

POST-EXHIBITION PRESS RELEASE

RosUpack and Printech: novelties, import substitution, and new opportunities

Moscow, 14 June 2022

*From 7 to 10 June 2022, the 26th International exhibition for the packaging industry **RosUpack** and the 7th International conference and exposition of equipment, technologies and supplies for print and advertising production **Printech** took place at Crocus Expo.*

RosUpack and Printech became a platform for representatives of the Russian and foreign packaging, printing, and advertising industries. Specialists from the food, processing, chemical, and other industries visited the exhibition in search for ready-made solutions, to discuss topical issues, and conclude agreements.

This year, 418 companies from 18 countries and 51 regions of Russia exhibited at RosUpack and Printech, which were attended by 24,544 specialists (+28% compared to 2021).

RosUpack and Printech also became a site for announcement of new products. RUSAL presented its innovative foil under the SAYANA brand. Segezha Group showcased biodegradable bags with a barrier layer and Segezha Re-Kraft paper packaging. The Titan-Polimer plant attracted potential partners with import substitution solutions. SIBUR introduced low-density polyethylene to replace foreign analogues. Diamond Group demonstrated a 3D printer SFS-60P.

For the first time, collective stands of companies from the Astrakhan region, Ivanovo region, Irkutsk region, Novosibirsk region, Sverdlovsk region, Stavropol territory, Tula region, and Yaroslavl region were organized.

Business programme results: relevant industry trends

The business programme of RosUpack and Printech was dedicated to import substitution of materials and technologies in packaging, to strategy and management development under sanctions, packaging production technologies, and many other issues. More than 2,200 specialists attended the content events.

Forum of Producers and Consumers of Packaging (RosUpack)

The expert and analytical session “Packaging industry 2022: How economic and political factors affect market development” opened the Forum of Producers and Consumers of Packaging. Industry representatives talked about consumer preferences and the impact of macroeconomic trends on the packaging industry. They also emphasized the relevance of global environmental trends.

At the plenary session “Packaging from paper, cardboard and corrugated cardboard. State, trends, and development forecasts”, experts discussed the current situation in the market and shared their development forecasts for 2022. Yuri Alpeev, Director of Strategic Marketing at Gotek, noted that FMCG manufacturers and retailers changed their assortment due to the reorientation of consumer demand for a cheaper product.

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rosupack.com

prin tech

7th International
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printech-expo.ru

07.06–10.06.2022
Crocus Expo, Moscow,
Russia



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The plenary session “Polymer packaging. Status, trends, and development forecasts” focused on prospects for the development of the polymer products industry under sanctions. Mikhail Katsevman, Director for Science and Development at POLYPLASTIC, paid attention to the high level of import-export dependence of the industry. He also recommended organizing parallel imports of materials and equipment through the EAEU countries.

At the plenary session “Prospects for import substitution in all segments of aluminum containers and packaging”, organized with the support of the Aluminum Association, experts emphasized that the current situation had provided new opportunities for the introduction of aluminum solutions.

The presentation of the first in Russia “Voluntary industry standard for eco-friendly packaging”, became a content hallmark. It was developed by X5 Group, Magnit, Danone, Henkel, Mars, PepsiCo, Unilever, SIBUR, and others.

Forum of Printing and Advertising Production (Printech)

The key topics of Printech were the transformation of the printing business and technological development under sanctions.

The Forum of Printing and Advertising Production opened with the plenary discussion “Printing of the Russian Federation in the new reality: problems and solutions”. Lyudmila Chekalkina, moderator of the event, presented statistics on imports of printing materials. According to the collected data, imports decreased significantly due to the fact that the main sources of supplies were the EU countries, which accounted for 70% to 90% of purchases.

At the conference “Advertising production: Perspectives and opportunities”, experts discussed search for new orders in the current circumstances, considering the technological limitations caused by sanctions.

The session “Working in crisis conditions: a view from the industry” was dedicated to ways of overcoming the crisis and solving problems with equipment, materials, and consumables. The experts noted that the business transformation was the best tool for the survival.

At the seminars “Materials and technologies under sanctions”, the speakers discussed technological aspects of choosing materials for the production of packaging and labels.

On the final day, the sessions on the application of robotic solutions in the packaging and printing industry took place. The experts noted the importance of the automation trend as a way to optimize processes and reduce costs.

PART Award results

On 30 May, a jury meeting was held to determine the winners of the PART Award. The award is designed to find the best solutions in production and design of packaging. This year, 46 companies presented 72 products in 14 categories. The winners were: Elizaveta Nechepurenko (the Russian State University named after A. N. Kosygin), Gifts Industry, Gotek North-West, Ilim, IMPRESS ART, Conflex SPb, Murmanskij tarniy kombinat, Only pack, OPTICOM, Svet, SOEMZ, Uniflex, El Paco, and Segezha Group.



Exhibitors Award ceremony

On 9 June, the award ceremony for outstanding achievements took place. Honorary awards in various categories were received by: AURORA, Ilim, Karjala Pulp, RUSAL, SIBUR, TAURAS-FENIX, Gotek, Pavlovo-Posadsky GOFROKOMBINAT, ASD, Beijing Jingmoda, BIZERBA, COMITAS, Polytekprom Teknik Makina, Segezha Group, and Sonoco Alcore.

Official support

In 2022, RosUpack and Printech were officially supported by the State Duma of the Federal Assembly of the Russian Federation, the Ministry of Industry and Trade of the Russian Federation, the Ministry of Digital Development, Communications and Mass Media of the Russian Federation, the Department of Trade and Services of the City of Moscow, the Ministry of Investment, Industry and Science of the Moscow Region, the National Confederation of Packers, the Aluminum Association, the Russian Association of Robotics, the Association "PAKMASH", POPAI Russia, and others.

Partners

The exhibition team express their deep gratitude to the partners of RosUpack and Printech for their support:

The general partner of RosUpack – BIZERBA
Partner of the section "Raw materials" – Gotek
ESG partner – Segezha Group
General Internet Partner – Unipack.Ru
Media partner – TV channel "MIR"
Business programme partner – Gofro Technologies

RosUpack and Printech will take place in 2023 from 6 to 9 June

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