetings are completely free of charge. **pci**

For further enquiries, please contact Promosalons UK Ltd:

Email: [enquiries@promosalons.co.uk](mailto:enquiries@promosalons.co.uk)

Tel: +44 (0) 20 8216 3100



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Promosalons (UK) Ltd  
Tel.: +44 (0) 20 8216 3100  
[enquiries@promosalons.co.uk](mailto:enquiries@promosalons.co.uk)