

Italian Ipack-Ima packaging event to be postponed until 2022



The organisers of the Italian Ipack-Ima packaging and processing event have confirmed it is to be rescheduled until 3-6 May 2022, in light of the ongoing coronavirus pandemic.

Staged every three years, the industry showcase, which includes a number of systems and equipment applicable for the confectionery and bakery sectors, had been due to be staged in May 2021, just two months after the postponed Interpack event taking place in Dusseldorf, Germany.

Its host city of Milan has been particularly hard-hit by the coronavirus outbreak, though the country is gradually easing its lockdown from the situation, which has seen an unprecedented shutdown of economies around the world during the past three months. Consequently, the event will now take place between 3-6 May 2022.

In a statement on the decision, Valerio Soli, president of Ipack-Ima said: "Being at our customers' side, especially during a time of great economic uncertainty, to

become the point of reference for the sector. This is the goal of Ipack-Ima which has always interpreted the necessities of an industry, certainly less affected than others by the health emergency, that needs strong and attractive aggregation moments at an international level.

“The current international context has led us to take strategic decisions that meet the needs of our customers, to whom we want to offer the opportunity to meet in Milan in an exclusive dedicated context to make business with all the major players in the industry, worldwide”.

As the organising team noted, at a time when trade fairs are experiencing a situation that no one could have foreseen, the ability to aggregate projects with high added value for uniform targets is part of a medium-long term strategy that has a new and first starting point in May 2021 – which will see the organising team host other events in its stable, Meat-tech and TuttoFood, for the finished product food market (17-20 May 2021).

“The decision to reschedule our event, IPACK-IMA, was not easy – added Rossano Bozzi CEO of Ipack. but after careful evaluations and insights we preferred to give priority to the needs of our exhibitors and visitors who are currently engaged, and we expect they are still for many months, in the management of a very tricky period”.