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Press release

Press

pacprocess MEA 2019 comes under the auspices of the Egyptian President

Premiere of Arab Star Pack Pro Award

Egyptian President H.E. Abdel Fattah Al Sisi will sponsor the first pacprocess MEA, which will take place from 9 to 11 December 2019 at the Egypt International Exhibition Centre in Cairo, in parallel with Food Africa, and will be organised by Messe Düsseldorf, IFP Egypt and Konzept. Support from the highest political level underscores the importance attached to pacprocess MEA by government organisations and ensures that the fair is highly attractive to potential visitors. The political leaders in Egypt are relying on sustainable trade fair concepts to attract investors to the country on the Nile and develop markets accordingly. The country is also striving to play a key role in the MEA region as a gateway to the African world. The premiere of the “Arab Star Pack Pro” Award also has the aim of promoting the sector with a focus on Arab companies. Winners of the competition will take part in the World Packaging Organisation’s (WPO) international awards.

The Arab Star Pack Pro Award is aimed at companies from the packaging industry in the region. The competition seeks to find the best in Arab design for packaging of consumer and industrial goods. The concept was recently presented at an event of the German-Arab Chamber of Foreign Trade, Printing Industry Division, which cooperates with the Industrial Modernisation Centre (IMC) and the Regional Office of the United Nations Industrial Development Organisation (UNIDO).

The “Arab Star Pack” award for students was already being organised by UNIDO and the Lebanese association LibanPak in the past. At pacprocess MEA, this award with “Pro” added to its name will now focus on companies that are proving themselves internationally in the industry



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Mitgliedschaften der
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 The global
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 Ausstellungs- und
Messe-Ausschuss der
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with ideas relating to trending topics and the latest developments on the technical side and in marketing. The focus here will be on the added value and attractiveness for potential customers of good product packaging.

The award is specifically targeted at Arab companies and projects from the packaging industry with the application areas of agricultural products, food and beverages, pharmaceuticals and cosmetics, as well as cleaning products for the household, in addition to industrial goods and non-food articles. The evaluation criteria for the award include functionality, ergonomics, sustainability, packaging design and information, general execution, innovation and creativity. The jury is made up of representatives from international organisations and designers as well as experts from the food and consumer goods industries.

The Arab Star Pack Pro Award serves as the national qualifying round for the international WPO award. It provides local companies with an excellent platform for attracting attention worldwide.



It is still possible to register as an exhibitor for pacprocess MEA 2019 at www.pacprocess-mea.com.

14 May 2019

The pacprocess MEA 2019 receives support from the following organisations and companies:

Organisations

- Ministry of Trade and Industry
- Federation of Egyptian Industries
- Confederation of Chambers of Commerce
- Chamber of Chemical Industries
- Chamber of Food Industries
- Chamber of Pharma
- Chamber of Printing & Packaging Industries
- Food Safety Authority
- Export Council for Chemical Industries and Fertilizers
- Export Council for Engineering
- Export Council for Printing, Packaging and Paper
- Food Export Council



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Companies

- Bab el sham
- Coca Cola
- Delta Trading and Distribution
- Edita
- Fancy Foods
- Givrex
- IDG (Industrial Development Group)
- Juhayna
- Mondelez
- Packtec
- Pfizer
- Tasdeer Holding

About interpack alliance

The interpack alliance comprises events of Messe Düsseldorf that form part of the Processing & Packaging portfolio. Exhibitors and visitors can recognise the corresponding trade fairs by an umbrella brand that is oriented towards its counterpart – interpack, the world’s most important event in the packaging industry and related processing industries. In addition to the flagship trade fair giving the alliance its name the interpack alliance includes the trade fairs upakovka (Moscow), swop (Shanghai World of Packaging), pacprocess India/food pex India (Mumbai, New Delhi), pacprocess MEA (Cairo), components (Düsseldorf), food processing & packaging exposium Kenya (Nairobi), indopack (Jakarta) as well as process expo (Chicago). The interpack alliance targets the segments food, beverages, confectionery and bakery, pharmaceuticals, cosmetics, non-food consumer goods as well as industrial goods on important growth markets – with focal themes differing by event.



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About IFP EGYPT

IFP Egypt is a member of IFP Group, one of the Middle East’s most accomplished event organizers with a rich experience of over 35 years and more than 480 international exhibitions with worldwide recognition. IFP Group organizes some of the region’s top trade fairs, designed to be ideal platforms for foreign and local companies doing business in the Middle East and Africa, and seeking exposure among top regional buyers and decision makers.

About KONZEPT

Konzept is an Exhibition & Event Management Company based in Cairo and operating in more than 15 countries worldwide. With more than 20 years of experience, Konzept is specialized in delivering first-class marketing, networking, and information solutions in high-value sectors, both in mature and emerging geographies. Our full services package includes Organization, Logistics, and Integrated Marketing & PR Campaigns for individual Exhibition participants, Country pavilions and Corporate Events & Conferences.

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