HOW CAN WE ENHANCE THE IMPACT OF PACKAGING AND LOGISTICS ON INDUSTRY, PEOPLE AND THE PLANET?

A key question at a key time. Now that society is more mindful than ever about sustainability and a new regulatory framework is coming into play, brands, whether large or small, need to find new ways to balance economic growth and safeguarding the environment.

Packaging plays a crucial role in tackling this great challenge we face. And innovation is the way to achieve it. By adding new processes, leveraging new technologies and implementing new materials which enable us to have a constructive impact on the environment.

And most importantly by working together as a sector to ensure that the benefits of these innovations are accessible, i.e. they reach everyone and don’t jeopardise the wellbeing of future generations.

Hispack 2024 will be the time and place for this. The event where the main players in the value chain will gather and share the most innovative projects which are already transforming our industry and our impact on the world.

WE LOOK FORWARD TO SEEING YOU THERE!
THE IMPACT OF BRINGING THE WHOLE VALUE CHAIN TOGETHER

AT HISPACK WE GENERATE IMPACT BY…

Enabling interaction between supplier and customer sectors and putting innovation at the centre.

Providing a platform playing an active role in driving the incubation and implementation of solutions for these customer sectors and supporting the industry to successfully face the future.

Unleashing a sector which delivers a strategic response to the market needs of the entire value chain, from packaging solution suppliers to product end users.
<table>
<thead>
<tr>
<th><strong>THE IMPACT IS MEASURED IN FIGURES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hispack + Graphispag</strong></td>
</tr>
<tr>
<td>31,118 visitors</td>
</tr>
<tr>
<td>10.1% international trade visitors</td>
</tr>
<tr>
<td><strong>Hispack</strong></td>
</tr>
<tr>
<td>643 exhibitors and co-exhibitors</td>
</tr>
<tr>
<td>20+ countries exhibitors came from</td>
</tr>
<tr>
<td>30,989 sq.m footprint</td>
</tr>
<tr>
<td>147 presentations on sustainability in packaging, branding, materials and enhancing the user experience and about trends and results in automating the manufacturing process and supply chain</td>
</tr>
<tr>
<td>395 business meetings at the International Business Point (IBP) between exhibitors and international hosted buyers</td>
</tr>
<tr>
<td>6,000+ conference attendees</td>
</tr>
<tr>
<td>322 speakers</td>
</tr>
<tr>
<td>1,027+ brands represented</td>
</tr>
</tbody>
</table>

Hispack 2022 data
A strategic sector with a cross-cutting impact. By Sector, there is a redistribution with an increase in all industries (except Food and Beverages). 43.80 % of visitors to Hispack are packagers. And of these, 39.80 % are in the Food sector. The remaining 60.2 % are spread across a range of business sectors in line with the trend towards cross-cutting approaches which is cementing packaging as an increasingly strategic sector: The Drugstore, Cosmetics and Perfumery sector, the Chemicals sector and the Industrial Goods sector in addition to the Pharmaceutical sector.

In terms of the Activity of the companies that visited us last time round, there was a significant increase in the percentage of packaging industry firms. The percentage of logistics operators and printing companies.

### Business activity of the companies

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>End-product manufacturer</td>
<td>43.8 %</td>
</tr>
<tr>
<td>Machinery and equipment manufacturer</td>
<td>13.8 %</td>
</tr>
<tr>
<td>Packaging materials manufacturer</td>
<td>10.1 %</td>
</tr>
<tr>
<td>Packaging materials distributor</td>
<td>8.1 %</td>
</tr>
<tr>
<td>Machinery and equipment distributor</td>
<td>5.1 %</td>
</tr>
<tr>
<td>Printing company</td>
<td>4.5 %</td>
</tr>
<tr>
<td>Consulting</td>
<td>3.8 %</td>
</tr>
<tr>
<td>Engineering firm</td>
<td>3.2 %</td>
</tr>
<tr>
<td>Logistics operator / Logistics service provider / 3PL</td>
<td>2.6 %</td>
</tr>
<tr>
<td>Design agency</td>
<td>1.9 %</td>
</tr>
<tr>
<td>Professional association or private institution</td>
<td>1.5 %</td>
</tr>
<tr>
<td>Public institution</td>
<td>0.9 %</td>
</tr>
<tr>
<td>Research centre</td>
<td>0.8 %</td>
</tr>
</tbody>
</table>

Hispack 2022 data
IMPACT IS ACHIEVED BY TAKING DECISIONS

Our visitors have great Decision-making Authority. 45% of Hispack’s visitors are decision makers.

Purchasing decision authority

45.2% I make decisions
30.8% I decide with others
14.4% I make suggestions
9.6% I do not intervene

As for the Professional Profile of visitors, Technical Departments have the greatest presence in the end-manufacturer profile (in particular Purchasing, Production/Factory and Engineering).

Visitor area / Department

End-product manufacturer profile
Global visitor

Hispack 2022 data
Hispack brings together the leading companies in the show's customer sectors. These are the attendance percentages for the top 25 companies by turnover in Spain from all sectors participating in Hispack 2022.

**Market coverage of customer sectors**

<table>
<thead>
<tr>
<th>TOP 25 COMPANIES</th>
<th>2022</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.º</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>FOOD</td>
<td>18</td>
<td>72 %</td>
</tr>
<tr>
<td>BAKERY, PASTRIES, CONFECTIONERY</td>
<td>22</td>
<td>88 %</td>
</tr>
<tr>
<td>DAIRY</td>
<td>20</td>
<td>80 %</td>
</tr>
<tr>
<td>MEAT</td>
<td>13</td>
<td>52 %</td>
</tr>
<tr>
<td>OIL</td>
<td>9</td>
<td>36 %</td>
</tr>
<tr>
<td>FRUIT AND VEGETABLES</td>
<td>10</td>
<td>40 %</td>
</tr>
<tr>
<td>FISH AND CANNED FISH</td>
<td>14</td>
<td>56 %</td>
</tr>
<tr>
<td>BEVERAGES</td>
<td>15</td>
<td>60 %</td>
</tr>
<tr>
<td>PERFUMERY AND COSMETICS</td>
<td>20</td>
<td>80 %</td>
</tr>
<tr>
<td>PHARMACEUTICAL</td>
<td>16</td>
<td>64 %</td>
</tr>
<tr>
<td>CHEMICAL</td>
<td>17</td>
<td>68 %</td>
</tr>
<tr>
<td>AUTOMOTIVE</td>
<td>10</td>
<td>40 %</td>
</tr>
<tr>
<td>INDUSTRIAL GOODS</td>
<td>10</td>
<td>40 %</td>
</tr>
<tr>
<td>CONSUMER ELECTRONICS</td>
<td>4</td>
<td>16 %</td>
</tr>
</tbody>
</table>

Hispack 2022 data
The leading companies make an impact at Hispack

Of the more than 4,400 end-product manufacturing companies which visited Hispack 2022 to explore all the innovation on offer at our exhibition, these are the 25 companies which stand out in each of the 5 sectors.

**Packaging Machinery & Process**
- AC MARCA
- ADAM FOODS CÍUETARA
- VILLACÉU
- ADAM BAKEWE
- ACNORTEL
- BEYÓTE, S.L.
- REVLON
- BOHME:NINGHEIM
- CASA AMETLLER
- CORPORACIÓ ALIMENTÀRIA GÚSSONA
- COTY
- EL POZO ALIMENTACIÓN
- EUROPAÍSTRA
- FERRER INTERNATIONAL, S.A.
- FINDUS ESPAÑA
- GB FOODS
- GRUP BAUCELLS ALIMENTACIÓ, S.L.
- GRUPO EMPRESARIAL PALACIOS ALIMENTACIÓN, S.A.
- HARIBO ESPAÑA
- HITACHI ENERGY SPAIN, S.A.U.
- IDILA FOODS, S.L.
- INDUSTRIAS ALIMENTARIAS DE MANRÓ
- KELLOGG
- MANUFACTURING, S.L.
- MARTIDEIM
- NOEL ALIMENTACIÓN
- SUTTON BEVERAGE AND FOOD EUROPE
- VICKY FOODS GROUP

**Brand Packaging**
- AFFINITI PETCARE
- ALMIRALL
- BORGES INTERNATIONAL GROUP
- CALIDAD PASCUAL
- CERVEZAS ROSITA
- CHOCOLAT FACTORY
- CORREOS
- DURABLES
- ENRIQUE TOMÁS
- FRIT RAVICH, S.L.
- GENERAL ÓPTICA
- GRUPO CACAOLAT
- HENKEL
- IDILIA FOODS
- LABORATORIOS CINFA
- LAKMÉ
- COSMETICS, S.L.
- MAHOU SAN MIGUEL
- MAJÓRCA
- MASSIMO DUTTI
- MIGUEL TORRES, S.A.
- NISSEI
- ORIO
- PLÁTENOS
- REVLON
- TÉA SHOP
- ZARA HOME ESPAÑA

**Industrial Packaging**
- ATRIAN BAKERS, S.L.
- BASF ESPAÑOLA, S.L.
- BEYÓTE, S.L.
- BORJÉS
- CALIDAD PASCUAL
- CEREALTO SIRO FOODS
- COSIDENT
- DIAGNOSTIC
- DR. F. SÁNCHEZ, S.A.
- DUPONT
- ECOS
- GENERE, S.A.
- GRUPO NOIVUX
- HENKEL
- IDILA FOODS
- UNASA
- LUCIA, S.A.
- MASSIMO DUTTI
- +MONI
- OKI
- FUNDATION
- S.A.
- DAMM
- SCHREIBER FOODS
- SCHÜTZ IBÉRICA
- THE GB FOODS
- ZOELE GROUP

**Labelling & Bottling**
- ADAM FOODS
- ANDREU ALIMENTACIÓN
- BARBARA
- BORGES
- CIA. CERVEZAS DAMM, S.L.
-няя "COCA-COLA EUR"ОСАРICАн ЕР"ОPEАDСАnА "ПАRTНЕRS"
- CONSERVAS DANI, S.A.
- CONSERVAS ORTÍZ, S.A.
- CONSERVAS ORTÍZ, S.A.
- CORREOS
- DURABLES
- DR. F. SÁNCHEZ, S.A.
- EHLIS, S.A.
- EMBALEX, S.A.
- GEODIS
- GRUPO ANTOLIN
- ICELAND SEAFOOD
- KRAUS & NÄMTER
- LA CARRUA, S.A.
- LABORATORIOS CINFA
- LAKMÉ COSMETICS, S.L.
- MAHOU SAN MIGUEL
- MONDELEZ
- PUIG
- UNILEVER

**Logistics, Automation & Robotics**
- AZUCARERA
- BAUHAUS
- CEMENTOS MOLINS
- INDUSTRIAL
- CHUY,CHEPS, S.A.
- CI GROUP
- "COCA-COLA EUR"ОСАRICАн ЕР"ОPEАDСАnА "ПАRTНЕRS"
- DECATHLON
- DECOEXSA
- DUE LOGISTICA, S.A.
- EHLIS, S.A.
- EMBALEX, S.A.
- ENGOS
- GRUPO ANTOLIN
- ICELAND SEAFOOD
- KRAUS & NÄMTER
- NESTLÉ ESPAÑA
- PASTAS GALLO
- PAG
- S.A.
- S.E. DE CARBURUS
- MÉTÁLICOS, S.A.
- SSI SCHÜTZ
- STILL
- TATAY, S.A.
- VIVACE LOGÍSTICA, S.A.

Hispack 2022 data
A BIG IMPACT IN THE MEDIA TOO

Hispack is a showcase for the industry. A robust online and offline communication campaign, coupled with promotion in the show’s own channels is crucial to publicising the most innovative packaging solutions and unleashing the sector.

- Press impressions: 1,997
- Financial value: €1.2 M
- Cumulative audience: 120 M
- Accredited journalists: 112

### Media coverage by continent

<table>
<thead>
<tr>
<th>Continent</th>
<th>Press impressions</th>
<th>Cumulative audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>2</td>
<td>228,466</td>
</tr>
<tr>
<td>South America</td>
<td>6</td>
<td>28,409</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>44</td>
<td>229,424</td>
</tr>
<tr>
<td>Spain</td>
<td>1,945</td>
<td>120,149,245</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,977</strong></td>
<td><strong>120,635,544</strong></td>
</tr>
</tbody>
</table>

Source: Media presence report (January 2021 - December 2022) by Rebold.
A BIG IMPACT IN THE MEDIA TOO

**With a growing active online community**
Hispack is committed to a *topical content* strategy to expand its community of followers and *generate online* engagement.

- **LinkedIn**: 4,453 contacts, 3,432 cumulative audience
- **Twitter**: 4,378 followers, 30,364 interactions
- **Facebook**: 2,956 fans, 3,761,514 impressions
- **Instagram**: 1,482 followers, ↑ 2 % up over the previous event

**With a vigorous email marketing campaign**
Targeting visitor recruitment and content personalisation

- **Contacts**: 81,326
- **Emails sent**: 573,588
- **Emails opened**: 24.52 %
- **CTR**: 17.59 %

Hispack 2022 data
Hispack will bring together the leading national and international companies in the sector with a large exhibition offering organised across five sectors featuring over 720 direct exhibitors and 1,250 brands.

An unbeatable opportunity to learn about the 27,000 estimated professional visitors of the latest packaging solutions on the market plus innovations in equipment and technology for processing, packaging, preservation, traceability, labelling, handling, logistics, brick-and-mortar sales and ecommerce.
THE MOST REPRESENTATIVE EXHIBITION OFFERING

PACKAGING MACHINERY & PROCESS
- The most innovative process and packaging machinery solutions, designed to transform lines, processes and operations for peak performance and efficiency.

BRAND PACKAGING
- Integrated packaging solutions, cases, materials, sizes and designs to help brands stand out at the point of sale and enhance the user experience of their products.

INDUSTRIAL PACKAGING
- Industrial packaging solutions and materials for secondary and tertiary packaging which unlock more efficient supply chain logistics to streamline processes and optimise costs.

LABELLING & BOTTLING
- The most innovative solutions to support the entire manufacturing process for beverages and other products, delivering efficient and effective solutions for filling, bottling, sealing and labelling.

LOGISTICS, AUTOMATION & ROBOTICS
- Solutions for intralogistics and handling, storage, distribution and transport.

SECTORS
- PACKING MACHINERY AND ACCESSORIES
- MACHINERY FOR MANUFACTURING PRODUCTS TO BE PACKAGED
- BRAND PACKAGING
  - CONTAINERS
  - POINT OF SALE (POS) ADVERTISING
- INDUSTRIAL PACKAGING
  - RAW MATERIALS
  - CONSUMABLES
- BOTTLING MACHINERY AND ACCESSORIES
  - MACHINERY FOR LABELLING, CODING AND MARKING
- LOGISTICS: INTRALOGISTICS, HANDLING, STORAGE AND TRANSPORT
  - AUTOMATION, ROBOTICS AND DIGITALISATION
BEST IN CLASS

At the second Best in Class, we will once again showcase the transformative power of packaging. We connect suppliers and customers, acknowledging innovative and impactful projects in which we give pride of place to all the stakeholders in the value chain: technology providers, integrators and customers.

With a clear aim in mind: to raise the profile of the packaging sector’s leadership in the major challenges that lie ahead such as the circular economy, digitalisation and changes in the way we consume.
HISPACK UNBOXING + BOOSTERS

An open and insightful knowledge forum to address the challenges of packaging from beginning to end viewed from a tangible, concrete and measurable standpoint. An opportunity to see at firsthand how innovation leads to more efficient and cost-effective solutions.

As part of the Unboxing programme, we spotlight the most cutting-edge companies in applying innovative solutions through the Hispack Boosters programme. In 2022, the programme featured keynote speakers from firms including Mercadona, Campofrío, Nestlé, Danone, The Body Shop, Ferrer, Henkel, Unilever, Procter & Gamble, Ametller Origen, Codorníu, Freixenet, Pastas Gallo, Mahou-San Miguel, Carelli, Nueva Pescanova or Mercabarna.
INTERNATIONALISATION

International trade fairs are one of the most powerful tools available to any industrial sector. A huge commercial showcase for businesses to get the most out of their conversations with their customers and other relevant players in the ecosystem in terms of time and space.

For its 2024 edition, Hispack is putting together a new internationalisation programme to enhance and drive the connection with the most promising markets.
PACK EXPERIENCE AGENDA
One of Hispack 2024’s major challenges is to attract as many companies as possible from Spain’s regions where the industry has more prominence. So we’re kicking off a programme designed to grab the attention of potential visitors and the media.

SECTOR STUDY
The Hispack 2024 sector study is the ideal platform for the Spanish packaging industry to put on show its significance in the economy and its transformational capacity.

LIDERPACK AWARDS
Hispack hosted the Liderpack Awards, the most important prizes for packaging and point-of-sale (POS) advertising in Spain. The Liderpack Awards are also the only ones that make it possible to represent Spain at the WorldStar for Packaging, the world’s foremost packaging competition.
COMMERICAL OFFERING

Space only*

If you’d like to build your own stand.

For spaces up to 28 sq.m you have to book the Stand Pack option.

From 29 sq.m

Between €175 - €209 / sq.m

Stand Pack*

Low cost participation with stand included.

Standard

From 16 sq.m

€4,518 + €253 / additional sq.m

Advanced

From 20 sq.m

€5,923 + €272 / additional sq.m

Premiumpack

From 16 sq.m

€4,915 + €272 / additional sq.m

Event Partner*

Extensive visibility and networking.

From 60 sq.m

€4,950

Does not include: Stand / Space

*Registration fee €625
Hispack is an outstanding platform to ramp up your brand visibility and awareness and also furnishes a unique opportunity to build relationships and identify business customers extremely quickly while optimising your marketing resources.

The moment.
Packaging is at a key juncture in responding to the major challenges of the industry and the environment. Hispack24 will be one of the main meeting points to draw together the entire packaging value chain, share innovations and enhance the sector’s global impact.

1 The audience.
Gathering over 27,000 major purchasing decision-makers from around the world is critical to taking decisions that unlock economic impact and environmental innovation.

2 Multi-sector outlook.
Hispack is a driving force for innovation with a cross-cutting impact. The show attracts all sectors with packaging needs (food and beverage, chemical, cosmetics and perfumery, drugstore, pharmaceutical, industrial goods, other non-food sectors and automotive).

3 The offering.
Improving the sector’s impact is everyone’s goal. This means bringing together the leading domestic and international companies in the sector is one of Hispack’s greatest assets. We predict 720 exhibitors and 1,250 brands represented.

4 The connections.
Hispack is a continuous facilitator of synergies between customers and suppliers that puts innovation at the centre. The next edition will be a fresh opportunity to meet up again and make connections which will help us deliver the impact the industry needs.

5 The business focus.
Hispack is a first-class business centre where new business opportunities are generated for representatives of the value chain.

6 Need another reason to make an impact?
You make Hispack. Impact is built with the engagement of the big players who like you have decided to participate. So we’ve left this point blank for you to tell us what you hope to find at Hispack 2024.