

Paris, 23 November 2016

ALL4PACK Paris (EMBALLAGE & MANUTENTION) Show Review

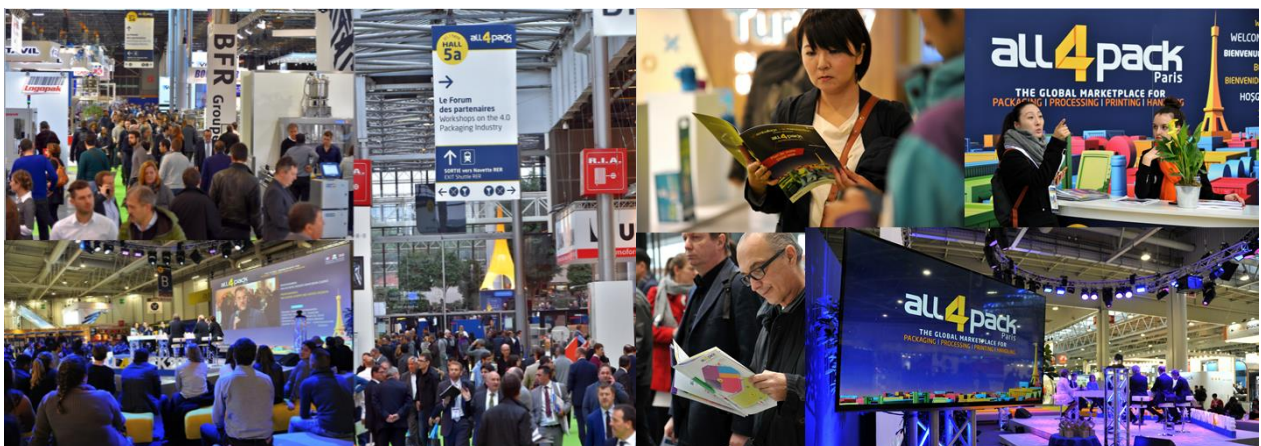
A 2016 event marked by a highly qualified audience and increased attendance by top buyers from the EMEA zone

The 2016 edition of the trade show ALL4PACK Paris, The global marketplace for Packaging, Processing, Printing & Handling, has just closed, confirming its status as a platform for business, innovation and dialogue for the 87,815 attending packaging and intralogistics professionals from 100 countries mainly from the EMEA zone, and for its 1,500 exhibitors and represented companies¹.

The 2016 edition saw a noticeable improvement in visitor quality: top buyers, decision makers with investment plans (managing directors, facility directors, import/export departments, research and development) all visited in large numbers. Mrs. Martine Pinville, French Minister of State for Commerce, Small-Scale Industry, Consumer Affairs and the Social and Solidarity Economy, also visited the exhibition on 15 November to meet French market figures and pay tribute to their agility and innovation capabilities.

"We are very happy with the quality of the visitors who came, particularly as we knew that ALL4PACK Paris was going to take place on the challenging backdrop currently affecting France and the capital in particular. ALL4PACK Paris however confirmed its solidity and its appeal, with foreign buyers accounting for 40% of total attendance in 2016 as against 35% in previous years. For France, the job functions of top management - Import-Export and R&D – attended in greater numbers than more operational functions.

Our Business Meetings were also highly successful with more than 500 tailored appointments, of which 36% involving Africa alone. We shall be developing this format in 2018 because it is a response to the demands and profile of buyers. What matters today in exhibitions is the quality and matchmaking aspect of meetings!" says Véronique Sestrières, Exhibition Director.



¹ In 2016, exhibitors and represented companies came chiefly from the following 10 countries: France, Italy, Germany, Turkey, Spain, China, Belgium, the Netherlands, Taiwan and the United Kingdom.

A success for Business Meetings

This new service, provided free of charge by the show this year, was greatly appreciated by visitors and exhibitors, allowing them to plan ahead before the show and set up tailored business meetings.

BUYER TESTIMONIES

ONUDI – Philippe FRANCILLON – Congo buyer delegation: “I appreciated the availability of the team and their attention to detail regarding this high-quality service which made our visit easier.”

PLASTIFILM – Med Naji BOUSSOFARA – Tunisia: “A perfect service, we saved time in our search to meet our requirements; highly efficient matchmaking.”

NOSA SARL – Victor PEDHOM – Cameroon: “Very well organised: participants were received in impeccable conditions. The exhibitors were waiting for us and we were touched by their friendliness.”

EXHIBITOR TESTIMONIES

BALLYFABS INTERNATIONAL – Jain SANDEEP – India: “It’s the first time we have been offered this type of service. It is really useful to help us understand the needs of visitors before the show.”

ONE WORLD PACKAGING – Milagros CUENCA – Spain: “This mechanism enabled us to meet other companies and build high-quality contacts thanks to the support of the exhibition organisers.”

FISCHBEIN – Catherine MATT – France: “We appreciated the business introductions to sales prospects, how easy it was to use and the frequent reminders.”

Visits by a large number of official and international delegations

ALL4PACK Paris 2016 also featured a number of official visits, including the first time visit by **Mrs. Martine Pinville**, French Minister of State for Commerce, Small-Scale Industry, Consumer Affairs and the Social and Solidarity Economy.

The exhibition also received a number of Delegations from countries such as Congo, Germany, Israel, Japan, Russia, Tunisia and Turkey.

A source of inspiration for all industry professionals

As both a laboratory and an observatory for supply and demand in the area of innovation in packaging, processing, printing and handling, ALL4PACK Paris 2016 provided professionals with its powerful capabilities in monitoring and deciphering the trends in these industries.

More than 200 opinion leaders, market influencers and business chiefs appeared on the TV studio stage and in the Partners Forum during the 4 days of the event. They made contributions to programmes and debates dedicated to exhibitor innovations and to the headline topics of the show: What supply chain for 2020, Packaging customisation and digital printing: the winning combination to build FMCG brands; Active, intelligent, connected and ultra-smart packaging... How far can we go?; Smarter packaging for a better health; Shops, e-commerce, pick and collect: Packaging faced with omni-channel distribution, etc.

Thanks to the partnership entered into with ITC (the United Nations International Trade Centre), ALL4PACK Paris also welcomed onto its TV stage a number of well-known personalities such as:

- **Vanessa EROGBOGBO**, Women & Trade Programme – International Trade Centre (ITC)
- **Joseph NYONGESA**, CEO of the Institute of Packaging Professionals Kenya
- **Ahmed A. OMAH**, Vice-President of the AFRICAN PACKAGING ORGANISATION – Editorial Director of NIGERIA PACKAGING, (Institute of Packaging Nigeria)

- **Perlive RAHAGA RABENITANY**, L'ACTION consultancy / Foundation APROMO - Madagascar
- **El Amine SERHANI**, Chairman of FNEM (Moroccan national e-commerce federation)
- **Marcos VAENA**, Chief, Entreprise Competitiveness, Division of Business and Institutional Support - International Trade Centre (ITC)

The show goes on

ALL4PACK Paris offers a powerful digital ecosystem which reinforces the exhibition's role as a business activator and a driving force in the community between the two sessions. All the content and news from ALL4PACK Paris are available on the show's website, YouTube channel and social media.

- Website: www.all4pack.fr
- YouTube channel: <https://www.youtube.com/user/SalonEmballageTV/playlists>
- Social media:
 - Facebook: www.facebook.com/ALL4PACKParis/
 - Twitter: <https://twitter.com/ALL4PACK>
 - LinkedIn: <https://www.linkedin.com/groups/3399426>
 - Flickr'r: <https://www.flickr.com/photos/salonemballage/albums>

Next meeting of ALL4PACK Paris: 26 - 29 November 2018 at Paris Nord Villepinte!

ALL4PACK behind launch of "THE NETWORK"



YOUR TRADE SHOWS FOR
PACKAGING | PROCESSING | PRINTING | HANDLING

ALL4PACK Paris is the founder of "The Network", a worldwide network of 11 partner shows dealing in the Packaging and intralogistics sectors in 7 different countries.

ALL4PACK Paris – France • AUSPACK –Australia • DJAZAGRO – Algeria • HISPACK – Spain • KOREA PACK, KOREA MAT, KOREA CHEM, COPHEX – South Korea • PACK PLUS – India • PACK PLUS South – India • 3P PLAS PRINT PACK–Pakistan.

Additional exhibitions are due to join THE NETWORK shortly, following new contacts made in Paris during the show.

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All press releases, kits and images are available in the press area on the ALL4PACK Paris web site. Click [here](#) for direct access.

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