

## Packaging 4.0 meets Logistics 4.0

The development of new technological solutions specifically designed for e-commerce channel is a trend among all European manufacturers of machines and technologies for packaging, and E-PACK TECH 2019 by Ipack Ima aims to give an opportunity to get into the Chinese market, within the already established CeMAT ASIA.



### 3 reasons to take part of E-PACK TECH by Ipack Ima

1 Chinese e-commerce market is the most important, advanced and fast moving of the entire world

2 A large audience of targeted professionals will visit the show, thanks to the conjunction with CeMAT ASIA 2019

3 Our sales team will support every step of the "Become an exhibitor" process, in order to guarantee a simple and easy fair participation



Whether your company has already approached the e-commerce channel, or is just looking at it as a possible growth in the future, E-PACK TECH by Ipack Ima is a chance to discover the most advanced e-channel market in the world.



Deutsche Messe



FIERA MILANO

Hannover Milano Fairs Shanghai Ltd.\*  
Rm. 301, B&Q Pudong Office Tower,  
393 Yinxiao Rd., Pudong  
Shanghai 201204, P.R. China

#### Project Team

Ms. Jelly Wang  
Ms. Rachel Zhu  
Tel. +86-21 5045 6700\*227/333  
Fax +86-21 5045 9355/6886 2355  
jellywang@hmf-china.com  
rachel.zhu@hmf-china.com

Hannover Milano Fairs Shanghai Ltd. is a joint venture of Deutsche Messe and Fiera Milano Group.

For international exhibitors

**ipack.ima**  
Connecting businesses

Ipack Ima Srl  
S.S. del Sempione Km.28 – 20017 Rho (MI) - Italy  
[www.ipackima.com](http://www.ipackima.com)

Mr. Paolo Pizzocaro  
Tel. +39-02 3191 09216  
Mob. +39-335 6051180  
ppizzocaro@ipackima.it

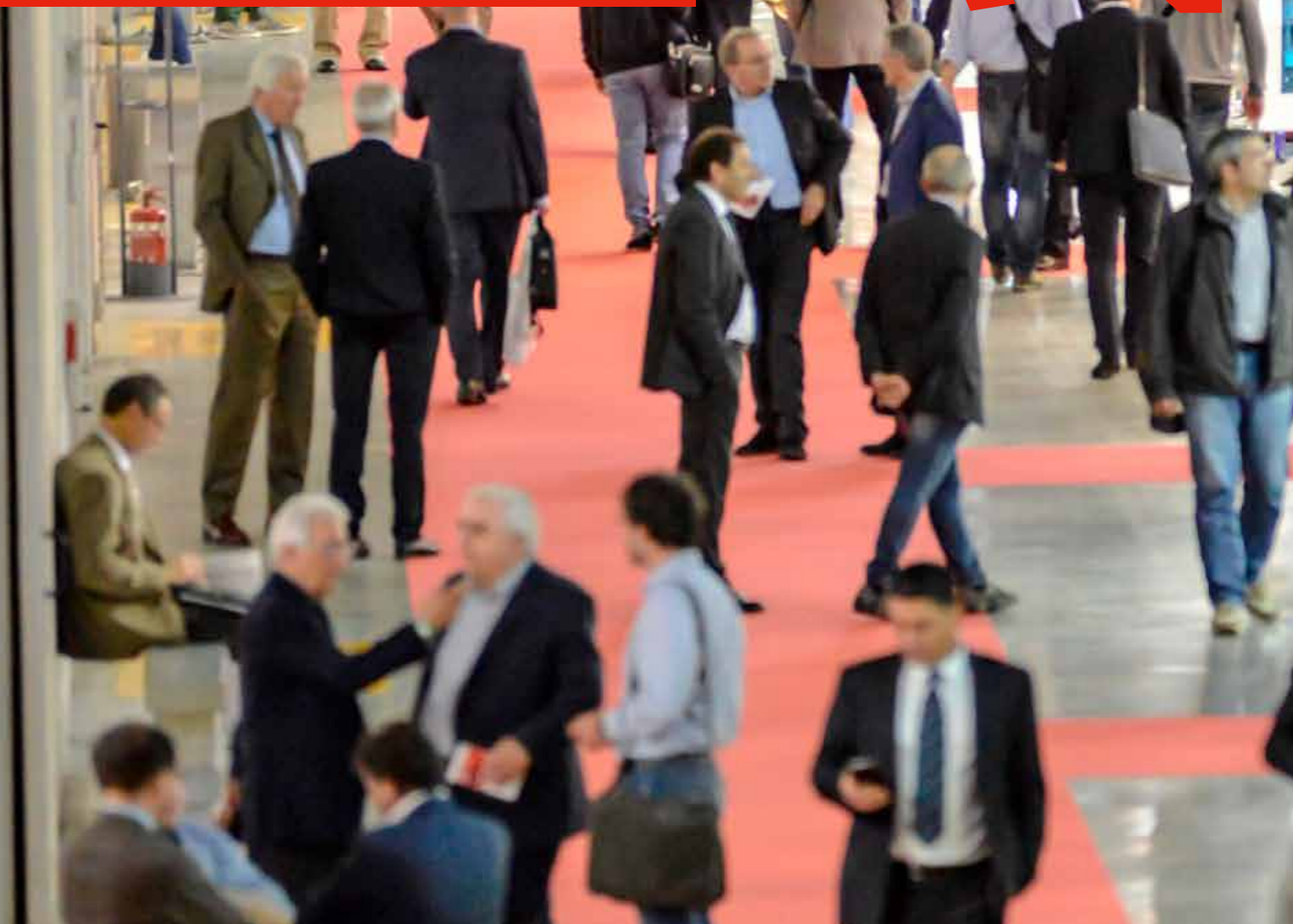
Ms. Sara Defendi  
Tel. +39-02 3191 09224  
Mob. +39-345 9166575  
sdefendi@ipackima.it

E-PACK TECH by Ipack Ima is a registered trade mark of Ipack Ima Srl.

## E-PACK TECH by Ipack Ima

The new international event, on show technologies and packaging solutions designed for the e-commerce market

23 - 26 October 2019  
Shanghai New Int'l Expo  
Centre (SNIEC)



Organized by Hannover Milano Fairs Shanghai

Deutsche Messe

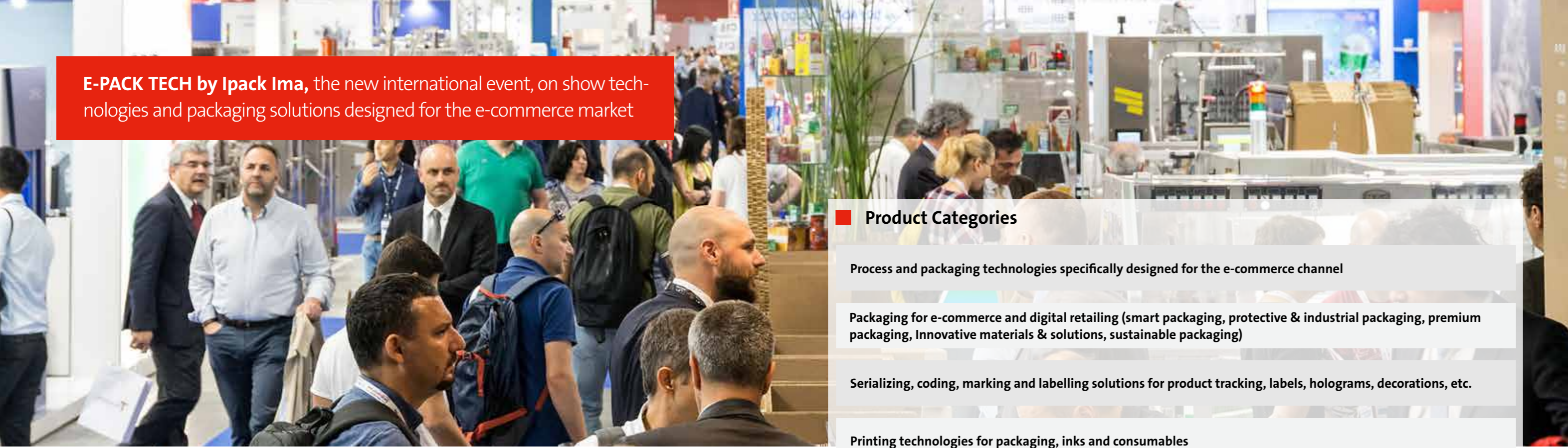
FIERA MILANO

Supported by

**ipack.ima**  
Connecting businesses

**E-PACK  
TECH**

**E-PACK TECH by Ipack Ima**, the new international event, on show technologies and packaging solutions designed for the e-commerce market



■ **Product Categories**

Process and packaging technologies specifically designed for the e-commerce channel

Packaging for e-commerce and digital retailing (smart packaging, protective & industrial packaging, premium packaging, innovative materials & solutions, sustainable packaging)

Serializing, coding, marking and labelling solutions for product tracking, labels, holograms, decorations, etc.

Printing technologies for packaging, inks and consumables

Robotics devoted to e-commerce and industrial automation

Flexible storage and end-of-line systems suitable for e-commerce (pallet forming systems, wrapping machines, cartoning machines, etc.)

Remote web-based plant vision, inspection and control systems

Services (software & platforms, packaging design, predictive maintenance, info-security, etc.)

■ **Packaging & E-Commerce & Logistics in China**

In China, the e-commerce market is worth US\$ **682** billion (2017 figure), compared to US\$ **438** bn in the USA, US\$ **196** bn in UK, US\$ **87** bn in Germany and around US\$ **20** bn in Italy (source NETCOMM – Italian e-commerce Association)

**300** million Chinese consumers make online food purchases

Focusing on e-commerce as a dedicated market sector for technologies and solutions is a need, and the new show **E-PACK TECH by Ipack Ima** will be the place to present packaging technologies, labelling and tracking solutions and handling & storage systems, specifically designed for the e-commerce.

China has a developed e-commerce consumer goods market with more than **500** million online purchasers: more than US\$ **150** billion (source NETCOMM)

In conjunction with **CeMAT ASIA**, **E-PACK TECH by Ipack Ima** will benefit of highly specialized visitors from logistics, warehousing and end-of-line stages, the most influenced by the e-commerce new standards.

*E-PACK TECH is supported by Ipack Ima srl, the organizer of the leading processing & packaging trade show for food and non-food technologies and materials, held at Fiera Milano.*

■ **Market Information**



Nowadays, competition in e-commerce is focusing on “delivery time”, which means to handle goods more rapidly by courier, resulting in high stressed packages and so products must be carefully protected during transportation. Currently, the global packaging technology and packaging market is worth around US\$ 40 billion a year, 60% of which is generated by the food & beverage sectors, followed by pharma, cosmetics and personal care, and other sectors such as fashion, automotive and furniture (source UCIMA – Italian Packaging Machinery Manufacturers Association). With the growth of online sales, the risk of counterfeiting goods is also growing, particularly in the sectors of food, pharma and fashion. E-PACK TECH by Ipack Ima will present the most advanced solutions for these sectors, thanks to the expertise of the European packaging know-how on technologies, materials and anti-counterfeiting systems.

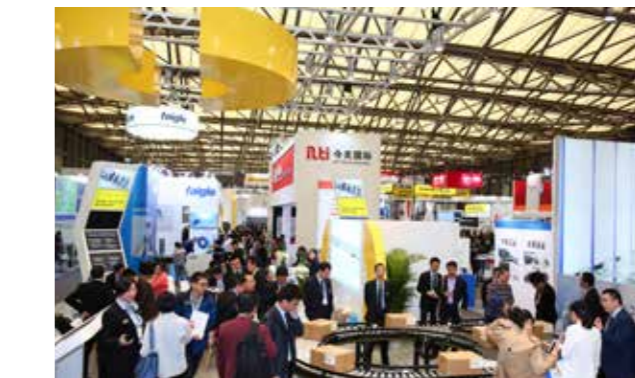
**CeMAT ASIA** – International Trade Fair for Materials Handling, Automation Technology, Transport Systems and Logistics

■ **Concurrent show – CeMAT ASIA**

CeMAT ASIA is one of Asia’s largest international exhibitions in the fields of materials handling and logistics technologies. As one of the Hannover Messe global automation exhibition series, the CeMAT ASIA has successfully held its 20th session in a row, with its quality of the exhibits continuously improved and trade visitors increasing by fold.

2018 CeMAT ASIA had for the first time concentrated primarily on “Smart Logistics”. The exhibition area exceeded 60,000 sqm, hitting a new record again.

Presently, a wave of “Industry 4.0” sweeps from Germany to the world, while China also proposes the key development strategy “Made in China 2025”. Intelligent manufacturing has become a major trend of industrial transformation and upgrading that is taking place in China.



■ **Key buyers**

**A dedicated business matching program will target profiled professional operators to improve networking meetings and develop new opportunities.**

**E-commerce:** Taobao, Lafaso, Amazon, Dangdang, Jingdong, Yihaodian, Suning, Vipshop, 51Buy, Newegg...

**Retail:** Watsons, CR Vanguard, Liansheng Group, Lotus, B&Q China, Beijing Hualian Group, Lianhua Supermarket, Walmart, Supermarchés AUCHAN...

**Food & Beverage:** Wyeth Nutritional, Bright Dairy & Food, Totole, General Mills, Want Want China, ABF Twinings Beverages, Danone, Coca Cola...

**Pharmaceutical:** Jointown, Bayer, Jointown pharmaceutical, Sunflower, Xi'an Janssen, Yangzi River Medical Group, AstraZeneca...