The New Power of Packaging

We meet again

Post-Show Report 2022
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The event’s key figures

Hispack + Grapshispag

31,118 trade visitors
10.1% international trade visitors

Hispack

643 exhibitors and co-exhibitors
1,027+ brands represented
30,989 sq.m footprint
20+ countries exhibitors came from

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

322 speakers
6,000+ conference attendees
The power of packaging gets together again

Jordi Bernabeu,
President of the Hispack Organising Committee

The packaging industry threw its support behind Hispack. It was the sector’s first major show to open its doors with the gradual return to normality shaped by a controlled and diminishing pandemic. Everyone was looking forward to the trade fair, to getting together again, seeing and touching achievements and innovations and displaying the robustness and soundness of the packaging sector whose solutions are crucial in undertaking any production, logistics or commercial activity. In short, we were eager to meet up once more and convey the power of packaging, an industry which in Spain has a turnover of around €30 billion a year and accounts for 2.65% of GDP.

Expectations were more than met and confirmed the wisdom of changing the dates and putting Hispack back by one year after it had initially been scheduled for 2021 in line with its three-year frequency. This decision, agreed with representatives of the industry’s firms and associations, made for a rewarding event featuring professional contacts, business deals and excellent turnout for the activities.

The background to Hispack also helped to ensure the event’s success and the significant increase in attendance by packaging firms, which made up 44% of the total number of visitors. The legislative changes underway designed to foster the circular economy and which especially affect packaging are fast-tracking the rollout of sustainable packaging solutions in all kinds of user industries. Hence the enormous interest in Hispack’s programme which was especially focused on sustainability and embraced packaging’s footprint in manufacturing processes and logistics operations.

Hispack also showed that process digitalisation and automation – which was reflected in the machinery and equipment on display – help enhance eco-efficiency coupled with the productivity and competitiveness of industrial businesses in numerous sectors.

All in all, and in spite of the constraints of the pandemic, the entire Spanish packaging industry is to be congratulated on the outstanding results of this year’s event which we have set out in this report. These results are not just the outcome of the four days of the fair, but rather I am confident they will help drive the market in the coming months.

Because Hispack is a fair built by and for the sector which generates economic value, showcases trends and creates shared knowledge that feeds into the growth of the packaging industry.

And it is with these objectives in mind that we are already working on the 2024 edition.
With huge media coverage

The online and offline communication campaign together with promotion in Hispack’s own channels have been key to bringing the industry together in a spirit of optimism while publicising the most innovative packaging solutions and galvanising the sector.

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

### Media coverage by continent

<table>
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<th>Continent</th>
<th>Press impressions</th>
<th>Cumulative audience</th>
<th>Total</th>
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<tr>
<td>North America</td>
<td>2</td>
<td>228,466</td>
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<tr>
<td>South America</td>
<td>6</td>
<td>28,409</td>
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</tr>
<tr>
<td>Rest of Europe</td>
<td>44</td>
<td>229,424</td>
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<tr>
<td>Spain</td>
<td>1,945</td>
<td>120,149,245</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>1,977</strong></td>
<td><strong>120,635,544</strong></td>
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Source: Media presence report (January 2021 - December 2022) by Rebold.
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  
Twitter: 4,378 followers  
Facebook: 2,956 fans  
Instagram: 1,482 followers  

3,432 cumulative audience  
30,364 interactions  
3,761,514 impressions  
2% up on the previous event

With a robust email marketing campaign targeting visitor recruitment and content personalisation

81,326 contacts  
24.52% open rate  
573,588 emails sent  
17.59% CTR

*Between January 2021 and May 2022.*
Hispack’s profile is qualified visitors with decision-making authority.

By Sector, there is a redistribution of sectors 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 subsector.
In terms of the Activity of the companies that visited us this time round, there has been a significant increase in the percentage of packaging industry firms. The percentage of logistic operators and printing companies has also risen.
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**_

<table>
<thead>
<tr>
<th>Visitor Area / Department</th>
<th>End-product manufacturer profile %</th>
<th>Global Visitor %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing</td>
<td>18.2%</td>
<td>13.4%</td>
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<tr>
<td>Production / Factory</td>
<td>15.1%</td>
<td>10.1%</td>
</tr>
<tr>
<td>Engineering</td>
<td>12.4%</td>
<td>9.3%</td>
</tr>
<tr>
<td>Commercial / Sales</td>
<td>8.5%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>5.6%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Packaging</td>
<td>7.4%</td>
<td>6.5%</td>
</tr>
<tr>
<td>R&amp;D / Innovation</td>
<td>6.3%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Operations</td>
<td>4.9%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Marketing</td>
<td>4.6%</td>
<td>4.6%</td>
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<tr>
<td>Logistics / Supply Chain</td>
<td>1.4%</td>
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<tr>
<td>Quality</td>
<td>2.7%</td>
<td>2.7%</td>
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<tr>
<td>Design</td>
<td>2.5%</td>
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<tr>
<td>IT / Technology</td>
<td>1.3%</td>
<td>1.3%</td>
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<tr>
<td>Admin. and Finance</td>
<td>1.0%</td>
<td>0.7%</td>
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<tr>
<td>Exporting</td>
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<td>Printing</td>
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<td>Sustainability</td>
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<tr>
<td>Professional Profile</td>
<td>45%</td>
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Our visitors have great **Decision-making Authority**. **45%** of Hispack’s visitors are decision makers.
Strong commitment to international reach

Turning to international reach, Hispack is committed to further cementing its role as a key event for packaging outside Spain. This year and even with the constraints of the pandemic, we have retained the 10% of international visitors achieved in 2018, attracting professionals mainly from European countries led by Portugal followed by Italy, France, Germany and the UK. There was also a large number of professionals from Latin America, especially from Chile as the guest country, Mexico and Colombia, and from Mediterranean countries such as Morocco and Turkey.

<table>
<thead>
<tr>
<th>Total visitors from abroad</th>
<th>%</th>
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<tr>
<td>1. Portugal</td>
<td>26 %</td>
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<tr>
<td>2. Italy</td>
<td>18 %</td>
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<td>3. France</td>
<td>8  %</td>
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<tr>
<td>4. Germany</td>
<td>8  %</td>
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<tr>
<td>5. Morocco</td>
<td>3  %</td>
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<tr>
<td>6. Turkey</td>
<td>3  %</td>
</tr>
<tr>
<td>7. Chile</td>
<td>2  %</td>
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<tr>
<td>8. Mexico</td>
<td>2  %</td>
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<tr>
<td>9. Colombia</td>
<td>2  %</td>
</tr>
<tr>
<td>10. UK</td>
<td>2  %</td>
</tr>
<tr>
<td>11. Other countries</td>
<td>25 %</td>
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</table>
Hosted Buyers. A programme to inspire networking

The Hosted Buyers programme offers a series of exclusive advantages for trade visitors from abroad with the authority to purchase the products and services exhibited at the show. It arranges business meetings and networking activities with exhibitors and provides personalised advice on how to get the most out of the Hispack visit.

The programme enabled 395 meetings between exhibitors and international hosted buyers.

Countries hosted buyers were from.

- Chile
- Colombia
- Egypt
- France
- Greece
- Morocco
- India
- Mexico
- Palestine
- Peru
- Tunisia
- Turkey
Hosted Buyers rate the programme very highly

Bassem Boshra
Makinat Abouseif - Egypt
“It has been more than I could have hoped for. I didn’t expect to meet so many exhibitors.”

Miguel Ángel Ayala
Grimann - Mexico
“It’s been really exciting to see the new packaging proposals geared towards promoting sustainability.”

Santiago Salazar
Riopaila Castilla - Colombia
“Hispack has given us the chance to learn about a wide variety of technological alternatives.”

Tre Emmanuelle
Pharmivoire Nouvelle - Ivory Coast
“We’ve met with numerous suppliers and new potential buyers to work with going forward.”

Vangelis Varaklas
Delicious - Greece
“We’ve been impressed by the high standard of the exhibits we’ve seen at Hispack.”

Mariana Soto
Cenem - Chile
“At Hispack we’ve seen a lot of choice in materials and technologies. We’ve also made lots of contacts to further develop our industry as much as we can.”

Hakam Abdelmajid
Baba Sidi Herbs - Morocco
“We’ve seen a very varied and high-quality range of products and services.”
Hispack once again brought together the entire packaging, process and logistics value chain, connecting providers and customers, driving new solutions for all packaging-related sectors, generating new business opportunities and addressing the industry’s great challenges.

**Participation**

Out of the 643 direct and indirect exhibitors at Hispack22, 75% were Spanish companies and 25% firms from other countries.

The main countries exhibitors came from were Spain, Turkey, Italy, Germany, France, the Netherlands, Portugal, Poland, Belgium, Brazil, Canada, Chile, China, Colombia, Greece, Hong Kong, India, Ireland, Mexico, Romania and Switzerland.

**A multi-sector show**

The sector distribution between materials and machinery is balanced while logistics, automation and robotics are gaining ground.
Global Partners confirm the significance of the show

Albert Llaveria
COO- Atlanta Stretch Ibérica

“Innovation, the latest developments and international scope. Hispack includes all the variables a company like Atlanta Stretch is looking for to feel represented at an event of this stature. This edition was a great challenge for all of us and I think we have managed to get back to the forefront of European packaging.”

Enric Vila
Managing Director- Marchesini

“We were delighted to be able to be here in person with our customers and stakeholders. Based on the figures from past editions, we honestly believe that Hispack 2022 has lived up to the standards of previous editions. Personally, I was struck by ‘the enthusiasm for the fair’ shown by exhibitors and visitors alike. You could feel it in the atmosphere and I think we’ve seized this opportunity and made the most of our participation in direct sales and also with a first-rate image.”

Gerard Márquez
CEO- EAR-FLAP

“We have leveraged the occasion to showcase new equipment and solutions tailored to new, increasingly competitive and discerning Industry 4.0 environments, where we have a strong position in our market and which customers also rate very highly. I look forward to meeting up again at the next edition, Hispack 2024, with even more new products.”
Joan Perucho  
**Sales and Business Development Manager**  
**COYMA**

“Hispack is the event for our industry. For COYMA it’s one of the preeminent national events which we’ve been going to since 1979. There were concerns about this edition due to the pandemic we’d gone through, but the fact is that it exceeded all our expectations in terms of both visitors and business. We’d like to commend Hispack for the organisation and the support provided. Attendance at Hispack24 is in our investment portfolio and we’ll see you there.”

Ignacio Montfort  
**Managing Director**  
**DS Smith Iberia**

“At DS Smith we’re delighted to have been part of Hispack, which is such an important event for the packaging sector, for yet another year. It was amazing to get together again with customers and partners in a venue where we could catch up, build synergies and showcase the role of an essential industry which makes an unquestionable contribution to the sustainability strategies of many sectors. We were able to talk about the circular economy through our Circular Design Metrics and plastic replacement projects which are strategic issues for DS Smith and the entire industry.”
Hispack22 exhibitors
CARTOBOL, S.A. C 176
CARTONAJES LANTEGI F 178
CARTONAJES M. PETIT C 178
CATEM, S.A. F 196
CEKAFORM ISTANBUL PLASTIK AMBALAJ SANAYI TICARET A.S. A 207
ÇEKMEZ PLASTIK KAGITCILIK LTD. STI. A 197
CELLOFIX F 152
CEP - CENTRO ESPAÑOL DE PLÁSTICOS B 185
CESUR AMBALAJ SANAYI A.S. F 206
CHIASA F 190
CHS AMBALAJ YALITIM YAPI SANAYI TICARET LTD. STI. F 144
CLIMESA E 181
CODINTEC A 147
COEXPAN- EMSUR-LECA GRAPHICS E 158
COLOP ESPAÑA S.L. F 155
COMARPACK B 146
COMART E 175
COMERCIAL FAMA C 197
CONGOST PLASTIC, S.A. C 181
CORVALL E 173
COSMEPRINT C 163
CSP F 154
CUBIL E 164
CV PROTECTION - CELULOSAS VASCAS E 200
CYSPACK B 198
DENIZ PLASTIK GIDA INS. SAN. TIC. LTD. STI. A 201
DAMLA CUP AMB.SAN.VE DIS TIC. LTD.STI. D 140
DIBER SOLUCION INTEGRAL D 137
DIZAYN MATBAACILIK SAN. VE TIC. A.S. A 193
DOGAK PLS. AMB. GERI DONUSUM SAN. TIC. A.S. C 144
DS SMITH B 171
e21 DESIGN TECHNOLOGIES B 191
EC CONVERT B 191
ECOMPRESS A 159
ECOPET EUROPA, S.L. A 145
EGISA B 147
ELTRON PLS. ELEK. SAN. VE TIC. LTD. STI. G 135
EMBALAJES BERCALSA, S.L. F 201
EMBAMAT C 175
EMBASA B 134
EMBASOL B 207
EMSA PLASTIK SAN. VE TIC. LTD. STI. F 134
ENCUNY, S.L. A 163
ENGEL SOLAR C 158
ENPLATER, S.A. E 186
ENVAFLEX C 186
ENVASES SOPLADOS C 164
EOC GROUP E 209
ERKAP KAGIT VE KARTON KAPLAR SANAYI TICARET ANONIM SIRKETI A 199
ERSOPLAST PLASTIK SANAYI VE TIC. A.S. A 206
ERTUG REKLAM SAN. VE TIC. A.S. C 210
ETAP ENJEKSIYON PLASTIK SAN. VE TIC. A.S. E 137
ETICOLL, S.L. B 179
EUROBLOCK VERPACKUNGSHOLZ GMBH G 205
EUROPEAN CO-PACKERS ASSOCIATION (ECPA) F 210
F2 SERVID, S.L. E 192
FALEMI B 139
FLEXOMED F 172
FLORAPLAST AMBALAJ SANAYI VE TICARET A.S. A 200
FOAMLAND, S.L. C 179
FOB-DECOR G 193
FONT PACKAGING GROUP E 191
FORMERFAB GMBH F 207
FRAPAK IBERA S.L. C 160
G&P CREAR G 153
GDM INDUSTRIA E COMERCIO DE PLASTIC E 206
GEMINI CORPORATION NV D 142
GEN PLASTIK KALIP IML. SAN. VE TIC. LTD. STI. F 208
GEROSA GROUP -CELLOGRAFICA GEROSA, S.A. E 156
GÖNCAY PLASTIK SANAYI VE TICARET A.S. B 201
GRÁFICAS BEYCO, S.L. B 136
GRÁFICAS SALAET S.A. C 173
GRÁFICAS VARIAS B 145
GRUPO ARMANDO ÁLVAREZ C 186
GRUPO DISEÑOS NT C 168
GRUPO EMBALEX C 199
GRUPO FATECSA E 176
GRUPO INDUGRAF A 146
GRUPO SERIPAPER B 142
GUILLIN ESPAÑA S.L. E 160
GÜNÇAN PLASTIK AMB. SAN. VE TIC. LTD. STI. A 210
HAMLE MATBAACILIK VE AMBALAJ SAN. TIC. A.S. G 143
HERMANS GRABADOS BARCELONA E 147
HIPAS PLASTIK ESYA TIC. VE SAN. LTD. STI. G 161
HLP KLEARFOLD C 147
HSM TECNICA DE OFICINA Y MEDIOAMBIENTE ESPAÑA S.L. E 195
I3D ECO PACKAGING IDEAS F 176
IFS PLASTIK SAN. VE TIC. LTD. STI. D 143
ILERSIS PACKAGING DE FUSTA A 138
IMAR C 172
IMCOVEL GROUP C 169
IMPRIMO DIGITAL PRINTERS, S.L. A 171
IMPROTEC C 207
INDULABEL, S.L. D 148
INDUSTRIAL BOLSERA, S.L. E 161
INKA PALET, S.L. E 199
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<th>Company Name</th>
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<td>INNOVACIONES SUBBÉTICA</td>
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<td>INTECH3D</td>
<td>A 137</td>
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<td>INTERMARK - PACKAGING &amp; LABELLING SOLUTIONS</td>
<td>C 171</td>
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<td>INTERNATIONAL PAPER</td>
<td>E 198</td>
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<td>B 191</td>
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<td>KARL MARBAH GMBH &amp; CO. KG</td>
<td>G 203</td>
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<td>LANG LASER IBERIA S.L.</td>
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<td>LUBRIZOL ADVANCED MATERIALS SPAIN S</td>
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<td>MACRESAC S.A.</td>
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Hispack 2022
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PACKFEEDER, S.L.U.
Panasonic Electric Works España, S.A.
PAYPER, S.A.
PERIPHERAL SYSTEMS IBERICA, S.L.
PER-PACK, S.L.
Pizzato Elettrica, S.R.L.
PIKGROUP - BARAJAS
PLÁSTICOS DETECTABLES, S.L.
PLASTUEI, S.L.
PMZ GROUP
POLIFLUOR, S.L.
PORTA SISTEMAS
POSIMAT
PRISMA INDUSTRALE, S.R.L.
PRODEC EQUIPOS DE ENVASADO - SINTERPACK XOLERTIC GROUP
PROGRESSA POWERED BY NEXO
PROSIMA TECH PACK, S.L.
PROTECK
PYGSAGROUP
QIMAROX BV
Radar Process, S.L.
RC ELECTRONICA, S.L.
REISOPACK, S.L.
REPCO
RINGSSPANN IBERICA, S.A.
ROBOPAC
ROBOTNIK
RODAMENTOS Y SERVICIOS, S.L.
ROLEG GEHAUSE-SYSTEME GMBH
ROS IBERIA
ROTTZINGER AG
ROTTZINGER PHARMAPACK GMBH
ROVEBLOC
ROVEMA
SAFE PALLET-INTERCALADORES ANTIDESLIZANTES
SAHIOVO, S.A.
SANBESAN
SATO
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SCHUR STAR SYSTEMS GMBH
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SENZANI BREVETTI
SERAC SAS
SERMATEC, S.L.
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SOKAD SOLUCIONS MECANICAS SLP
SOLETI GROUP
SOLIDSAFE, S.L.
SOTEMAPACK
SPRAYING SYSTEMS
STEKO
STYM
SUGAR INPROCESS
SUMCAB
SYNCHROPACK
T.M.E.
TAKTOMAT
TAU NEW TECHNOLOGY, S.L.
TAVIL
TAWI - A BRAND BY PIAB GROUP
TECH PRESS, S.L.
TECHNIbag
TECNOWAS-DOSITECNO-NOMATECH
TECNOPOWER TRANS. Y MOV. LINEAL S.L.U.
TECNOSERVICE
TECNYFLUOR / MAQUINSA
TEIP-TECNOLOGIAS DE EMBALAGEM E IMP
TEM
TGB GROUP TECHNOLOGIES, S.L.
THIMON
TIMI
TOPJET
TOSA IBERICA PACKAGING SOLUTIONS, S.L.
TRAKTECH
TRANSTECNO IBERICA
TRANSVER AG
TRAZAPACK
TRÉBOL GROUP
TROIAX
TSUBAKI IBERICA POWER TRANSMISSION, S.L.
ULMA PACKAGING
UMBRA PACKAGING, SRL
UNITED BARCODE SYSTEMS
UNIVERSAL ROBOTS Spain, S.L.U.
URSCHEL ESPANA, S.L.U.
VARPE CONTROL DE PESO, S.A.
VICLINA PACK, S.L.
VICOSYSTEMS, S.L.
VIDEOJET TECHNOLOGIES, S.L.
VINCA
VISUAL COMPONENTS
VOLPAK
WECOBOTS
WEPALL
WIPOTEK IBERICA
WITT TECNOLOGIA DE GAS, S.L.
YM PACKAGING GROUP
ZALKIN
ZIMMER GROUP IBERIA, S.L.U.
ZORPACK
From the best innovation and business cases of the year to the largest collaborative robotics congress for the sector. Hispack22 featured an extensive activities programme including demonstrations of the latest technological solutions, success stories, presentations and much more.

From challenges to achievements
An open and revealing venue to address packaging challenges from start to finish, all from a tangible, concrete and measurable standpoint.
A chance to see at firsthand how innovation leads to more efficient and cost-effective solutions.
User experience
This area was set aside to learn about the latest innovations and share knowledge with stakeholders from various industries, customer companies and marketing, communication and research specialists on:
- Standing out through packaging
- Branding
- Personalisation
- Premiumpack
- Trends

Sustainability
The main lines of brand and industry development to minimise environmental impact and enhance the properties of packaging under sustainability principles were presented:
- Eco-design solutions, mono-materials and packaging recyclability
- Reuse solutions and strategies
- Reintroduction of recycled material
- Bio-plastics and compostability
- Certification and traceability systems

Intralogistics automation
This area hosted sessions on how to retrofit new technologies into existing systems, their impact on sustainability and the talent they call for. We spoke about:
- Smart warehouses
- Autonomous transport
- Warehouse automation
- Operations integration (software)
- Traceability support
- Trends in intralogistics: technology and talent

Machine and process automation
The place to learn about latest trends and new functionalities in automation and efficient management of filling, bottling, capping and labelling machines. We covered these topics:
- Advances in machine automation
- Advanced connectivity
- Machinery integration
- Machine lifecycle management
Tuesday, 24 May

Sustain Talks by ITENE: an interview with Campofrio.
Carlos Monerris - Mercedes Hortal

Conceiving sustainable products beyond materials.
José Antonio Gago

Challenges, opportunities and innovative initiatives in cosmetic packaging.
Ecosmartpack 4.0 Project.
Lucía Jiménez - Susana Arranz - Rosa González

Packaging Innovation Hub. First open Innovation Platform focused on Packaging.
Jesús Pérez

Packaging design, a partner in business development.
Antonio Sans - Eva Minguella

Artificial intelligence and robotics in logistics centres. Retail and packaging use cases.
Rubén Aparicio

Logistics automation as a response to the challenges of temperature-controlled warehousing.
Success story of Ultracongelados Virto.
Mikel Fernández de Castillo

How to automate logistics to meet the high demand for electric chargers.
David Padillo - Gabriela Martín - Juan Jesus Martínez - Alex Alonso

Enabling operational excellence in End-of-Line.
José Expósito

Mobile robots in intralogistics. Normagrup’s case for flexible storeroom operations.
Alberto Alonso - Xabier Madina

Autonomous mobile robotics industrial applications.
Marta Millet

Keys to implementing a WMS in the packaging and labelling industry.
Oriol Corbera - Juan Pablo Calvo

Wednesday, 25 May

Sustain Talks by ITENE: an interview with Mercadona.
Carmen Sánchez - Patricio Carpena

Sustain Talks by ITENE: an interview with Pack2Earth
Carmen Sánchez - Françoise de Valera - Emma Cándido

Chemical recycling of plastics: challenges and opportunities.
Sandra Meca

Packaging, the essence of the brand.
Alex Marquina - Andrea Comas - Enric Batlle - Laura Barragán - Marc Morillas - Marta Gabarró - Mireia Molas

Are bioplastics the ultimate solution to sustainable packaging development?
Nuria Lopez

The power of graphic innovation on packaging.
Joan Sans - Ángel Pérez - Xavier Aliaga - Luis Virgos - Sergi Bellido - Francesc Egea

Applications and new business models for managing the packaging value chain and its supply.

The challenges of e-commerce logistics as a source of inspiration for innovation (CEL).
Ramón García

B2B warehousing: when, where and what you need (Estoko Logistics).
Damià Garcia

Inventory management and asset traceability at IAG Cargo (AllRead).
Miguel Silva-Constenla

Become a Digital Freight Forwarder (Freightol).
Jaume Archidona.

Minimalist SME: how to earn more and live better. 12 steps to growing your business and enjoying life.
Lluís Soler

Next Gen eCommerce Fulfillment (Kubbo).
Nuuk, smart fridge (Groenlandia Tech).
Eduard Mas
Cloud-Based Solution for Logistics & Distribution (Vonzu Tech).
Felipe Hidalgo

**Automation of cold logistics. The success story of Correos Frío.**
José Carlos Ramos - Daniel Blanco - Daniel Castillo - Ivan Roa

**Machinery integration. Vallformosa case.**
Lluís Canyadell - Antoni Graupera - Alberto Ferrari

**ColorSensing and its smart label to reduce food waste. Use case: Vegalsa-Eroski.**
Miriàm Marchena - Maria Eugenia Martín

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**Thursday, 26 May**

José María Santiago

**Sustainable Mercabarna, strategy and projects.**
Pablo Vilanova

**Implications of the new regulations on technological innovation in the packaging value chain.**

**Sustainability as the backbone of technological innovation in the different packaging solutions.**
Belén García - Cinta Bosch - Silvia Oliver - Carmen Sánchez - Josu García

**Keys to circularity in packaging: end-of-life management of packaging and new recycling schemes.**
Maria Segura - Lorena Rodríguez - Tinixara Mesa - Susana Fernández

**Technological solutions for designing the packaging and wrapping of the future.**
Belen García - Joaquín Fernández - María Rodríguez - Víctor Borrás - Mª Rosa Riera

**Intelligent transport as the key to food and product handling.**
Lluís Moreno - Aleix Vives

**Minimum Batch: maximum flexibility and intelligent transport.**
Xavier Pifarré - Ramon Falip

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**KH Lloreda case study: sustainability in labelling and packaging**
Carlos Pacha - Joan Casas

**Automation of label die-cutting converting machines with MR-J5 motion control technology.**
Ferran Ortuño - Tecnocut team

**Sustainability challenge in the production value chain: What will Roca demand from its packaging suppliers to achieve Net Zero?**
Joaquim Daura - Carlos Velázquez

**Smart maintenance for the packaging industry**
Juan González

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**Friday, 27 May**

Institutional welcome – Beauty and packaging industry: Where are we heading?

**Developments and market trends in cosmetics and perfumes**
Helena Rodríguez

**The future of connected packaging.**
Serena Rebollo

**The Beauty Packaging of 2025.**
Maica García - Marcia Bardaul - Francesc Morata - Edgar Lendínez - Xavier García - Concha Bosch - Joaquim Cons

**Traceability support. How customer engagement impacts packaging processes.**
Pere Rosell - Alex Brossa - Carlos Pacha

**StockBot: Inventory automation and data collection.**
Jordi Pagès

**Packaging for the industrial professional: Unboxing your talent.**
Rodrigo Véliz

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Driving the future of packaging

Hispack Boosters brought together some thirty leading companies to present innovative and sustainable solutions to drive the future of packaging.

With the participation of Mercadona, Campofrío, Nestlé, Danone, The Body Shop, Ferrer, Henkel, Unilever, Procter & Gamble, Ametller Origen, Codorniu, Freixenet, Pastas Gallo, Mahou-San Miguel, Carelli, Nueva Pescanova and Mercabarna.

Tuesday, 24 May

How to tackle the creation of products for a circular economy.
José Antonio Gago - Alex Benet - María Perez - Pablo Tejero - Miquel Campmany

Transformation from purpose to packaging.
Pablo Sánchez - Meritxell Escarrà - Marta Anglada - Borja Lafuente - Tim Eaves

Wednesday, 25 May

Chempack: recovery of packaging and recycled material in the chemical, drugstore and cosmetics sector.
Jesús Pérez - Ferran Vaqué - Israel Nadal - Francisco Javier Calatayud - Cesar Aliaga

Eco-design guide for the wine sector: recommendations and best practices.
Eduardo de Diego - Laura García - Xavier Giménez - Daniel García - Gloria Martí

Thursday, 26 May

How to translate sustainability into my purchases.
Alberto Lozano - Laura Santiago

Sustainable packaging for food contact: innovative perspectives and experiences.
Pablo Vilanova - Encarna Gómez - Daniel Olivares - Lorena Contreras - Amaya Prat

Plastic packaging strategy to respond to the environmental commitment to the planet. Unilever case.
Ana Palencia

Horizon 2030: developing sustainable innovation in practice
Alex Brossa - Ana Palencia - Pere Coll - Alfred Piqueras - Iago Candal
The best European projects of the year

This programme showcased five European success stories which highlighted the key role of packaging in achieving the strategic and business objectives of customer industries.

Five demonstrations of packaging as an innovation driver:
SCHUR / GROW UP FARM

Project in Ringsted, Denmark. A producer of jars, in partnership with Schur, introduced a new packaging system which delivers a standout customer experience and has enabled them to export this type of product for the first time.

THE BODY SHOP

Project in Littlehampton, UK. This major natural cosmetics brand was selected for developing an in-house refill packaging solution for its retail stores Innovation working for sustainability.

COALZA SYSTEMS / SL CUBERS

Project in Frankfurt, Germany. An innovative approach to ice cube production and packaging. An example of packaging as a transformational factor, even in a product such as ice.

UNIVERSAL ROBOTS / E&O LAB

Project in Glasgow, Scotland. A culture manufacturing microbiology laboratory showcased its collaborative robot system for end-of-line packaging of its products.

LIMITRONIC / BAKKA Frost

Project in Tórshavn, Faroe Islands. A large producer of farmed salmon has implemented a suite of innovative solutions in the product packaging and labelling process to build a standout product traceability and quality proposition.
The meeting point for international visitors

The IBP is the hub for international visitors and the show’s key buyer. The main activities held in this multi-functional venue were:

- Welcome, break and bespoke advice area
- Area for meetings between hosted buyers and exhibitors
- Stand of the Chilean delegation as guest country at Hispack22
- Institutional receptions for international missions
- Conference area on internationalisation and technology transfer opportunities between Europe and Latin America

Tuesday, 24 May

Low Carbon Business Action Americas. An opportunity to transfer technologies to Colombia.
Omar Siabato

Business Opportunities and Logistics Development in India through Prime Minister’s Gati Shakti Flagship Program.

Wednesday, 25 May

Challenges and risks of the international digitisation project.
Óscar Alcay

Challenges for the packaging sector in Chile.
Mariana Soto

Packaging industry internationalisation: ICEX support, a matter of process.
José Ignacio Pradas

Thursday, 26 May

Technology transfer opportunities between Europe and LATAM for the packaging sector in the food industry.
José Luis Chacón

European Green Deal and Regulations; Actions and Benefits for Industry
Alfonsa Ledesma

Innovation in the packaging lifecycle.
Antoni Camí
The power of packaging is worth celebrating

The most special night of the show which brought together more than a thousand people and was preceded by the Liderpack awards ceremony.

In a laid-back atmosphere enlivened by live music and superb cuisine, it was the perfect setting to celebrate the reconnection of the sector and add to business contacts.
Liderpack

The best packaging is rewarded

As is now customary, Hispack hosted the Liderpack Awards, the most important prizes for packaging and point-of-purchase (POP) advertising in Spain.

The awards for the 2020 and 2021 editions were presented to a total of 38 packaging entries; 31 POP advertising items and 12 projects carried out by students from universities and design schools.

The 81 winners stood out for their originality, functionality and innovative design coupled with their sustainability.

The Liderpack Awards are also the only ones that make it possible to represent Spain at the WorldStar for Packaging Awards, the world’s foremost packaging competition.
Packaging: a driving force for innovation in industry

Hispack produces a quantification survey and sector analysis report which underscores the packaging sector’s input as a driver of industrial, economic and social development in Spain.

Industry is identified in the report as crucial to powering any economic activity and a catalyst for innovation working towards sustainability.

Some salient facts from the survey:

- €29.75 billion euro in turnover in 2020
- It provides 5.16% of sector jobs
- It accounts for 4.73% of total Spanish industry turnover
- It has 3,180 companies
The largest collaborative robotics congress

Hispack22 hosted the largest collaborative robotics congress for the packaging industry in Europe organised by Universal Robots.

Over 40 experts in robotics and automation attended the event which featured live demonstrations of more than 20 robot applications. With the backing of 25 technology partners, 1,200 sq.m were set aside for showcasing process automation solutions in the sector.

Tuesday, 24 May

Congress Inauguration #CollaboratePack.
Talk
Pepa Sedó

Innovation and R&D vision around collaborative robots.
Talk
Anders Billesø

AI-driven Piece Picking Robots for eGrocery – simply enabled by SIMATIC.
Talk
Christopher Schütte

Robotics for the HORECA sector.
Talk
Enrique Lillo CEO BRobot5

Integration of a cobot into a high production line.
Talk
Arnau Sastre - Marc Codina

The power of UR+ and how it simplifies your packaging automation.
Talk
Susanne Nördinger

The present and future of collaborative robotics in packaging.
Panel discussion
Alex Salvador - David Muñoz - Lorenzo Rivas - Raúl Fernández - Javier Urriza

Wednesday, 25 May

The new challenges facing robotics in agri-food.
Talk
Alba Pérez

Autonomous Robot Systems – redesigning manufacturing to achieve collaboration between humans and machines
Talk
Julio Consolas - Mónica García

Next Generation financing and funds in packaging.
Panel discussion
Juan Garcia - Gerard Brinquis

Safety standards for safe collaborative operation, present and future.
Talk
Roberta Nelson

Health and safety with collaborative robotics.
Panel discussion
Alejandro Climent - Josép Lluís Pascual - Joan Pau Esplugues - Raúl Burgos - Pablo Fernández
### Thursday, 26 May

**Steps to integrate a cobot into the pharmaceutical industry.**
*Interview*
Ignacio Moreno - Joan Feliu - Oscar Orcajo - Enric Vila

**Machine vision and robotics solutions for the packaging industry.**
*Talk*
Víctor Muliterno

**Collaborative weightless handling.**
*Talk*
Pedro Castiella

**Plug and Play collaborative robotics at Kellogg Manufacturing Valls**
*Talk*
Emilio Angles

**Innovation in the healthcare rehabilitation area by means of collaborative robotic technology.**
*Talk*
Carlos Jiménez

**Integration of collaborative robotics into the Cosmetics and Perfumery Sector.**
*Talk*
Ximo Devesa

### Friday, 27 May

**Collaborative palletizing in the cosmetic industry.**
*Talk*
Khaled Chamari - Halvor Gregusson

**A solution for feeding ultra-flexible lines.**
*Talk*
Xavier Sánchez

**Integrated packaging solutions.**
*Talk*
Daniele Pamparana

**Craft cobots in the agri-food industry.**
*Talk*
Joaquim Torras - Eugeni Beorlegui

**Shared workspace for the packaging industry.**
*Talk*
Néstor García

**Real case: the introduction of collaborative robotics at Persan.**
*Talk*
David Muñoz

**Tools for training in robotics.**
*Talk*
Universal Robots kits for schools.
*Talk*
Carlos Pérez
Packaging Cluster Zone

Training, talent and innovation

One of the key players at the show. Including a commercial exhibition area and a knowledge hub which hosted talks and presentations on R&D projects in packaging, start-ups, market research and sector talent.

Under the Packaging Cluster’s umbrella and organisation, the latest innovations were shared from companies such as 3D Click, AIS Vision Systems, Caixa d’Enginyers, E21 Design Technologies, Lubrizol, EC Convert, NG Plastics, Tai Smart Factory, Trading Films, Mettler Toledo and Industrias Plásticas Triana.
Tuesday, 24 May

**Institutional welcome and opening of the Packaging Cluster Zone.**
Álex Brossa - Martina Font

**State and context of the packaging sector.**
Where are we and where is it heading?
Àlex González - Pol Marin

**How to acquire new skills to transform the packaging industry.**
Montse Castillo

**How to acquire new skills to transform the packaging industry.**
Dèbora Alasraki

**BIG DATA: the new platforms for the management of valuable data and information for sectors such as food and packaging.**
Miguel Angel Casquero - Montse Castillo - Mireia Andreu - Judith Marti

**Open innovation between start-ups and established companies.**
Elisabet Zaragoza - Itziar Ortega - Alejandro Roset

**International connections identified in Asia: Global Foodture project.**
Mònica Riera

**Food safety at the Barcelona Support Center (BSC).**
Leví Corbacho

Wednesday, 25 May

**Women and Industry. Talent management in industrial companies.**
Serena Rebollo - Aida Rodriguez - Beatriz Jimenez - Martina Font - Noelia Reina - Patricia Berga - Elena Salaet

**The Servicontrol project: Automated and connected manufacturing.**
Martí Viñals - José Cortés

**Industrial custom packaging manufacturing with NG Plastics.**
Santi Codina

**Elevator Pitch with: Rotorprint, Schneider Electric, Calypso Space, Controlpack, Ecogots and Blue Room Innovation.**
Joaquin Muntane - Olga Garcia - Tito Maristany - Manel Vinyals - Elisabet Zaragoza - Marc Melus

**Quality control with machine vision technology.**
José Racionero

**IP Triana, new solutions based on AEI projects.**
Aleix Triana
Thursday, 26 May

Diversity of talent in the company and multi-skilling.
Lourdes Gámez

Sustainability, how it affects corporate finance: Challenges and opportunities.
Juan José Llopis

Coatings to promote packaging recycling, with Lubrizol.
Sergi Escuriet

Elevator Pitch with: Inèdit, Dribia, i3D eco packaging ideas, Innovapack, Gaiker, Mitsubishi Electric, Gerosa Group, Lúcid, Cart Service and Rotimpres.

Sustainable packaging solutions for the food sector: Circular Stand Package.
Sofía Garín - Carlos Jiménez

Smart Industry, technology as a driver of competitiveness.
Manuel Jiménez - Ignacio Sancho - Narcís Oller - Miquel Melero - Mireia Andreu - Narcís Motje

How to measure KPIs with QPlant to improve productivity in the packaging sector.
Pol Barceló

Tour and experience with the Gourmet Cluster of Catalonia.

Friday, 27 May

Live broadcast of the fair: developments and conclusions.
Víctor Borrás

Ecotherm Box: The eco-design of sustainable packaging for the shipment of high-end frozen fish.
Xavier Lavin - Luis García

Savings by implementing a colour centre.
José Cortés

Packaging as an experience: trends for connecting with the Kids & Families audience.
Anna López - Xavier Lesauvage

Automation and 3D printing: FIAD II project
Agustín Sancho - Xavier Climent - Ricardo Hector Basurto

The new energy models and their application in industry.
Francesc Ribera
Procurement Day Barcelona 2022

For all procurement professionals

The preeminent event for procurement professionals organised by AECE brought together a hundred key players with the aim of broadening knowledge on current issues, tools and trends. It featured an open forum for discussion and networking to share experiences, ideas and initiatives in innovation and sustainability.
4th Barcelona Perfumery Congress

Exploring the science of fragrances

Hispack22 provided the setting to bring together fragrance industry professionals to showcase the latest fragrance solutions and share knowledge. This scientific event, organised by the Beauty Cluster, combined the science of fragrances, aroma technology and research on smell.
Welcome & presentation of The ScenTree project.
Talk
Patricia Gisbert - Marisa Ferré - Maxime Baud

Perfumery Trends and Worldwide Market Perspective.
Talk
Cristina Jialing

Is Natural the Answer?
Talk
Ana Ripoll

Capturing Carbon. Creating Value.
Talk
Babette Pettersen

Climate Change and Deforestation are Changing the Amazon Rainforest’s Scent.
Talk
Ana María Yáñez

Talk
Guillem Oña

Recent and Future Regulations Shaping the Fragrance Industry.
Talk
Seila Leiras

The Scents of the Gulf.
Talk
Soizic Beaucourt

Nature loves Tech.
Talk
Pierre Antoine Henry

Biotechnology in the Perfume Industry.
Talk
Jagoda Krysztopik - Carol Larroy

From craftsmanship to science: A toolbox for sensory analysis in perfumery.
Talk
Rita Ribau
Tuesday, 24 May
Target 2030: Is it possible to meet the recycling targets for packaging?
Panel discussion
Sergio Giménez - Eva Verdejo - Cristina Galán - Mayca Bernardo - Víctor Monge - Beatriz Meunier

Unpacking the circular economy from the standpoint of packaging design.
Talk
Iago Candal

Wednesday, 25 May
Presentation of the seminar: New horizons for packaging.
Talk
Antonio Martínez

Thursday, 26 May
Packaging, a driving force for innovation in industry.
Talk
Adrià Llacuna

The Power of Resilience.
Ivo Güell

Friday, 27 May
Paper bag competition prizes – Illa, School of Art and Design.
Prizes
Teresa Algueró - Ferran Núñez - Agusti Hurtado

VIP Area

Sustainability applied to processes and products.
Talk
Azahara Gutiérrez

‘Ambition 2030, or sustainability as the backbone of P&G’s business strategy.
Talk
Elio Estévez

Better Planet Packaging. Sustainable innovation.
Talk
Ruth Fraile

Do we want a world without plastic?
Talk
Alicia Marcos

Sustainable and connected packaging as a vector of competitiveness in the car industry.
Panel discussion
Rubén Lázaro - Julius Pomp - Jorge Luna - Silvia Mármol - Antonio Cebrián - Susana Carles
Pack Experience
Enhancing the sector outside Hispack

Besides holding the trade fair, in conjunction with numerous packaging ecosystem partners Hispack supports the organisation of activities and content of interest to the Spanish packaging industry.

The meetings are an exciting programme of events that address the challenges impacting the entire sector and foster dialogue, discussion and networking among industry professionals.

Between the 2018 and 2022 editions of Hispack, we covered more than 70 events in close cooperation with the entire value chain.
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People are the power of packaging

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Director of the Show
Xavier Pascual

Industrial BU Director
Roger Bou
A long-awaited reunion

Xavier Pascual, Director of Hispack

Getting to Hispack 2022 has not been easy. We have weathered a pandemic, changes of dates, travel restrictions and a lot of uncertainty, yet with the support and engagement of packaging industry companies, organisations, associations and professionals we have managed to hold a practical and representative trade fair with business opportunities for the sector. It has been, moreover, one which scored high levels of satisfaction among exhibitors and visitors alike.

As Hispack’s director, I was proud once again to experience the atmosphere of the major industrial trade fairs and take part in the long-awaited sector reunion put off by the pandemic. As we have seen, there is no doubt that being there in person is the best way to exchange information, close deals, find out about new developments and identify solutions for specific projects. This human factor is the added value of trade fairs which makes them indispensable for showcasing innovation, sharing knowledge, getting in touch with customers and making new contacts in order to sell more.

They were four thrilling, busy days in which Hispack once again showed why it is the preeminent trade fair for the packaging industry in Spain and one of the leaders in Europe in its sector: because of how representative its range is, its drawing power, the support of the country’s entire packaging ecosystem, its premium visitors, the content of its conferences, its international outlook, the way participants achieved their goals, and more.

The Fira de Barcelona team is already working
on the next edition of Hispack, which is to take place from 7-10 May 2024 at the Gran Via venue and will enable us to regain our regular place on the European calendar of major packaging trade fairs.

For 2024, Hispack is taking on the major challenges of overhauling its internationalisation programme to get more foreign visitors; stepping up its efforts to attract domestic visitors in order to expand market coverage by recruiting large companies in customer sectors; enhancing the content and activities which generate most interest; and boosting the exhibition offering by bringing back exhibitors from previous years while also adding new highly innovative companies to the list.

In the meantime, Hispack will stay in constant touch with the sector as a showcase for its innovations. So we will keep our Pack Experience agenda going between editions to help build networking and knowledge opportunities for packaging industry professionals in partnership with associations and organisations and continue to raise the sector’s profile.

I encourage you to make the most of these events and we look forward to seeing you again at Hispack 2024.
Next edition: 7-10 May 2024

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