



8 – 11 May 2018  
www.hispack.com



This collaborative network encompasses 12 packaging and intralogistics events in Europe, Oceania and Asia

## Hispack is extending its international scope as a member of 'THE NETWORK'

**In line with its internationalisation strategy, Hispack has joined 'The Network', an association of 12 packaging and intralogistics events from eight countries in Europe, Oceania and Asia which promotes the exchange of information and experiences at a commercial, economic and sector level to drive the development and growth of the packaging industry in a globalised world, taking into account the local characteristics of each market.**

*'Through this collaborative initiative we are creating a network of shared knowledge about the needs and trends that drive the demand for packaging in each of the member countries; this high quality information is tremendously useful to Spanish manufacturers and distributors who are either already operating in or want to enter these markets, many of which have tremendous potential for growth in the coming years,'* explains the director of Hispack, Xavier Pascual.

To date, The Network – which started up in April 2016 and is still open to new members – consists of All4Pack (France); Auspack (Australia); Djazagro (Algeria); Korea Pack, Korea Mat, Korea Chem and Cophex (South Korea); Pack Plus and Pack Plus South (India); 3P Plas, Print, Pack (Pakistan) and Tokyo Pack (Japan), as well as Hispack (Spain).

At the same time, Hispack aims to take advantage of synergies with the other trade fair members of The Network to identify international companies, organisations, associations and packaging industry professionals with an interest in the Spanish market. *'Forming part of this network helps to boost the international scope of our trade show by giving us first-hand access to transparent information and valuable contacts in every country, which will help us to attract representative exhibitors and invite key buyers with specific projects,'* contends Xavier Pascual.

Organised by Fira de Barcelona in collaboration with the Graphispac Association, Hispack, which next takes place on 8-11 May 2018, will present packaging as an economic driving force and a key element for innovation and the transformation towards Industry 4.0, providing packaging and processing solutions for every industrial and consumer sector. Through its trade fair area and activity programme, the Spanish show addresses four of the major challenges facing the packaging industry today: sustainability throughout the entire lifecycle of packaging; interdependence with logistics; automation and digitalisation of processes; and improving the user's experience. Hispack expects to host over 1,500 represented companies and more than 38,000 visitors as a result of taking place at the same time and in the same venue as the food technology trade fair FoodTech Barcelona

**Barcelona, June 2017**