

# Hispack 2024

PACKAGING, PROCESS  
& LOGISTICS

7-10 MAY 2024  
GRAN VIA VENUE - BARCELONA



[www.hispack.com](http://www.hispack.com)

#hispack    

## MAKING A BETTER IMPACT



Packaging  
Machinery  
& Process



Brand  
Packaging



Industrial  
Packaging



Labelling  
& Bottling



Logistics,  
Automation  
& Robotics



asociación  
graph, pack & retail

# MAKING A BETTER **IMPACT**

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

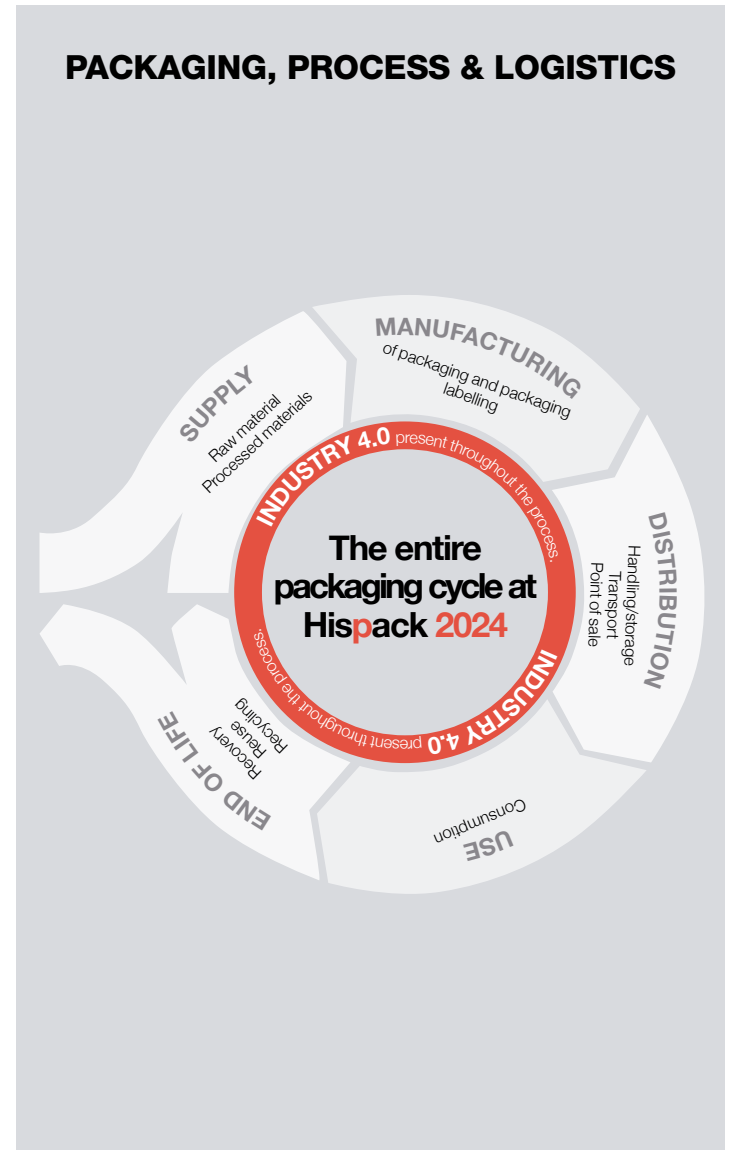


AT HISPACK WE GENERATE IMPACT BY...

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.



# THE IMPACT IS MEASURED IN FIGURES



## Hispack + Graphispag



**31,118** visitors



**10.1 %** international trade visitors

## Hispack



**643** exhibitors and co-exhibitors



**20+** countries exhibitors came from



**30,989 sq.m** footprint



**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



**395** business meetings at the International Business Point (IBP) between exhibitors and international hosted buyers



**6,000+** conference attendees



**322** speakers



**1,027+** brands represented

Hispack 2022 data

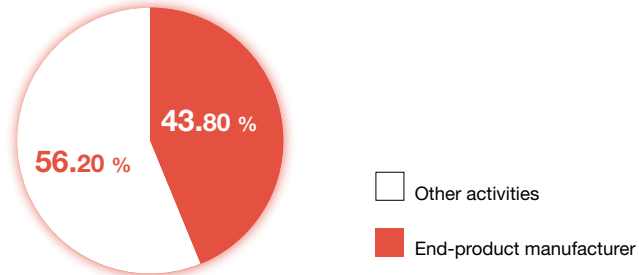
# THE IMPACT OF INNOVATION: OUR ECOSYSTEM



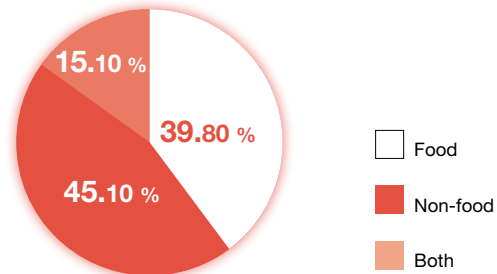
## A strategic sector with a cross-cutting impact.

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**.

### Company activity

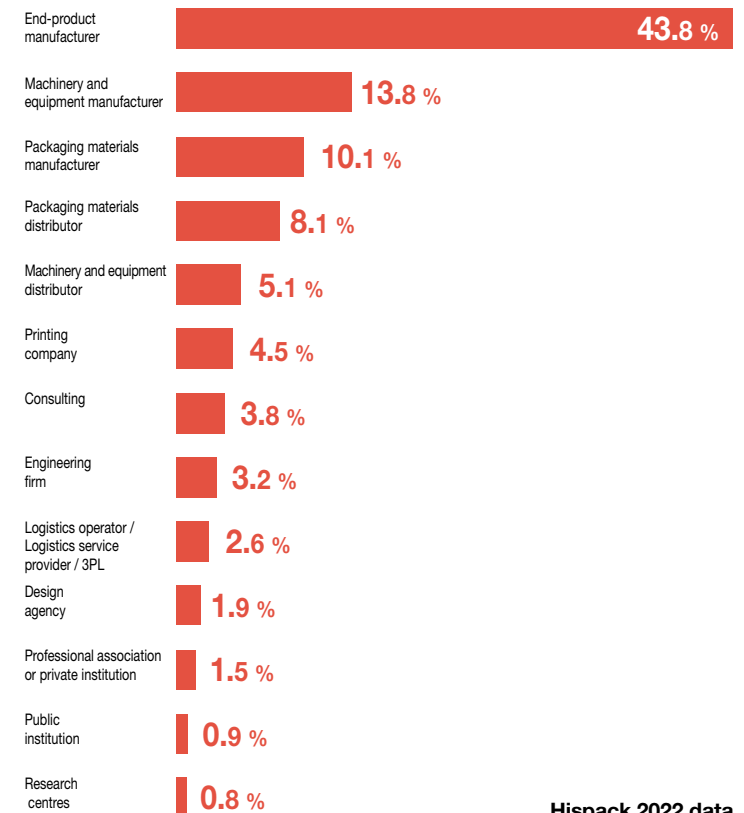


### Subsector: End-product manufacturer



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

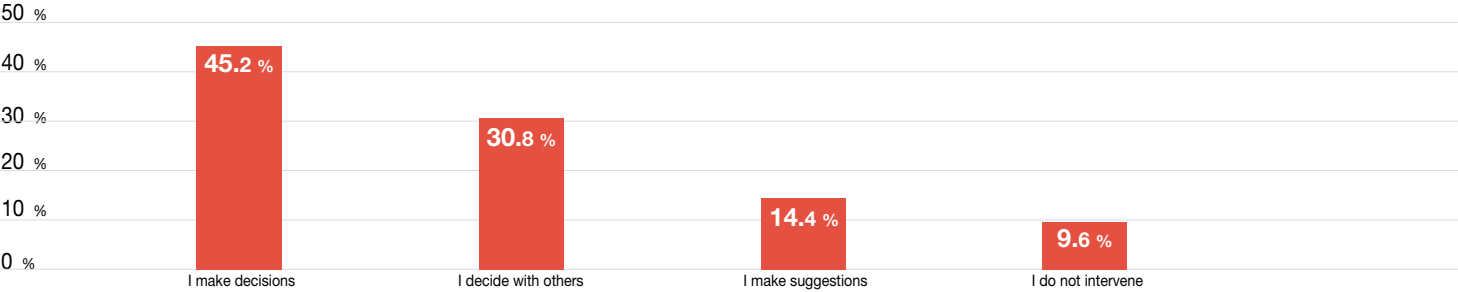


Hispack 2022 data



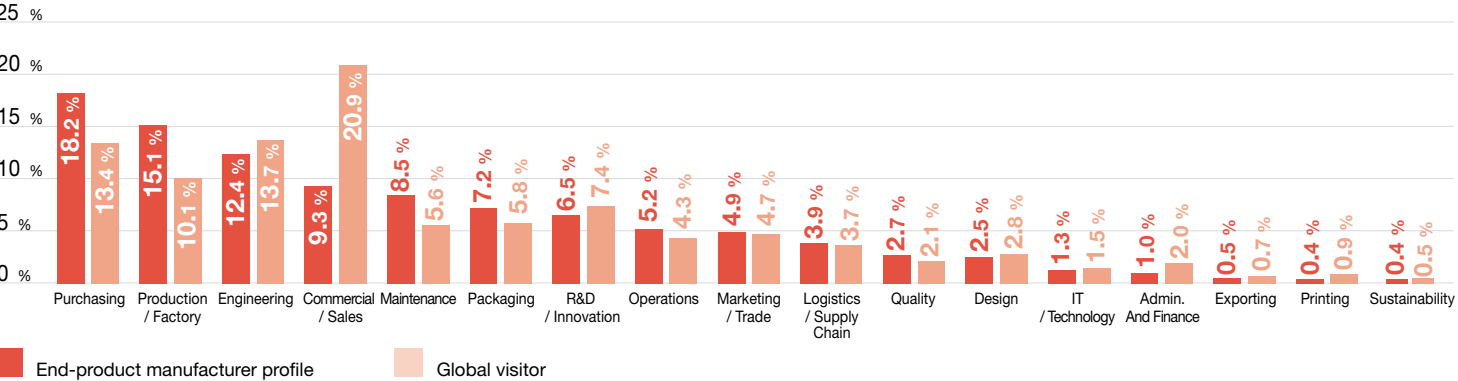
# IMPACT IS ACHIEVED BY TAKING DECISIONS

## Purchasing decision authority



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

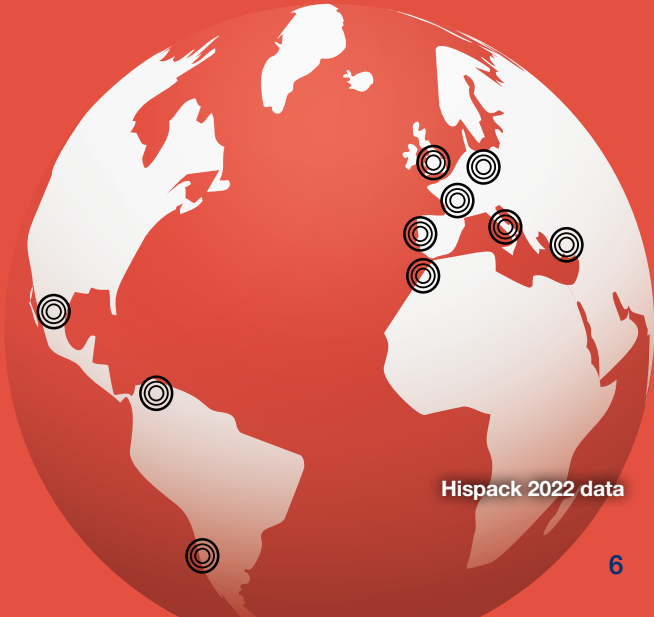
## Visitor area / Department



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**).

## Total visitors from abroad %

1.	Portugal	26 %
2.	Italy	18 %
3.	France	8 %
4.	Germany	8 %
5.	Morocco	3 %
6.	Turkey	3 %
7.	Chile	2 %
8.	Mexico	2 %
9.	Colombia	2 %
10.	UK	2 %
11.	Other countries	25 %



# THE LEADING COMPANIES MAKE AN IMPACT AT HISPACK

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

TOP 25 COMPANIES	2022		2018
	N.º	%	%
<b>FOOD</b>	<b>18</b>	<b>72 %</b>	<b>84 %</b>
BAKERY, PASTRIES, CONFECTIONERY	22	88 %	88 %
DAIRY	20	80 %	48 %
MEAT	13	52 %	80 %
OIL	9	36 %	48 %
FRUIT AND VEGETABLES	10	40 %	52 %
FISH AND CANNED FISH	14	56 %	48 %
<b>BEVERAGES</b>	<b>15</b>	<b>60 %</b>	<b>72 %</b>
<b>PERFUMERY AND COSMETICS</b>	<b>20</b>	<b>80 %</b>	<b>80 %</b>
<b>PHARMACEUTICAL</b>	<b>16</b>	<b>64 %</b>	<b>64 %</b>
<b>CHEMICAL</b>	<b>17</b>	<b>68 %</b>	<b>64 %</b>
<b>AUTOMOTIVE</b>	<b>10</b>	<b>40 %</b>	<b>44 %</b>
<b>INDUSTRIAL GOODS</b>	<b>10</b>	<b>40 %</b>	<b>28 %</b>
<b>CONSUMER ELECTRONICS</b>	<b>4</b>	<b>16 %</b>	<b>32 %</b>

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



## Brand Packaging



## Industrial Packaging



## Labelling & Bottling



## Logistics, Automation & Robotics

AC MARCA  
ADAM FOODS CUÉTARA VILLAREJO  
AGUAS DANONE  
AKZONOBEL  
BEAUTYGE, S. L. - REVLO  
BOEHRINGER INGELHEIM  
CASA AMETLLER  
CORPORACIÓ ALIMENTÀRIA GUISSONA  
COTY  
EL POZO ALIMENTACIÓ  
EUROPASTRY  
FERRER INTERNACIONAL, S. A.  
FINDUS ESPAÑA  
GB FOODS  
GRUP BAUCELLS ALIMENTACIÓ, S. L.

GRUPO EMPRESARIAL PALACIOS ALIMENTACIÓ, S. A.  
HARIBO ESPAÑA  
HITACHI ENERGY SPAIN, S. A. U.  
IDILIA FOODS, S. L.  
INDUSTRIAS ALIMENTARIAS DE NAVARRA  
KELLOGG MANUFACTURING, S. L.  
MARTIDERM  
NOEL ALIMENTARIA  
SUNTORY BEVERAGE AND FOOD EUROPE  
VICKY FOODS GROUP

AFFINITY PETCARE  
ALMIRALL  
BORGES INTERNATIONAL GROUP  
CALIDAD PASCUAL  
CERVEZAS ROSITA  
CHOCOLAT FACTORY  
COTY  
DANONE, S. A.  
ENRIQUE TOMÁS  
FRIT RAVICH, S. L.  
GENERAL ÓPTICA  
GRUPO CACAOLAT  
HENKEL IBÉRICA  
ISDIN, S. A.  
LABORATORIOS CINFA  
LAKMÉ COSMETICS, S. L. U.  
MAHOU SAN MIGUEL  
MAJORICA  
MASSIMO DUTTI  
MIGUEL TORRES, S. A.  
OSBORNE  
PLATANOMELÓN  
REVLON  
TEA SHOP  
ZARA HOME ESPAÑA

ATRIAN BAKERS, S. L.  
BASF ESPAÑOLA, S. L.  
BENDER IBERIA, S. L. U.  
BONÀREA  
CALIDAD PASCUAL  
CEREALTO SIRO FOODS  
COSENTINO  
DIAGNOSTIC GRIFOLS, S. A.  
DUPONT  
ERCROS  
GENEBRE, S. A.  
GRUPO NOVOLUX  
HENKEL  
IDILIA FOODS  
LINASA  
LUCTA, S. A.  
MASSIMO DUTTI  
OMRON  
ORKLI  
FOUNDATION  
S. A. DAMM  
SCHREIBER FOODS  
SCHÜTZ IBÉRICA  
THE GB FOODS  
ZOBEL GROUP

ADAM FOODS  
ANDREU ALIMENTACIÓ  
BABARIA  
BORGES  
CÍA. CERVECERA DAMM, S. L.  
COCA-COLA EUROPACIFIC PARTNERS  
CONSERVAS DANI, S. A. U.  
CONSERVAS ORTIZ, S. A.  
CORPORACIÓ ALIMENTÀRIA GUISSONA, S. A.  
CORREOS  
FLORETTE SPAIN  
FREIXENET, S. A.  
GREFUSA, S. L.  
HARIBO ESPAÑA, S. A. U.  
HOCHLAND ESPAÑOLA, S. A.  
ISDIN  
KELLOGG  
LABORATORIOS HIPRA, S. A.  
LABORATORIOS LACER  
LACASA, S. A.  
LAKMÉ COSMETICS, S. L.  
MAHOU SAN MIGUEL  
MONDELEZ  
PUIG  
UNILEVER

AZUCARERA  
BAUHAUS  
CEMENTOS MOLINS INDUSTRIAL  
CHUPA CHUPS, S. A. U.  
CIL GROUP  
COCA-COLA EUROPACIFIC PARTNERS  
DECATHLON  
DECOEXSA  
DUE LOGISTICA, S. L.  
EHLIS, S. A.  
EMBALEX, S. A.  
GEODIS  
GRUPO ANTOLIN  
ICELAND SEAFOOD  
KRAUS & NAIMER  
MICHELIN  
NESTLÉ ESPAÑA  
PASTAS GALLO  
P&G  
SEAT  
S. E. DE CARBUROS METÁLICOS, S. A.  
SSI SCHAEFER  
STILL  
TATAY, S. A.  
VIVACE LOGÍSTICA, S. A.



# 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

	North America	South America	Rest of Europe	Spain	Total
Press impressions	2	6	44	1,945	1,977
Cumulative audience	228,466	28,409	229,424	120,149,245	120,635,544

Source: Media presence report  
(January 2021 - December 2022) by Rebold.

Hispack 2022 data

# 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.

**in** 4,453 contacts

**🐦** 4,378 followers

**f** 2,956 fans

**📷** 1,482 followers

**🌐** 3,432 cumulative audience

**🔄** 30,364 interactions

**👆** 3,761,514 impressions

**↑** 2 % up over the previous event

## With a vigorous email marketing campaign targeting visitor recruitment and content personalisation

**👤** 81,326 contacts

**✉️** 573,588 emails sent

**✉️** 24.52 % opened

**🖱️** 17.59 % CTR

Hispack 2022 data



# THE PERFECT CONNECTION BETWEEN CUSTOMERS AND SUPPLIERS

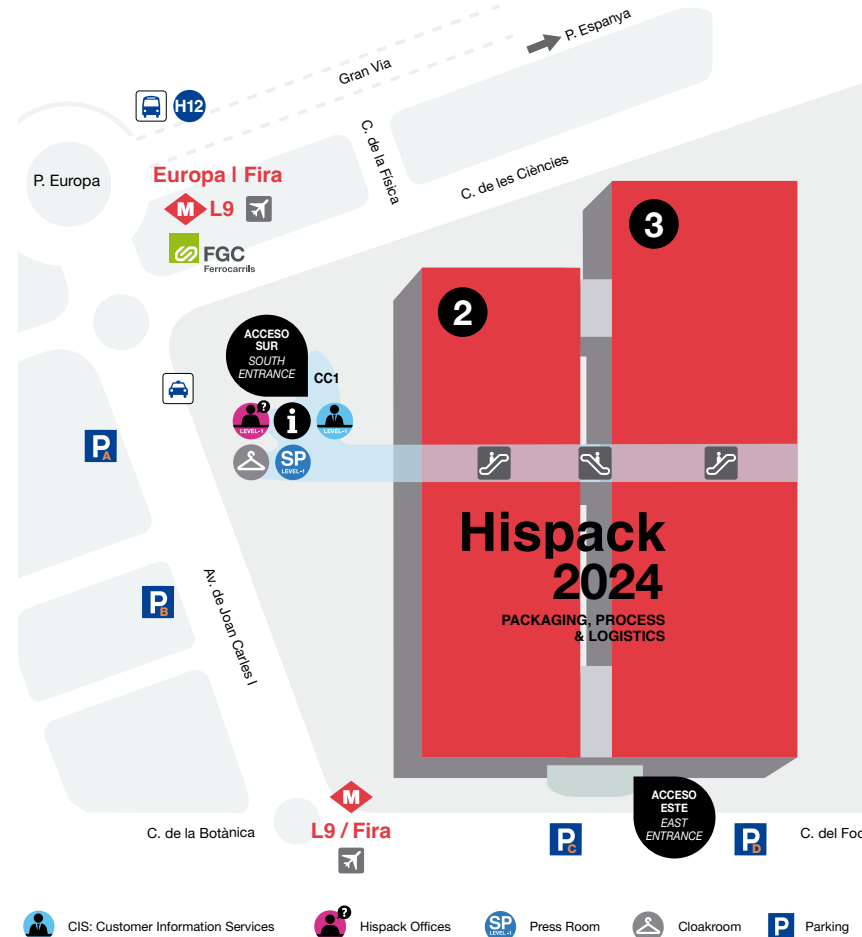
## Hispack 2024

PACKAGING, PROCESS  
& LOGISTICS

7-10 MAY 2024  
GRAN VIA VENUE - BARCELONA

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.



### BRAND PACKAGING PABELLÓN 2 East Wing

Brand packaging. Containers.  
Point of sale advertising (POS).  
Premiumpack

### INDUSTRIAL PACKAGING PABELLÓN 2 West Wing

Industrial packaging. Raw materials.  
Consumables.

### LABELLING & BOTTLING PABELLÓN 3

Bottling machinery  
and accessories.  
Machinery for labelling,  
coding and marking.

### PACKAGING MACHINERY & PROCESS PABELLÓN 3

Packaging machinery and  
accessories.  
Machinery for manufacturing  
products to be packaged.

### LOGISTICS, AUTOMATION & ROBOTICS PABELLÓN 3

Logistics: intralogistics,  
handling, storage and transport.  
Automation, robotics  
and digitalisation.

The recovery, treatment and recycling; consulting, engineering and services companies; technical journals and publications; and associations and official organisations sectors may be in any of the four pavilions.

# THE MOST REPRESENTATIVE EXHIBITION OFFERING



## Packaging Machinery & Process

OFFERING

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

SECTORS

PACKING MACHINERY AND ACCESSORIES  
  
MACHINERY FOR MANUFACTURING PRODUCTS TO BE PACKAGED



## 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.

BRAND PACKAGING  
  
CONTAINERS  
  
POINT OF SALE (POS) ADVERTISING



## 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.

INDUSTRIAL PACKAGING  
  
RAW MATERIALS  
  
CONSUMABLES



## 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.

BOTTLING MACHINERY AND ACCESSORIES  
  
MACHINERY FOR LABELLING, CODING AND MARKING



## Logistics, Automation & Robotics

Solutions for intralogistics and handling, storage, distribution and transport.

LOGISTICS: INTRALOGISTICS, HANDLING, STORAGE AND TRANSPORT  
  
AUTOMATION, ROBOTICS AND DIGITALISATION



# AN EXTENSIVE ACTIVITIES AND CONTENTS PROGRAMME



## Hispack BEST IN CLASS

### 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.





# AN EXTENSIVE ACTIVITIES AND CONTENTS PROGRAMME



Hispack



FROM CHALLENGES  
TO ACHIEVEMENTS

## Hispack BOOSTERS

### 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.



# AN EXTENSIVE ACTIVITIES AND CONTENTS PROGRAMME

## 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**.



# AN EXTENSIVE ACTIVITIES AND CONTENTS PROGRAMME



## 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.





# COMMERCIAL 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

# READY TO MAKE AN IMPACT?

## THE 7 REASONS TO MAKE AN IMPACT AT HISPACK 2024

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.

1

**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.

2

**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.

3

**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).

4

**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.

5

**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.

6

**The business focus.**

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

7

**Need another reason to make an impact?**

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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.



# ALWAYS HERE TO HELP YOU MAKE THE BEST IMPACT

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