

Hispack 2022

PACKAGING, PROCESS
& LOGISTICS

24 - 27 MAY 2022
GRAN VIA VENUE - BARCELONA



Fira Barcelona

www.hispack.com

#hispack    



THE NEW POWER OF PACKAGING

**Brand
Packaging**

Come and present your innovations
to the main brand owners.

Let's meet up again



asociación
graph, pack & retail

DRIVING THE NEW POWER OF PACKAGING

Today, more than ever, **packaging and logistics have proven to be essential** in bringing products and services to people. They have rediscovered their true purpose: to protect what matters and help it reach everyone.

Our industry has come together with **a new power** to respond to the emergency situation affecting the whole planet.

Hispack will be one of the best opportunities on the international exhibition calendar to resume relationships for this push to move forward. Because we have an in-depth knowledge of the audience, the needs, and the challenges of each packaging sector, and our aim is to add value to each of them.

We've created a new structure that will offer the best visiting experience and will attract new professional profiles in the packaging sphere.

We're putting **all our knowledge and experience** at the service of your business, with **personalized content and specific routes** to help you connect with and impact the visitors who are seeking out your innovations.

Let's meet up again in 2022 at a great fair with international convening power.

WE ADD A NEW DIGITAL PLATFORM

This year, at Hispack we are launching an innovative **format to adapt** to the current circumstances.

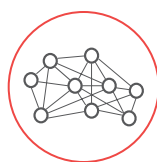
The show will allow you to enjoy a new **hybrid experience**, which will take advantage of the full potential of a face-to-face event with the support of **new technologies**. Our goal is to **revitalise the entire packaging ecosystem**, the process and logistics, stimulate **networking** and connect the **innovations** offered by your business with your target audience **around the world**.

Most importantly, we are also focussing on the **internationalisation** of the event. This platform will enhance Hispack's ability to reach **audiences in all countries** and share, **on a global scale, all the knowledge and innovation** that packaging offers to the **food and non-food industries**.

What advantages does the new digital platform offer?



Having a private space to present your new developments



Networking and scheduling B2B meetings



Capturing qualified leads



Streaming talks and other valuable content



Connecting with audiences all around the world

THERE ARE A LOT OF HISPACKS IN HISPACK

The major packaging sectors, organized by demand interest:



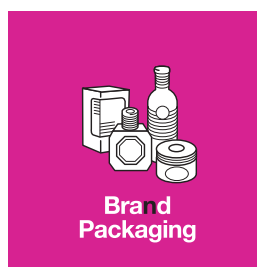
Logistics, Automation & Robotics



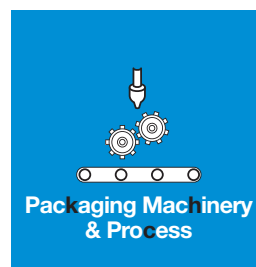
Industrial Packaging



Labelling & Bottling



Brand Packaging



Packaging Machinery & Process

BRAND PACKAGING OBJECTIVE: TRANSFORM INNOVATION INTO BUSINESS

Welcome to the key area for bringing **your innovation to brands.**

7hVkfZ[Y [e VV6[Y` VW fa Sff6SURkagdUgefa_ V66 SffW f[a` ž5a_ W6` V b6W f kagd`SfW6f bSU] SY[Y ea`gf[a` el _ SfW6S`el
X6d_ Sfe S` V VV6[Y` el ea fZSf **brands:**

- Stand out at the point of sale
- Enhance their image
- Develop innovations that add value
- Improve the sustainability of their products and services
- Attract the interest of their consumers
- Optimise their use experience
- Boost their sales

3` WjbW6W f[S`I a` W6Y Z[T[f[Y fZW6S6gWaX**materials, packaging innovations, premium packaging (Premiumpack)**
and point of sale advertising;f i [^S`ea [U6gVWS Ua_ b6WZW e[hWb66Y66_ _ WaX**activities** fa b66_ afW**knowledge-**
sharing S` V **networking** S_ a` Y fZW] V6 SYW fe aX466` V BSU] SY[Yž

THE PERFECT MATCH BETWEEN SUPPLY AND DEMAND

Brands are looking for **your innovation in:**

- Materials, solutions, finishes and services in Premium Brand Packaging
- Bottles, bags, cans, etc.
- Containers, cases, etc.
- Labels
- Closures and coatings
- POS material

CONNECT WITH NEW BUSINESS OPPORTUNITIES

3f 4dS` V BSU] SY[Y kagi`TWST`Wfa Ua` ` VWf S` V UdVfWek` WY[Ve i [fZ **professional decision makers**žI WdVTd[Y[Y faYVWZVdS` SgV[WUWUa` e[ef[Y _ S[k aXeW [adVjVWgf[hVė Xba_` VSV[Y Ua_ bS` [Vė [S`XaaV S` V` a` ŽXaaV eVWfadž

Valuable visitors in Hispack 2018



Profile of professionals

End-product manufacturers:

Director General and Management (CEO and DG)
Director of Innovation and R&D
Sales and Marketing Director
Director of Packaging Department
Purchasing Manager
Marketing & Trade Director

Technicians and middle management in R&D and production

Design agencies

Distributors of packaging materials

Consultancies and research centres

We attract all the **stakeholders** in Brand Packaging

Beverages

Snacks

Dairy

Confectionery

Packaged fresh products

Canned and processed foods

Gourmet

Cosmetics

Perfumery

Drugstore

Pharmaceuticals

Consumer electronics



WE DRIVE INNOVATION WITH AN EXTENSIVE PROGRAMME OF ACTIVITIES



2,100 attendees
90 speakers



40+ activities, lectures, round tables and workshops

: [ebSU] \$" #* [Xd_ Sfa`

Hispack Challenges: User Experience Because brands need experiences

6[eUahWd fZW` W fdW Ve fZSf i [^_ Sd] **the future of consumption.**

3f : [ebSU] 5ZS^WYVæ, GeWd 7j bWdWUWi [^ad^S` [eWS eVdVæ aXSUhf[Væ [Ugv[Y **conferences, workshops and round tables** fa dVeba` V fa a` WaX fZW_ S`ad UZS^WYVæXSU[Y Td` Ve, Zai fa **harness the innovation** Xb_ bSU]SY[Y S` V BAE **to improve the consumer experience**1

Shopper Marketing Zone Because all brands are thinking about the retail battle

BSU]SY[Y [e fZW**great motivator** aXdVS[žA` W**powerful tool** fa **activate the point of sale** [e fa UdVSfW W Td` V Vy bWdWUWæ S` V SffcdSUf fZWsfW f[a` aXUa` eg_ Wbž

Fa S` S`keW[fe Xg^bafWf[S† 4d` V BSU]SY[Y i [^Zaef S Ua` XWdWUWebSUW/**Shopper Marketing Zone**fii [fZ fab ^WWebVS] Wbi Za i [^bdWæ fegUWæ efaqVæ S` V dWVb^ fZW**upcoming trends** XadfZWgfgdWaXdVS[ž



HOW TO ADD MORE VALUE TO ADDED VALUE?

Premiumpack

FZW _ aef VjUge[hW _ W TVe aX fZW [Vgefdk _ VW Sf BdW [g_ bSU] ž 3` **area specialising in premium packaging** bđh[V[Y kag i [fZ fZWTVef Ua` V[f]a` e fa VjZ[T[f kagd` W Vef [` ahSf]a` e [bdW [g_ finishes S` V _ SfV[S`et VjUge[hW VWef]Y` et _ S` gXUfgd` Yf S` V final bđVgUfež

Kagd ea'gf]a` e SdW]VK fa **providing added value** fa TdS` Vel Vq[h[Y **innovation in products and services** S` V **responding to the major challenges** XSU[Y eaU]VK S` V Ua` eg_ Vbe 'aa][Y XadS egbW[ad bđVgUfž

ž fZ[e VW[f]a` i Wi [^bSk ebWU]S^SffW f]a` fa fZ[e SdVb i Z[UZ [e YVWVsf[Y `W baeet[f]Vbe S` V Tge[Vbe abbađg` [fVet bSd[Ug`SdK [fZW i adV aX **cosmetics perfumery food** S` V **beverages** S` V i Z[UZ XaUgeVbe a` efdSfVU _ Sd]W[Y bđfiles aX Ua_ bS` Vbe 'aa][Y fa **reposition or change category** fZđgYZ bSU] SY[Yf **design and branding agencies.**

ž SVV[f]a` i Sf BdW [g_ bSU] kagi^find ebSUVbe VWef]Y` VW fa YVWVsfW[fVWef Xđ_ bđXVee]a` S^bđfiles [fZVbe USfWadVet i [fZ fZWS[aX eZSd` Y **experiences and success stories, knowledge and networking.**



HISPACK 2022. JOIN THE NEW POWER IN PACKAGING

A new era has begun for **professionals in Packaging, Process & Logistics**. In times like these, our industry has become indispensable for the world to continue to function. The **new power in packaging** will be vital in order to **meet the new challenges** that the future holds for us.

Hispack is the industry's **definitive meeting point** that brings innovation to all industries. A facilitator of interactions that

connects all sectors of supply and demand. A leading, cross-disciplinary trade show that in 2018 brought together **39,500 professional visitors at management level (67%) and high decision-making capacity (73.8%)**. In our previous edition, **2 out of 3 leading brands** attended, and in some sectors of demand, 80% participation from the biggest 30 companies in turnover in Spain.



1,000 exhibitors



1,800 brands represented



39,500 professionals

10% international visitors



18,000 companies



4,400 international professionals

Growing vocation and international impact.



3,500 attendees

150 activities about sustainability, automation, logistics, and user experience

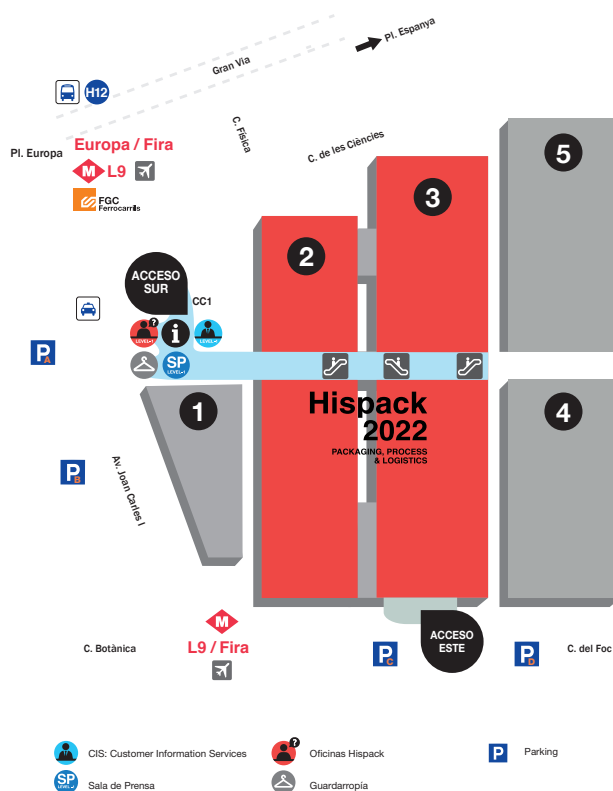
Hispack Challenges. Beyond the challenges of the sector

Sustainability by Hispack
challenges

Packaging logistics by Hispack
challenges

User experience by Hispack
challenges

Automation by Hispack
challenges



We are restructuring the 5 sectors in pavilions 2 and 3 to offer **the best visitor experience for the entire value chain**.

BRAND PACKAGING
Brand packaging. Containers. Point of Purchase (POP).
Premiumpack

INDUSTRIAL PACKAGING
Industrial packaging. Raw materials. Consumables.

LABELLING & BOTTLING
Bottling machinery and accessories
Machinery for labelling, coding and marking

LOGISTICS, AUTOMATION & ROBOTICS
Logistics: Intralogistics, handling, storage and transport
Automation, robotics and digitalisation

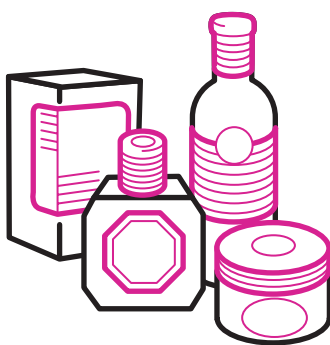
PACKAGING MACHINERY & PROCESS
Packaging machinery and accessories
Machinery for manufacturing products for packaging

The recovery, treatment and recycling sectors, the consulting, engineering and services companies, the technical journals and publications and the associations and official organisations will be also distributed across pavilions 2 and 3.

In 2022, we'll have the top proposals, valuable content, and activities to offer the very best experience and the most interesting visitor profile. **Take part!**

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& LOGISTICS



Brand Packaging

www.hispack.com

Useful information

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Newsletter: www.hispack.com/newsletters-compilation

2018 Report: <https://2018edition.hispack.com/#1>

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