




Hispack 2022

PACKAGING, PROCESS
& LOGISTICS



Fira Barcelona

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#hispack    

THE NEW POWER OF PACKAGING



We meet again

Post-Show Report 2022



Brand Packaging
Industrial Packaging

↙ D HALL 3 ↘

Brand Packaging
Industrial Packaging

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← Hispack HALL 2
Brand Packaging
Industrial Packaging

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nexes
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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.

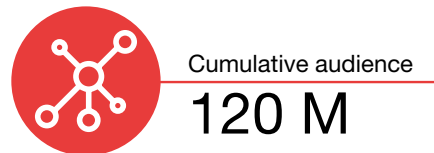
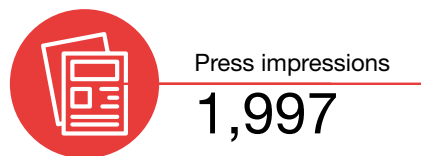
And it is with these objectives in mind that we are already working on the 2024 edition.



Hispack in the media: a showcase for the industry

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.



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.

With a growing active online community


Hispack is committed to a topical content strategy to expand its community of followers and generate online engagement.


 **4,453** contacts


 **3,432** cumulative audience


 **4,378** followers

 **30,364** interactions

 **2,956** fans

 **3,761,514** impressions


 **1,482** followers

 **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

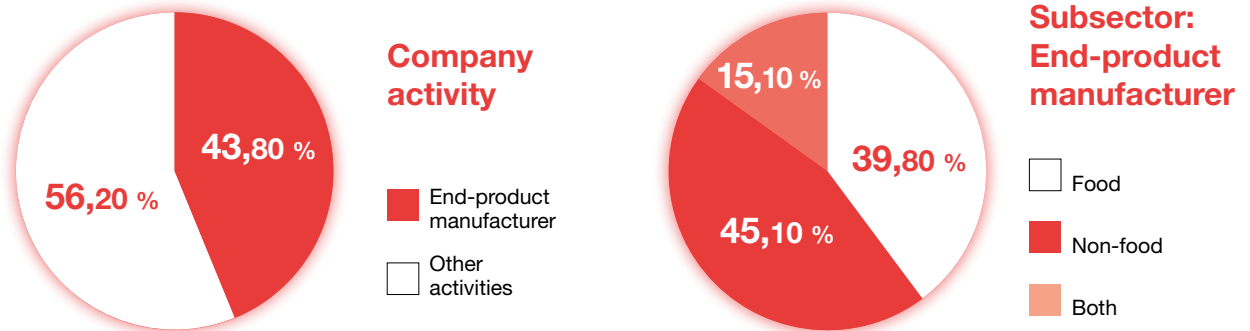
 **17.59%** CTR

*Between January 2021 and May 2022.

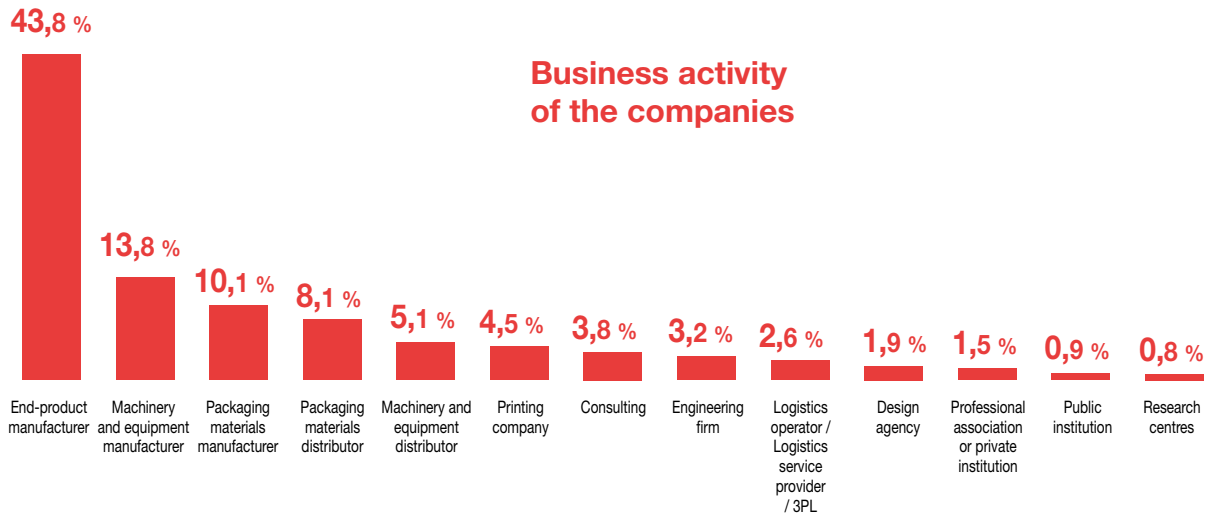
The innovation ecosystem

Hispack's profile is qualified visitors with decision-making authority.

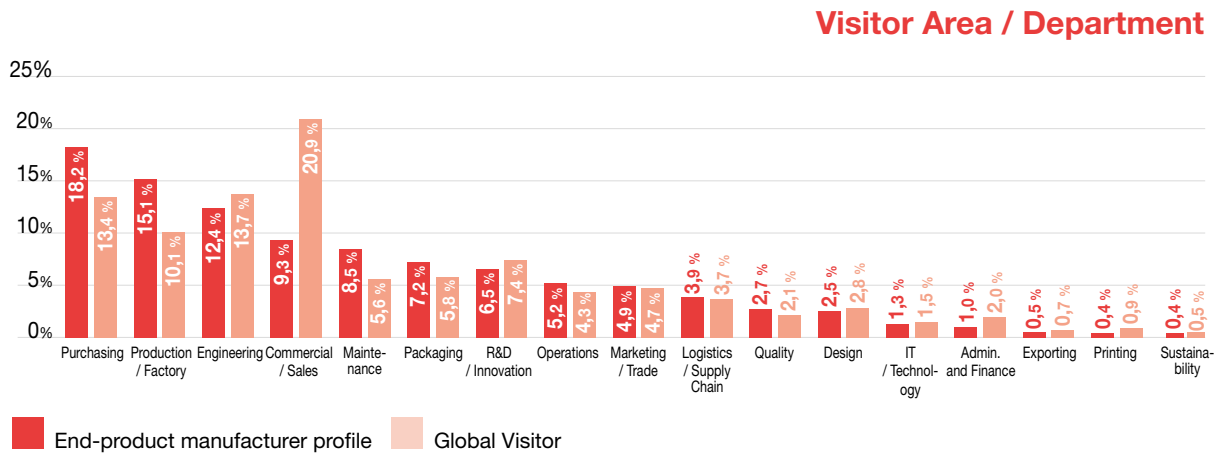
By **Sector**, there is a redistribution of sectors with an increase in all industries (except Food and Beverages). 43.80% of visitors to Hispack are packagers. And of these, 39.80% are in the **Food** sector. The remaining 60.2% are spread across a range of business sectors in line with the trend towards 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.



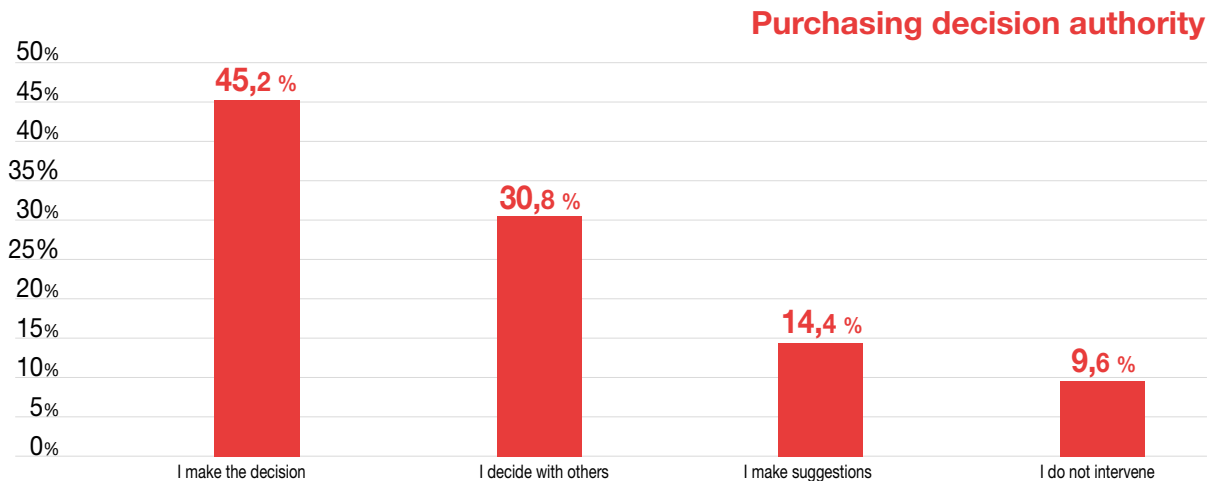
In terms of the **Activity** of the companies that visited us this time round, there has been a significant increase in the percentage of **packaging** industry firms. The percentage of **logistic operators** and **printing** companies has also risen.



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**).



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**.

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 %



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	India
Colombia	Mexico
Egypt	Palestine
France	Peru
Greece	Tunisia
Morocco	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 adds value to the entire value chain

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

“Hispack 2022 has meant reconnecting with many of our customers and partners and getting back to normal in our relationships with everyone. I am very pleased with our participation in this event as it means regaining the rhythm we used to have.”

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.”



Gerard Márquez

CEO- EAR-FLAP

“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.”



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.”



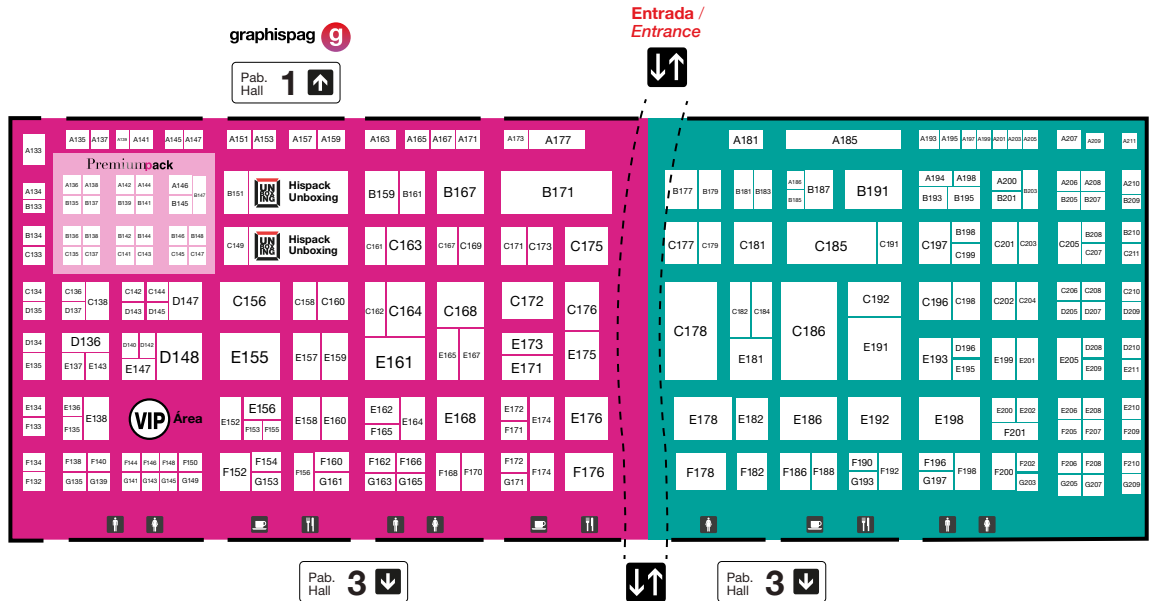
Ignacio Montfort

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



3D CLICK	B 191
ABZAC IBÉRICA	C 162
ACL PLASTIK AMBALAJ GIDA KIMYA MAK. SAN. VE TIC. LTD. ŞTI.	F 138
ADAEQUO	E 168
ADANUS PLASTIK AMBALAJ TOPLAMA INSAAT İTH. İHR. SAN. TIC. LTD. ŞTI.	F 148
ADIL TEKSTİL PLASTİK AMBALAJ SAN. VE TIC. A.Ş. (GOLF PLAST)	G 139
AGPACK	C 208
AIMPLAS	B 151
AIS VISION SYSTEMS, S.L.	B 191
ALBAREN, S.L.	C 161
ALGLASS	C 143
ALL4PACK PARİS 2022	D 207
ALPESA	C 196
ALTOPLAST SYSTEM, S.L.U.	C 192

AMBALAJ KULÜBÜ MAKİNE KALIP PLASTİK SANAYİ VE TİCARET LTD. ŞTİ.	B 203
ANKUTSAN ANTALYA KUTU SANAYİ OLUKLU MUKAWA KAĞIT TIC. A.Ş.	F 156
ART I SERVEI, S.L.	C 141
ARTESANIAS OVIEDO, S.L.	C 133
ASOCIACIÓN GRAPHISPAG	E 138
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ASS.PORTUGUESA IND.PLÁSTICOS - APIP	F 135
BADRINAS - COLAS Y ADHESIVOS	F 198
BAGINCO EMBALAJES, S.L.	C 134
BBC PACKAGING, S.L.	C 138
BEAUTY CLUSTER	A 142
BECA GRAFIC	F 202
BEMECO PACK, S.L.	C 204
BERLIN PACKAGING	E 178
BERRY GLOBAL	C 177
BFG PACKAGING SRL	E 157
BIOHISPANA	E 134
CABKA GROUP GMBH	E 182
CAIXA D'ENGINYERS	B 191
CAPSA PACKAGING	C 191
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CHS AMBALAJ YALITIM YAPI SANAYI TICARET LTD. STI.	F 144	FLORAPLAST AMBALAJ SANAYI VE TICARET A.S.	A 200
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Hispack
2022
PACKAGING, PROCESS
& LOGISTICS

**LA NUEVA FUERZA
DEL PACKAGING**

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Fira Barcelona





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A full schedule with innovation at the forefront

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.

Hispack



**FROM CHALLENGES
TO ACHIEVEMENTS**

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.



HISPACK UNBOXING CORNER.

Materials, design and sustainability

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

HISPACK UNBOXING CORNER.

Automation and logistics

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 - Àngel 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.

Miriam Marchena - María Eugenia Martín

Thursday, 26 May

European Flexible Packaging – FPE Market Report.

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.

María 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 - M^a 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

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

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 Bardauil - 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

Hispack BOOSTERS

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 - Maria 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 Garcia - 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



Hispack BEST IN CLASS

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 /
BAKKAFROST**



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.



International Business Point

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 Packaging Party

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.



**LIDER
PACK**
Packaging & PLV
AWARDS

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.

See the full
report here



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



#CollaboratePack

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

Real case: packaging with cobots in food.

Talk

Gerard Tarrés

No-code Robotics.

Talk

José Manuel Rojas

The future is collaborative, the success of the system.

Panel discussion

Borja Coronado - Enrique Palomeque - Marta Millet - Luis Mandayo - Mónica Pérez

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.

Universal Robots kits for schools.

Talk

Carlos Pérez



Packaging Cluster Zone

Training, talent and innovation

by:



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.

Àlex 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.

Sofia Garín - Xavier Blanch - Laura Peregrin - Guillem Vilanova - Inmaculada Angulo - Joan Manel Berrocal - Sonia Pedrosa - Eva Fortuny - Marc Vizern - Alejandro Roset - Pau Soteras - Jordi Solaz

Sustainable packaging solutions for the food sector: Circular Stand Package.

Sofia 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

[Side Events]

Procurement Day Barcelona 2022

For all procurement professionals

by:

AERCE

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

by:



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.



Wednesday, 25 May

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

A Digital Landscape: How Technology Boosts Innovation in the Fragrance Industry.

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

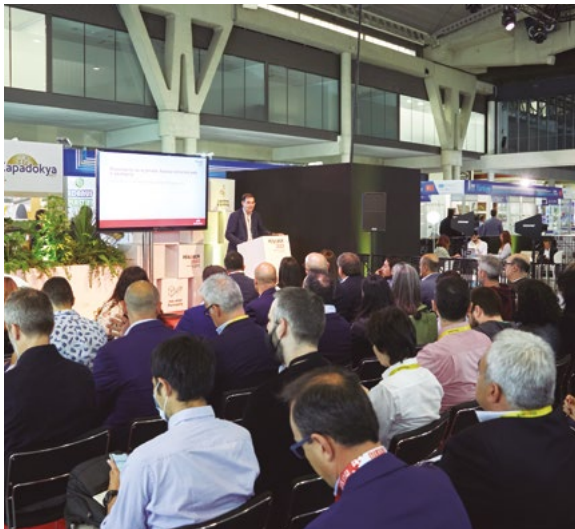
From craftsmanship to science: A toolbox for sensory analysis in perfumery.

Talk

Rita Ribau



VIP Area



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

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

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



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.

Follow all the news from the show live!



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People are the power of packaging

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Honorary president

Javier Riera-Marsá Bonmati

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Teresa Algueró Galceran

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Pau Navarro

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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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