

Press release

interpack 2020: Exhibitor database online

- **Trade fair and parallel ‘components’ event fully booked**
- **New digital tools for trade fair preparation**

interpack 2020 is fully booked, meaning that around 3,000 exhibitors from approximately 60 countries will present their solutions at the most significant event for the packaging and associated processing industries from 7 to 13 May 2020. The parallel event for the supplier industry, „components – special trade fair by interpack“ in Hall 18 is also fully booked.

A unique offer

Effective immediately, interested parties can access the “Exhibitors and Products” section at www.interpack.com to obtain an overview of this unique offer and the participating companies. The “Branch Search” section provides eight target-group icons for fast access. Users can click on the icons for a list of exhibitors who have corresponding products in their portfolio for the respective branch. Various selection options allow future visitors to further refine their results and save them in a personal account using the MyOrganizer function. Users can select individual exhibitors as favourites and add notes – and can, of course, synchronise the list with the interpack app, which is available for iOS and Android. The function also offers a personalised version of the trade fair layout, which makes finding your way around the 18 trade fair halls much easier.

Optimised hall layout

interpack’s optimised structure adds to this, with focal points for user industry offers such as the pharmaceutical and cosmetics industry (Halls 15 to 17) and for sub-segments of the industry such as packaging materials and supplies and the manufacturing thereof (halls surrounding the North Entrance). The offerings in these halls have also been more



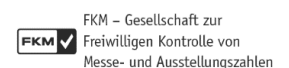
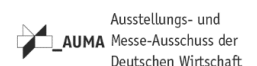
Messe
Düsseldorf

Messe Düsseldorf GmbH
 Postfach 10 10 06
 40001 Düsseldorf
 Messeplatz
 40474 Düsseldorf
 Deutschland
 Telefon +49 211 4560 01
 Telefax +49 211 4560 668
 Internet www.messe-duesseldorf.de
 E-Mail info@messe-duesseldorf.de

Geschäftsführung:
 Werner M. Dornscheidt (Vorsitzender)
 Wolfram N. Diener
 Bernhard Stempfle
 Vorsitzender des Aufsichtsrates:
 Thomas Geisel

Amtsgericht Düsseldorf HRB 63
 USt-IdNr. DE 119 360 948
 St.Nr. 105/5830/0663

Mitgliedschaften der
 Messe Düsseldorf:



Öffentliche Verkehrsmittel:
 U78, U79: Messe Ost/Stockumer Kirchstr.
 Bus 722: Messe-Center Verwaltung

clearly structured so that it will be easier for visitors to find the exhibitors that are of interest to them here. Presentations that focus on specific process steps have also been grouped closer together.

New conference: “Life without Packaging?”

Sustainability has been a subject that has been shaping the industry for years and that has recently become a hotly debated issue as a result of the discussion about plastic packaging in particular. The new “Life without Packaging?” conference controversially highlights the subject areas of packaging, sustainability and the environment and presents different perspectives. Critics and advocates will both have their say and will discuss necessities and what to avoid. The event will focus on sustainability and environmental impact, hygiene and the reduction of food waste. The one-day conference will take place at the CCD Süd from 10.30 a.m. to 4.30 p.m. on 12 May, the penultimate day of the fair. Tickets cost € 299.00 and are available from the interpack’s online shop at www.interpack.com. Here, interested parties will also find details on the speakers and the conference programme.



The SAVE FOOD Festival

The SAVE FOOD Festival will take place at a central location at the Rheinterrassen in Düsseldorf from 8 to 10 May. The festival’s core elements include an interactive exhibition, conferences and the presence of start-ups. The latter are part of the Startup Week Düsseldorf, an event that comprises around 130 events, workshops and pitches, which will take place at various locations throughout Düsseldorf. A shuttle will be available between the trade fair grounds and the Rheinterrassen. The SAVE FOOD Festival is also open to interested citizens.

Matchmaking with artificial intelligence

The completely revised Matchmaking tool is a highlight among the new, digital offers that help efficiently plan visits to the trade fair and will be available to future interpack visitors and exhibitors from mid-November. The tool enables users to set up meetings prior to the trade fair. Over time, the system learns from its interactions with the user and suggests

potential contacts. These contacts can then be assessed, either positively or negatively, by swiping in the app – similar to a well-known digital dating app. The decisions continuously improve suggestions.

Visitor's Guide Pre-Show

As a rule, excellent preparation ensures that your visit to the trade fair is a success. The interpack 2020 Visitor's Guide Pre-Show can help you. It depicts the complete trade fair layout including all exhibitors and also provides helpful tips on what to remember in the days leading up to interpack. The printed guide is distributed via mailings and is a supplement in trade magazines. For the link to the digital version, please visit www.interpack.com.

14 November 2019

Press Team interpack 2020

Sebastian Pflügge (Senior Manager Press & PR)

Apostolos Hatzigiannidis (Junior Manager Press & PR)

Tel.: +49 (0) 211 4560-464/-544

Fax: +49 (0) 211-4560-8548

[E-mail: PflueggeS@messe-duesseldorf.de](mailto:PflueggeS@messe-duesseldorf.de)

HatzigiannidisA@messe-duesseldorf.de

