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## PRESS RELEASE

# IPAMA stepped-in the arena of exclusive Packaging Exhibitions...



On 24th April 2023, Indian Printing Packaging & Allied Machinery Manufacturers' Association launched "IntraPac India" Exhibition in the presence of distinguished Media Personnel, heads of different Associations and IPAMA Governing Council Members & Staff. The booking of IntraPac India has been started. IPAMA is sure that it will be a complete solution for Packaging Industry Companies.

After years of organizing the largest fair in the country biennially on graphic arts industry, "PRINTPACK INDIA", the Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) has now decided to organize an exclusive Packaging Exhibition to meet the long outstanding demand of the Packaging Machine Manufacturers and the Companies dealing in Allied Products.

IPAMA, since its inception in the year 1988, has been promoting Printing and Packaging industry at different platforms, including organizing of PRINTPACK INDIA biennially which is

the most prominent exhibition of Printing Industry in India. IPAMA has also been providing necessary inputs relating to the industry to various Government organisations, including the Ministry of Heavy Industry, Bureau of Indian Standards, CII, FICCI, PHD, EEPC etc. IPAMA is also working in tandem with other Associations/Federations for redressing the grievances of the Industry and its Member companies.

The last edition of PRINTPACK INDIA Exhibition was organised at India Expo Centre, Greater Noida from May 26-30, 2022, on a net area of 25,342 Square Meters in which 487 Indian and foreign Companies had participated. It was visited by a record number of 1,03,412 business visitors. The space charges were kept at the minimum level so that the MSME Units could participate with ease and in an effective manner with minimal financial constraints.

IPAMA, being an Association of both Printing and Packaging Machine Manufacturers and also responsible to support the industry by providing a unique platform so that the maximum number of companies can participate and promote themselves at a very affordable rate, the Governing Council of IPAMA had decided to create such a platform in the form of **IntraPac India**, exclusively for the Packaging Industry, on the pattern of PRINTPACK INDIA Exhibition. The packaging sector has a much wider exposure in comparison to other sectors of our economy. India is a developing country, and the people are now aware about food hygiene, living standards, health consciousness along with adoption of next gen digital technologies.

**IntraPac India, an exclusive exhibition on Packaging Industry**, will be organised at **IICC, Dwarka, New Delhi from 14 – 16 March 2024**. The profile of the Exhibition includes all packaging solutions, machinery, and allied products inclusive of plastic packaging, metal packaging, glass packaging, paper packaging, filling, capping, filling & sealing, biodegradable packaging, protective packaging, automation and robotics, tube packaging, mono cartons, die-casting, traceability & tracking, logistics, film, moulding, and many more relating to Packaging Industry. Initially the space charges will be kept between Rs.9,000/- to Rs.10,000/- per Square Meter. For subsequent editions, these will be reviewed and kept at the minimum level so that more and more MSME Units could participate in the Exhibition. IPAMA is also in the process of forming an Advisory Committee to rope in important industry players who can guide and give their valuable contribution in implementing the project. Some of the important and prominent industry players have already been approached for this. Within a couple of months, the Advisory Committee will be in position to support.

***While announcing the dates and the venue of IntraPac India, Mr. Rakesh Sodhi, President, IPAMA said that “The Packaging Sector in India is the 5<sup>th</sup> largest in its economy and one of the highest growing Sectors in the country. We are making endeavours to promote this sector at different platforms so that the industry can get further momentum. We are also making efforts to increase the exports of packaging machinery and related products to different destinations in the global market. We are happy to say that the industry has successfully come out of the grip of COVID-19. With the legacy of PRINTPACK INDIA, IPAMA will be able to serve the Packaging Industry in a better way.***



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