

Poznań, 10 September 2008

## **TAROPAK 2008**

*International Packaging Technology and Logistics Exhibition  
15-18 September 2008*

### **TAROPAK – great packing in Poznań**

**The largest trade show addressed to the packaging and logistic industries in this part of Europe will be held in Poznań in the third week of September. The TAROPAK International Packaging Technology and Logistics Exhibition will celebrate its 35<sup>th</sup> anniversary this year. The show held on 15-18 September will feature the latest products and services offered by 800 exhibitors and a record number of foreign companies in the history of the Exhibition. TAROPAK will also be a venue to present over 200 recent market launches.**

Packaging is an inherent element of human life and an integral part of the society. Most products cannot be stored, transported and sold without appropriate packaging. Packaging thus plays an important role in every economy. This market is developing robustly due to improved production, development of advanced technologies and ever increasing consumers' requirements. The annual production of packaging in Poland reaches approx. 3.9 million tonnes. It grows every year by approx. 9 percentage points<sup>1</sup>. The Polish packaging sector generates about 2% of GDP – as compared to 2.5% in highly developed countries. The consumption of packaging per capita is thus gradually growing. In the late 1990s, the indicator amounted to approx. 50kg/per capita, while it reached 130 kg/per capita last year<sup>2</sup>.

According to the Polish Chamber of Packaging (PIO), plastic packaging is currently the largest sector of packaging (approx. 38%), followed by paper and cardboard packaging (approx. 26%), metal packaging (24%) and glass (10%). The value of domestic packaging exports has grown since the end of the previous century. It currently exceeds EUR 1.2 billion<sup>3</sup>. The majority of exported products are made of plastic, metal, wood, paper and cardboard.

Optimistic prospects for the future, if the economic upturn will keep up, show that positive developments are to be expected in the packaging sector. It follows from the analysis by PIO that the value of the Polish packaging market will grow to PLN 5-7 billion by 2010.

The packaging market is intertwined with logistics, which facilitates production and distribution of materials. Transport and logistics are among the key sectors of Polish economy. The industry generates almost 12% of GDP and employs 1.5 million people. Its development is greatly determined by the growing international trade and a trend to shift production to Eastern European countries in search for cheaper labour. On the other hand, funds coming from the European Union create an opportunity to improve the conditions of roads, which is indispensable for the development of this sector.

Poland has for some time recorded a growing demand for modern logistic and warehousing areas. Analyses indicate great development prospects for this sector. In 2007, the total warehousing area amounted to nearly 4 million m<sup>2</sup>, which represents a 40% increase compared with figures for the previous year. The demand was also 53% higher as compared with 2006. A few years ago, modern warehouses were located around Warsaw. It is now predicted that in the coming years they will develop in smaller cities, such as Lublin and Rzeszów.

Optimistic prospects for market development directly translate into increased demand for modern logistic and packaging solutions in Poland. Both these industries are reflected in the strong participation of their representatives in the Poznań-based show.

### **TAROPAK – the show of the packaging and logistic sector**

The International Packaging Technology and Logistics Exhibition is a specialist offer addressed to all those who are professionally related to the broadly understood production of packaging, raw materials and machines, as well as warehousing and logistic activities. The exposition is divided into four parts: 1) packaging – packages and additional packaging accessories, materials for packing and package production, package design; 2) machines – packing machines and equipment, package manufacturing machines, packing machine design; 3) logistics – in-house transport equipment, stock management equipment, logistic services; 4) technical consulting.

The exposition, located in seven pavilions over a total area of 20,000 m<sup>2</sup>, will gather together 800 exhibitors. The largest number of foreign exhibitors in the 35 years of the Exhibition's history (coming from 31 countries) will present their products and services. Foreign exhibitors will constitute 35% of all exhibitors. The majority of companies will come from Poland, followed by Italy, Germany, France, Taiwan and Turkey. The largest group of exhibitors includes companies that offer packing machines and equipment, and plastic packaging. Over 100 exhibitors will present solutions related to warehousing and in-house transport.

### **New products and events**

The show is a perfect place to promote new technological solutions. Market innovations are the strongest attractors of professionals and large groups of attendees. This year's TAROPAK is undoubtedly a fair of new products. It is best evidenced by the fact that as many as 250 latest products were entered for the show, making it a record number and a nearly threefold increase compared to the previous edition. On four days spent in Poznań, the visitors will have an opportunity not only to admire the exposition of exhibitors, but also to participate in numerous seminars and lectures organised with our partners – the Polish Packaging Research and Development Centre, the Polish Chamber of Packaging, the Polish Chamber of Printing, the Institute of Logistics and Warehousing and publishers of specialist journals.

TAROPAK has been well recognised in the industry for years. It is associated with opportunities to evaluate the market situation and to establish contacts that might bring successful contracts in the future. It is also a venue for exchanging experiences and gain knowledge about modern solutions and technologies. The significance of this year's TAROPAK is underscored by the fact that it will be held under the auspices of Deputy Prime Minister Waldemar Pawlak.

### **What to focus on – the programme of events and conferences**

#### Special areas

#### **Sztaplar Show**

The Editorial Board of "Nowoczesny Magazyn" and "Logistyka a Jakość" and the Poznań International Fair organise the 9th show of forklift trucks at TAROPAK. The competition will be traditionally held on the open grounds near the Spire. Sztaplar Show features forklift

trucks of almost all brands sold in the country, entered into the competition every year by authorised suppliers and manufacturers. Sztaplar Show includes not only the competition, but also a Driving School for all trade fair visitors. All trade fair participants willing and eager to sit "behind a wheel" of a forklift truck may do so and complete a forklift truck operation crash course organised by experts. Certificates will be issued to those who complete this short course.

### **Innovation for Logistics**

Innovation in logistics is not just a trend, but a prerequisite for modern economy. This is the main message of an educational project entitled Innovations for Logistics 2008 (In4Log), aiming at promoting modern warehousing equipment and technical solutions in logistic equipment. On four days (15.09-18.09.2008), exhibition hall 3A will be a venue for presentations in a model distribution centre. All logistic processes crucial for appropriate operations of such a centre will be replayed there. The audience will witness an express, wide-ranging and complex investment operation, including high storage systems, automatic horizontal transport, WMS system, and such elements as RFID, radio readers and terminals, closed systems of transport packaging, industrial monitoring or in-house transport dedicated to warehouses. In4Log is organised by industrial journals: Top Logistyka, Magazynowanie i Dystrybucja and by the Poznań International Fair.

### Seminars organised by publishers of industrial journals

#### **INNOVATIONS 2008**

We would like to invite you yet again to a conference entitled: "Innovative solutions for logistics" that will present modern strategies and products implemented in logistic companies. The lead theme is the building of competitive edge on local markets and in the global supply chain network. The conference organised by Eurologistics Publishing House is mainly a forum for exchanging experience and information about the latest trends, technical and technological solutions in the sector. (Tuesday, 16 September, Large Room, Pavilion 14A)

#### **Shelf Ready Packaging**

A conference entitled: "SRP (Shelf Ready Packaging) – a challenge to the market" will be held on the first trade fair day. It is co-organised by the Polish Chamber of Packaging, the Institute of Logistics and Warehousing and MTP. The seminar is to provide information about SRP, requirements for its implementation in Poland and European market, as well as its practical applications in store chains (Monday, 15 September).

#### **The market of biodegradable packaging in Poland**

A seminar on "The market of biodegradable packaging in Poland" will be organised on Tuesday, 16 September. It will be devoted to the assessment of the domestic market of biodegradable packaging and its development factors. The seminar will include presentations and talks by representatives of scientific institutions and packaging companies.

#### **Self-adhesive labels – the latest technologies**

Polski Drukarz Sp. z o.o. – the publisher of "Świat DRUKU", a monthly for the printing sector, and the Poznań International Fair will organise a conference on "Self-adhesive labels – the latest technologies" (Wednesday, Pavilion 14A, Large Room). It is a third conference in a series. The previous ones, held in Poznań in 2006 and in Warsaw in 2007, enjoyed a huge popularity. The meeting is to be a forum for exchanging experiences between suppliers of technologies for the production of self-adhesive labels, printing houses and their customers. The conference will include a series of multimedia presentations addressed mainly to printing houses that produce self-adhesive labels and their clients from the sector of household chemicals, pharmaceuticals, cosmetics and the beer industry. Speakers will include suppliers of technologies, machines, equipment and materials for the production of self-adhesive labels.

## A meeting with the WPO President

### **The visit and conference of the President of the World Packaging Organisation**

The World Packaging Organisation is a non-government federation that associates institutions and organisations from the sector, such as National Chambers of Packaging and National Scientific and Research Units from the packaging sector. The current President, Keith Pearson is the first WPO President coming from Africa. He will visit the fair and participate in the trade fair opening ceremony and conferences organised by the Polish Chamber of Packaging. He will also present awards in the National Packaging Competition PakStar. He will meet with journalists at a press conference held on Monday, 15 September, at 1 pm.

## Competitions and exhibitions at TAROPAK

### **PakStar and Student PakStar Award Ceremony**

The Award Ceremony for the 4th National Packaging Competition and the 1st National Packaging Design Competition Student PakStar will be held on Tuesday, 16 September. The aim of the competitions is to present awards for efforts and activities leading to improved packaging, better protection of packaged products and fuller satisfaction of their users' needs. It is also an opportunity to increase the competitiveness of packaging on the domestic and foreign market. The competitions are organised by the Polish Packaging Research and Development Centre, the Polish Chamber of Packaging, the Poznań International Fair, the Warsaw Academy of Fine Arts and [www.opakowania.com.pl](http://www.opakowania.com.pl). PakStar winners can participate in the WorldStar Packaging Competition and winners of Student PakStar qualify to the WorldStar Student Award Competition. The award-winning works will be displayed at the stand of WINNERS at TAROPAK and in the COBRO sample shop.

### **ART OF PACKAGING**

Packaging that has won the "Pearl of Packaging" statuettes will be displayed at the fair at a special exhibition. The Art of Packaging 2007 Competition organised by Packaging Polska Monthly presents awards to the most creative, innovative and well matched packaging that meets the preferences of increasingly demanding consumers.

### **The Gold Medal and the Acanthus Aureus Award**

The winners of the MTP Gold Medal Competition and the Acanthus Aureus Competition, which identifies stands that are best designed and prepared for the implementation of a company's marketing strategy, will, as usual, be announced at the fair.

*Come to TAROPAK. Its next edition only in two years!*

## Visiting the exposition

Pavilions 1, 2, 3, 3A, 12, 15A and 15B of the Poznań International Fair

Opening times:

15-17.09 (Monday - Wednesday) – 9 am – 5 pm

18.09 (Thursday) – 9 am – 4 pm

## Ticket prices

PLN 20 – following registration online or on the spot.

PLN 50 – without registration

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<sup>1</sup> Plastech.pl report

<sup>2</sup> Polish Logistics Society

<sup>3</sup> Plastech.pl report