

Hispack 2018

PACKAGING, PROCESS
& LOGISTICS

.....

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Barcelona



Fira Barcelona

www.hispack.com

#hispack    



**TO BE OR NOT
TO BE**

Hispack

2018

PACKAGING, PROCESS
& LOGISTICS

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1.

Hispack 2018

TO BE OR NOT TO BE

At a time of unprecedented constant change, packaging has become an essential factor that is present in all spheres of life. A **key component** that defines the essence of products, creates new experiences for consumers and drives the economy and industry.

8

**DEMAND
SECTORS**

dynamic
and innovative

+

4

**MAJOR
CHALLENGES**

that will define
the future

+

**The entire
packaging
cycle**

from materials
to recycling



1 **UNIQUE ECOSYSTEM**

to take packaging
to new horizons



2.

Eight sectors of packaging-related demand

Hispack is a cross-cutting trade show that attracts important demand-related sectors. They are all drivers of innovation and are in a constant process of transformation.



FOOD AND DRINK

Food and drink are the main sectors of demand at the trade show. They are sectors that are constantly changing to **adapt to consumer trends and habits** and drive **sales**. Innovation is part of the DNA of the food industry and **packaging is one of the main areas in its transformation process**.



CHEMICALS

The chemical industry has traditionally been the most important non-food sector at Hispack both for the storage of raw materials and also for the finished product. With major challenges in **sustainability** and safety, the sector looks to **packaging to find new solutions**.



COSMETICS AND PERFUMERY

Cosmetics and perfumery is the field that grew most in terms of attendance at the previous edition of Hispack. In a sector where the container is as important as the product, packaging must constantly reinvent itself and continuously seek **excellence** and new materials that in addition to being functional are also **able to surprise**.



DRUGSTORE PRODUCTS

Functionality, dosing and product storage are key in this sector, one of the major consumers of packaging. **Sustainability** is one of the great challenges of this sector, which needs to **create impact** in the sales display and also offer a **satisfactory user experience** to increasingly discerning customers.



PHARMACEUTICALS

The pharmaceutical sector is the third largest in attendance at Hispack and also faces new challenges at the point of sale as well as in **creativity and innovation**. This is a very specific sector featuring production, packaging and logistics processes for extremely sensitive products. Its **quality** standards are extremely demanding and have a very high impact on packaging.



INDUSTRIAL GOODS

This is one of the most important non-food sectors for Hispack. Despite being invisible packaging, it is essential for the sector's logistical operations. The need to **optimise costs and be efficient** without sacrificing quality and safety calls for constant innovation to improve transport and storage.



OTHER NON-FOOD SECTORS

It is a sector with great potential which is going through a new stage in which the importance of e-commerce is growing with all the opportunities and challenges this brings. Packaging must offer innovative solutions so that everything can be packaged.

3.

Hispack addresses the major challenges in packaging



SUSTAINABILITY

Biodegradable materials, ecodesign, resource optimisation, circular economy... These are concepts that demonstrate that companies, legislators and consumers are moving to action in the field of sustainability. In the same way the packaging industry is adapting **to gain in efficiency and minimise its environmental impact** throughout the production chain.



DIGITALISATION AND AUTOMATION

From data collection and analysis systems in the production process to smart sensors, digital advances are **transforming** the lives of packaging professionals. The industry is reinventing itself with **new tools** to improve the production process, quality management and industrial maintenance, as well as opening up a world of possibilities for consumers.



USE EXPERIENCE

In addition to the product's properties and quality, the key to getting a consumer to repeat their purchase may lie in the experience of using the packaging that contains it. Whether this experience is positive or negative is connected with **convenient packaging, smart packaging and mass customisation** techniques which are trends that will mark the future of consumption.



LOGISTICS PACKAGING

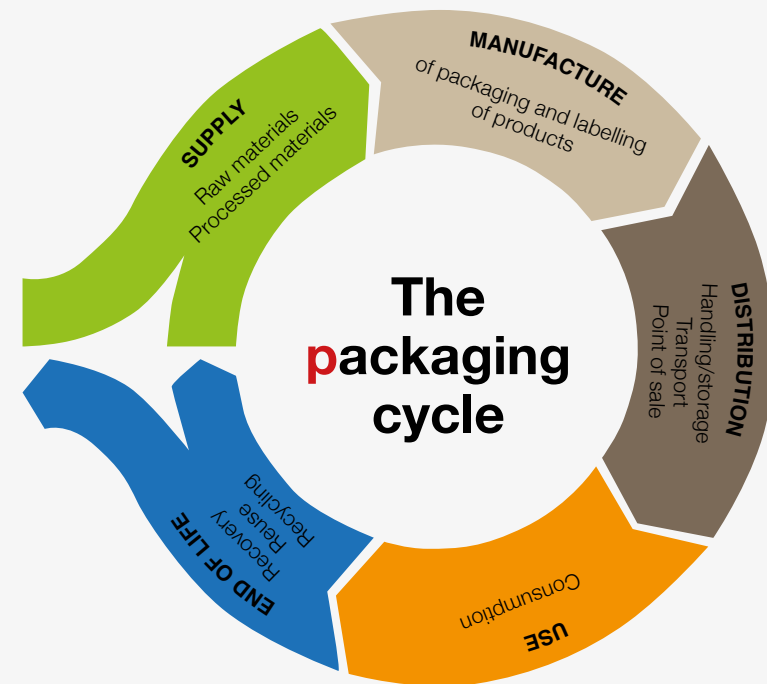
Transport, handling and storage costs are directly related to packaging. An integrated logistics approach is needed from the design of the primary packaging to the point of sale to **optimise time, cost and efficiency** throughout the chain. It is a new way of thinking about and developing packaging.

4.

The entire packaging cycle at Hispack

Hispack seeks to lead the transformation of the industry which is evolving alongside the changes our society is experiencing

With a range that covers the entire packaging life cycle from raw materials to their recycling, Hispack provides **global solutions** at a time when the exchange of knowledge and teamwork between all the links in the value chain are crucial. Our goal is to enable packaging professionals to get a **complete vision** of the industry while promoting innovation to shape the future of packaging.



Hispack 2018 producer sectors



RAW MATERIALS. PACKAGING MATERIALS.
ACCESSORY PRODUCTS.



MACHINERY FOR MANUFACTURING
PRODUCTS TO BE PACKAGED.



PACKAGING MACHINERY AND
ACCESSORIES.



BOTTLING MACHINERY AND
ACCESSORIES.



MACHINERY FOR LABELLING,
CODING AND MARKING.



LOGISTICS: INTRALOGISTICS, HANDLING
AND STORAGE.



AUTOMATION AND DIGITALISATION.



POP, POINT OF PURCHASE ADVERTISING.



RECOVERY, TREATMENT AND RECYCLING.



CONSULTING, ENGINEERING AND
SERVICE COMPANIES.



TECHNICAL JOURNALS AND PUBLICATIONS.



ASSOCIATIONS AND OFFICIAL ORGANISATIONS.



PREMIUMPACK.

5.

A unique ecosystem

Innovation, industry and the market come together at Hispack, which in addition to the trade show itself is the great connector that makes it possible to activate the change:



IT CONNECTS

product, brand
and consumer.

problems
and solutions.

it creates smart
connections
throughout the
entire logistics
process.


the prototype
with the business
model.

people
with things.

what's
established with
innovation.

different
sectors.

different
players.



Packaging is **what we live for** and the core of our **ecosystem**, which is in constant contact with the market through new areas:

Hispack

The great meeting point at which to see new products and discover new experiences. The moment that every three years focuses on all the advances in the sector.

PACK
EXPERIENCE
by Hispack

A vibrant programme of events and activities geared towards fostering continuous networking.



LiderPack
PACKAGING & POPAI AWARDS

National and global recognition for the industry. A prestigious prize that recognises effort in innovation.

PackLab

A new innovation area in which to tackle the great challenges facing the sector.

6.

The figures demonstrate

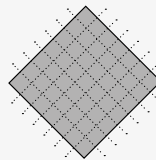
the show's success



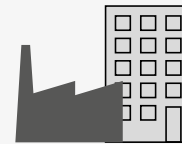
EXHIBITORS

605

+7.6% COMPARED TO
THE PREVIOUS EDITION



31,010 sq.m
IN AREA



1,226

COMPANIES REPRESENTED



+200

PRESENTATIONS



VISITORS

38,079

+8% COMPARED TO THE
PREVIOUS EDITION



10%

INTERNATIONAL VISITORS

+32% COMPARED TO THE PREVIOUS EDITION



THE LEADERS CHOOSE US

63% of the big national and multinational companies in packaging industry customer sectors which have the highest turnover in Spain come to Hispack to find suppliers.

Hispack visitors

4.08

**VISITOR
SATISFACTION**
(OUT OF 5)

Hispack's impact



114,363,090

IMPRESSIONS IN THE GLOBAL
AUDIENCE



296,041

VISITS TO THE WEBSITE
(3 months prior to the show)



2,348

FACEBOOK
FANS



2,733

FOLLOWERS
ON TWITTER



1,418

CONTACTS
ON LINKEDIN

7. Hispack's rating

from its key players



María Elisa Cortiñas, Manager
(Temflor, Argentina)

"In Argentina, we're a long way off the kind of technology we've seen here. We've held a lot of meetings, all of them productive, as they've made us think about new solutions. The finishes, productivity and versatility of the machinery you have here are outstanding. This is our first time in Spain and we're leaving with a very good impression".



Mario Gorena, Director (Productora de Bocados Cárnicos, Mexico)

"Hispack 2015 has been excellent. It has certainly responded to all the demands in the sector and has allowed me to find new solutions tailored to the needs of my company and the meat industry in Mexico."



Fran Carreras, Professor of Digital Marketing (ESADE)

"It's fantastic that we have a tradeshow like this in Barcelona. I've seen people from all over the world working in sectors that are not very transparent to the end user. People don't know what's behind packaging, logistics, etc. and for me, not being in the sector, it has been very interesting to see it from the front row. I come here to enjoy it."



Teresa Sebastià, Head of Service Design and Development (Ecoembes)

"Packaging is the vehicle with which we take our product to the market and is our best business card. Premium packaging does not have to be unsustainable. At Hispack we have advised companies in the premium sector to promote awareness of this sustainable development."



Martin vom Stein,
(The Shopsumer Institute)

"At Hispack the visitor receives a very global and comprehensive view of the technological trends that they can take advantage of to innovate and stand out from the competition."

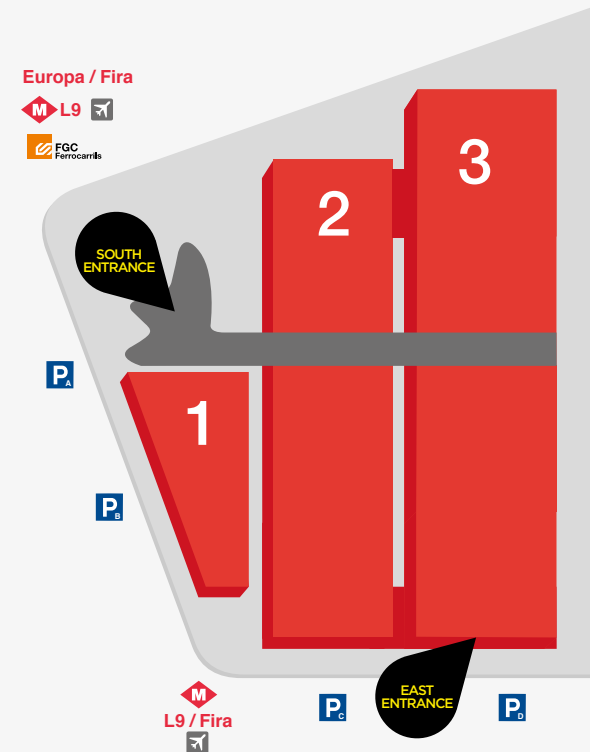
8.

Innovation envelops

Hispack

This event is held in one of the largest and most modern trade show venues in Europe

A venue **that is innovative in design and functionality** and is committed to sustainability. Its eight halls, connected by a walkway that channels the flow of visitors, provide cutting-edge technical and logistical services. Gran Via hosts major shows including Mobile World Congress, Smart City Expo, Expoquimia and Alimentaria.



9.

Barcelona: cosmopolitan, innovative and global

Barcelona is an open city that attracts talent, investment, innovation and avant-garde cultural proposals

One of the largest metropolitan areas in Europe has grown up around the Catalan capital, consolidating it as a leading business centre and economic driving force for Mediterranean Europe that is closely related to the EU market, Latin America and the Middle and Far East.

International recognition of the **Barcelona brand** and worldwide admiration for the city make it the ideal place to hold **Hispack**, a trade show which shares key values with the city such as innovation, sustainability and their global character.



10. Hispack and Foodtech



Hispack is held jointly with Foodtech Barcelona, The international food and beverage machinery, technology and ingredients exhibition.

The two shows combine to generate one of the leading commercial platforms for the food and beverage industry in Europe. Together with Hispack, Foodtech Barcelona will show the whole food product lifecycle from ingredients to final packaging.



11. How to participate

FREE SPACE (from 29 sq.m)

From 29 to 49 sq.m
€175/sq.m

From 50 to 99 sq.m
€170/sq.m

From 100 to 200 sq.m
€165/sq.m

Over 200 sq.m
€160/sq.m

Up to 28 sq.m you must take out
the Stand Pack option.

Registration fee: €500

Compulsory Insurance: €63



STANDARD STAND PACK (from 16 sq.m to 40 sq.m)

Services included

- 4 bar tickets.
- 1 parking space.
- 100 electronic invitations.
- Cleaning before opening.
- Free Wi-Fi.

Participation

- 16 sq.m space.
- Industry rate.
- Electric power.
- Compulsory insurance.

€3,695

VAT NOT INCLUDED

* Registration fee not included:
€500



BUSINESS STAND PACK (from 20 sq.m to 40 sq.m)

Services included

- 4 bar tickets.
- 1 parking space.
- 100 electronic invitations.
- Cleaning before opening.
- Free Wi-Fi.

Participation

- 20 sq.m space.
- Industry rate.
- Electric power.
- Compulsory insurance.

€4,995

VAT NOT INCLUDED

* Registration fee not included:
€500



PLUS STAND PACK (from 20 sq.m to 40 sq.m)

Services included

- 4 bar tickets.
- 1 parking space.
- 100 electronic invitations.
- Cleaning before opening.
- Free Wi-Fi.

Participation

- 20 sq.m space.
- Industry rate.
- Electric power.
- Compulsory insurance.

€6,268

VAT NOT INCLUDED

* Registration fee not included:
€500



PREMIUM STAND PACK (from 40 sq.m to 70 sq.m)

Services included

- 1 daily pastries tray (24 pieces).
- 2 parking spaces.
- 200 electronic invitations.
- Cleaning before opening.
- Free Wi-Fi.

- 40 sq.m space.
- Industry rate.
- Electric power.
- Compulsory insurance.

€13,941

VAT NOT INCLUDED

* Registration fee not included:
€500



GOLD STAND PACK (from 40 sq.m to 70 sq.m)

Services included

- 1 daily pastries tray (24 pieces).
- 2 parking spaces.
- 200 electronic invitations.
- Cleaning before opening.
- Free Wi-Fi.

- 40 sq.m space.
- Industry rate.
- Electric power.
- Compulsory insurance.

€14,061

VAT NOT INCLUDED

* Registration fee not included:
€500

For more information, see the participation application form on our website and email us at hispack.ventas@firabarcelona.com or call us on +34 932 332 000.

EVENT PARTNER (from 60 sq.m) **€3,950** **VAT NOT INCLUDED**

Pre-show

During the show

Post-show

VISIBILITY IN SHOW PROMOTIONAL ITEMS

Logo in visitor guide (exclusively partners and collaborators)		•	•
Logo on the website. Homepage, 2nd level (exclusively partners and collaborators)	•	•	•
Logo on the app's virtual map (exclusively partners)		•	
Logo indicating location on the hall's floor plan displays (exclusively partners)		•	
Mention and following on social media	•	•	•
Logo in the post-show report (exclusively partners and collaborators)			•
Two-sided large vertical canvas in the hall (priority in choosing location)		•	

NETWORKING

Electronic invitations	300		
VIP invitations	15		
Access to the VIP room		•	

ADDED SERVICES

Priority at the customer services desk	•	•	•
Priority in incident resolution	•	•	•
Sending welcome envelope (passes, parking, etc.)	•		
Parking spaces		5	
Access to the venue during assembly and disassembly (5 hours a day)	•		•

CATERING

1 daily breakfast tray		•	
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Does not include: stand, space or compulsory insurance.

For more information, see the participation application form on our website and email us at hispack.ventas@firabarcelona.com or call us on +34 932 332 000.



Fira Barcelona

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**PARTICIPATE at
Hispack and
show your
ADDED VALUE to
the market.**



asociación
graph, pack & retail