Hispack 2022

PACKAGING, PROCESS & LOGISTICS

24 - 27 MAY 2022 GRAN VIA VENUE - BARCELONA



www.hispack.com #hispack **У I I I O**

THE NEW POWER-OF PACKAGING











Let's meet up again



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. After more than a year of little direct contact with customers and collaborators, Hispack will be one of the best opportunities on the international exhibition calendar to **resume relationships and help kick-start the industry and the business**.

We will be the meeting point 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 have created a new structure that will offer the best visitor experience and attract new types of professionals involved in packaging.

We're putting all our knowledge and experience at the service of your business, with personalised 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.

HISPACK ADDS 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

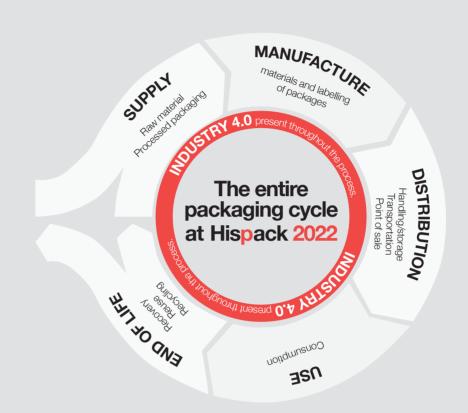
WE ARE HISPACK...

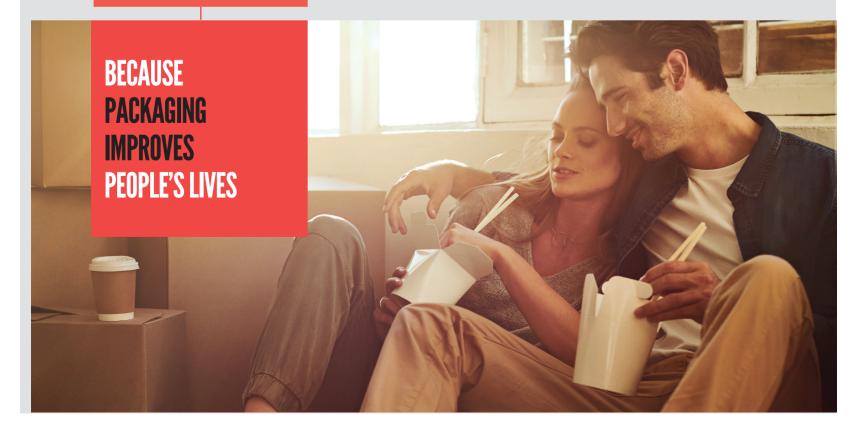
PACKAGING, PROCESS & LOGISTICS

We are a facilitator of ongoing interactions between the supply and demand sectors that puts the spotlight on innovation.

We are a platform with an active role in promoting the incubation and implementation of solutions for these demand sectors and helping the industry to achieve success in the future.

We are the great driving force of a sector that provides a strategic response to the market needs of the entire value chain, from the suppliers of packaging solutions to the end users of the products.





THE HISPACK COMMITMENT

At Hispack, we promote the work that packaging, processing and logistics are doing to tackle the pandemic.

The **role of our industry has been fundamental** in bringing people the products and services they need in this exceptional situation we are experiencing.

For this reason, we are making every effort to **continue being the meeting point for the sector**, adding a new digital platform to the face-to-face part of Hispack 2022, which will allow us to reach a more global audience.

In this next edition, we are setting ourselves three targets to ensure that the power of packaging continues to grow.

- To offer the best domestic and international supply for visitors. In 2018, we had over 1,400 brands represented.
- To attract visitors with **high-level decision-making power that represent the entire value chain**, ensuring the attendance of leading brands from each supply and demand sector and guaranteeing that the majority of the professional visitors **are involved in the buying decision process**.
- To provide all the knowledge, resources and tools necessary to facilitate business between exhibitors and visitors.

A MULTI-SECTORAL SHOW

Profile of the visiting companies Machinery manufacturer Materials manufacturer Machinery distributor Engineering 50% Design Food 62.8% 37.2% **Consulting** 37% Non-food Ingredients manufacturer 13% **Both Graphic industry Public institution Logistics operator Machinery importer End-product manufacturers Association Research centre** Other companies

DEMAND SECTORS



FOOD AND DRINK

Food and drink are the main demand sectors at the trade show. These sectors 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 demand sector at Hispack, in the search for packaging solutions 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 for a speciality 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 in its packaging. This is a very specific sector with production, packaging and logistics processes for extremely sensitive products. Its quality standards are extremely demanding and have a very high impact on packaging.

AUTOMOTIVE

The automotive industry and those sectors linked to it have been pioneers in the implementation of industrial automation and robotics solutions. In this industry 4.0 paradigm, the search for increasingly intelligent packaging, coding and handling solutions represents a fundamental part of the production process in this industry.





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 requires constant innovation to improve transport and storage.

OTHER NON-FOOD SECTORS

Any production or commercial activity needs packaging, handling and storage solutions to help it optimise its supply chain.





Noteworthy Hispack events:





MUCH MORE THAN AN EVENT: AN ECOSYSTEM

Hispack is coming to you stronger than ever to become the **catalyst** for the entire packaging ecosystem and its logistics. The event has the collaboration of over **70 entities from the business sector**, both supply and demand, which **provide innovation**.

The show will be the **meeting point** that enables collaboration and synergies between all members of the value chain, by promoting the development of **projects**, encouraging **networking** and **interrelations** with other sectors and generating new business opportunities between the suppliers and users of packaging solutions.

We will also continue to host the **prestigious Liderpack Awards**, of international renown, which recognise the best packaging aimed at the end consumer and will organise the **Packaging talks**, a programme of national talks on packaging with professionals from design and the packaging industry.

Innovation, industry and the market come together at Hispack, allowing it to expand its influence beyond the event itself and act as the creator of a unique ecosystem that drives **the future of the packaging industry.**

To do this, we will create a programme with **over 60 multi-sector activities**, permanent and remote, whose contents will respond to the innovation challenges for packaging and its application, both in the **food and drink** sector and in other **consumer and industrial sectors**.

BEYOND THE CHALLENGES OF THE SECTOR

Since 2018, Hispack Challenges has presented an extensive programme of **training and valuable activities** to tackle the great challenges facing the sector, from the digitalisation of production processes to sustainability and logistics, and attract **high quality visitors from the entire value chain.**

It is a space open to innovation that this year is further enhanced with the holding of over 150 talks.



Sustainability by Hispack

It is essential to increase the commitment towards more sustainable packaging. Biodegradable materials, eco-design, resource optimisation and the circular economy are examples of this **commitment for us all to improve together.**

Packaging logistics by Hispack

Packaging and logistics work hand in hand to **optimise time**, **costs** and **efficiency** throughout the supply chain. It leads to a new way of thinking about and developing packaging.

User experience by Hispack

Packaging impacts the **consumer experience**. Convenience packaging, smart and active packaging and personalisation are the trends that will mark the future of consumption.

Automation by Hispack

Automation provides the sector with new tools to improve the **production process**, **quality management** and **industrial maintenance**.

MUCH MORE THAN A VISITOR: A DECISION-MAKER

At Hispack 2018, over **39,500 visitors** found **solutions** among the **843 exhibitors** and the more than **1,400 brands** represented.

This is what happens when we connect supply with the people who have the power to make decisions.



73.8 % involved in the purchase decision



37.2 % end-product manufacturers:



67% with a managerial profile



50% food



37% non-food



13% both



85.6% satisfied or very satisfied



3,962 international visitors



LEADING COMPANIES IN ALL SECTORS CHOOSE HISPACK

Attendance percentage of the 30 largest companies in Spain by turnover, end-product manufacturers from all sectors participating in Hispack 2018.

Food	Meat	80%
	Bakery, pastries and confectionery	80%
	Beverages	60%
	Dairy	55%
	Fruit and vegetables	50%
	Fish and seafood	35%
	Preserves	40%
	Oil	40%
Non-food	Chemist products and perfumery	25%
	Chemicals	45%
	Pharmaceuticals	55%
	Automotive	49%
	Industrial goods	30%
	Textiles	25%
	Construction	25%
	Consumer electronics	30%

THERE ARE A LOT OF HISPACKS AT HISPACK 2022

Hispack 2022 will occupy pavilions 2 and 3 of the Gran Via Venue and it will be more cross-cutting than ever. In order to respond to the specific needs of each packaging sector, we have created a **new structure** with **high quality activities** organised according to the **topics of interest** for the different representatives of the value chain.

Moreover, **specific routes** will be designed to facilitate the interaction between supply and demand.

We are restructuring the sectors and halls to offer **the best visitor experience for the entire value chain**.



PACKAGING, PROCESS & LOGISTICS

Brand Packaging, packaging and POS Premiumpack

Industrial packaging, raw materials and consumables

Bottling machinery and accessories Machinery for labelling, coding and marking

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

Packing machinery and accessories Machinery for manufacturing products to be packaged

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.

HISPACK ACTIVITIES

Hispack Challenges

Sustainability: promoting more sustainable packaging.

Packaging logistics: increasing efficiency through technology.

User experience: because brands need experiences.

Automation: how does automation improve the future of packaging?

International Business Centre



The meeting point for our international visitors, delegations and guests of the buyer programme. With **personalised routes** to learn more about the show, as well as workshops and talks focused on the internationalisation of businesses.

Innovation & Startups Village Hispack NEW



The future comes to life here. An exhibition area to discover the latest innovations and startups that will revolutionise the future of packaging.



BARCELONA, A UNIQUE CITY FOR LEISURE AND BUSINESS

Barcelona is one of the world's favourite cities for living, investing and doing business. A global powerhouse in attracting talent, innovation and technology and a world leader in hosting professional trade fairs and international conferences.

The show will also be held at the Gran Via Venue, one of the largest and most innovative in all of Europe. Its halls have the most advanced technical and logistical features, making it the perfect place for Hispack 2022.

7 REASONS TO ATTEND HISPACK 2022

- 1 Its timing. Hispack will be one of the great face-to-face meeting points in 2022. These new dates guarantee a strong edition at the international level so that its effectiveness and scope as a commercial platform is a real boost in the activity of the participating companies.
- **1ts audience:** Hispack 2018 brought together 39,500 professional visitors with a high decision-making capacity from around the world. The majority of those attending were managerial staff with a direct influence over purchasing decisions.
- **1ts multi-sector focus:** Hispack is cross-cutting and attracts all sectors with packaging needs (food and drink, chemicals, cosmetics and perfumery, chemist products, pharmaceuticals, industrial goods, other non-food sectors and the automotive sector).
- **Its supply:** Hispack covers the leading companies in the sector, both domestic and international, related to the life cycle of packaging.
- **Its connections:** Hispack is a facilitator of constant synergies between supply and demand that promotes innovation in the sector. Let's meet up again to approach the industry's new challenges.
- **Its business approach:** Hispack is a first-class business centre where new business opportunities are generated for representatives of the value chain.
- **7**.

Do you need any more reasons? We have left this point blank so that you can tell us what you expect to find at Hispack 2022. Because the show is built with the involvement of the leading agents who, like you, have decided to participate.

AN ENTIRE TEAM WORKING TO ACCOMPANY YOU IN YOUR SUCCESS

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