

Press release
Bangkok, 14 June 2024

Informa and Ipack Ima forge strategic alliance

A synergic collaboration between the two trade fair organisers, sealed yesterday at ProPak Asia, to become a global reference for the processing and packaging communities

Informa Markets (world leader in the trade fair industry) and Ipack Ima S.r.l. (international benchmark for process and packaging exhibitions, a joint venture between Ucima and Fiera Milano), signed an agreement yesterday establishing this strategic alliance. The deal aims to develop joint **international promotion** and step up **cross-selling** activity for the respective trade fair portfolios, including the Propak and Fispal platforms operated by Informa Markets and the trade fairs organised by Ipack Ima.

The agreement will guarantee a **global presence** for trade fairs for processing and packaging technologies and packaging materials targeting the key sectors of the Food industry - with a particular focus on grain-based food and liquid food - Beverages, and Pharmaceuticals.

Together, Informa Markets and Ipack Ima will create an **integrated, interconnected platform** that will guarantee the target businesses widespread visibility on international markets, with the aim of exploring - in greater depth - all the **opportunities for expansion and growth** available on a global scale.

***Ian Roberts**, Vice President – Asia, Informa Markets comments “With IPACK-IMA we form an alliance with a globally recognised industry leader, and a partner with extensive knowledge and networks in the key vertical industries that our ProPak Global Portfolio services. With our key strategic markets of Latin America, Egypt and North Africa, China, and ASEAN, it is a great opportunity for Informa to develop this partnership within Europe, and offer our customers a truly global platform.*

*“This agreement – comments **Simone Castelli**, CEO of Ipack Ima – is absolutely in line with our business plan, which envisions forging alliances with strategic partners in order to drive the growth and internationalisation of our fair by expanding partnerships and presence in other markets. Ipack Ima ranks among the global trade fair organisers, accentuating the mission of promoting outstanding companies from Italy (and beyond) within the target industries around the world. This alliance also helps us build further credibility with all of our international stakeholders”.*

The collaboration between Informa and Ipack Ima will therefore guarantee processing and packaging businesses widespread visibility on the markets in all the continents, supported by vertical skills tied to these industries.

ABOUT US

Informa Markets

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We provide marketplace participants around the globe with opportunities to engage, experience and do business through face-to-face exhibitions, targeted digital services and actionable data solutions. We connect buyers and sellers across more than a dozen global verticals, including Pharmaceuticals, Food, Medical Technology and Infrastructure. As the world's leading market-making company, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

Ipack Ima Srl

Ipack-Ima Srl is company owned by UCIMA (the Italian association of packaging machinery manufacturers) and Fiera Milano (a leading trade fair and events organiser) that organises, among other events, the IPACK-IMA MILANO show, an international fair for processing and packaging materials and technologies for food and non-food products. This exhibition platform focuses on four main target markets: grain-based food, beverages, pharmaceuticals, and food, fresh and convenience sector. Next year, the event will be running at Milan's exhibition centre (Fiera Milano) from 27 to 30 May.

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