

POST EXHIBITION PRESS RELEASE

Moscow, 23 June 2021

RosUpack and Printech: sales from stands, eco-friendly initiatives, and new records.

On 15—18 June 2021, at “Crocus Expo”, Moscow, the 25th Anniversary International Exhibition for the Packaging Industry RosUpack and the 6th International Exhibition of Equipment, Technologies and Supplies for Print and Advertising Production Printech took place. The events were organized by the international group of companies Hyve.

RosUpack, the first major exhibition of the packaging industry in the world, held since the beginning of the pandemic, for the 25th anniversary, gathered representatives of Russian and foreign business on its platform. Industry professionals had a unique opportunity to get acquainted with a wide range of packaging equipment and materials from the world's largest manufacturers, as well as equipment, technologies and materials for printing production presented at **Printech**.

412 exhibitors from 24 countries took part in RosUpack and Printech 2021, including **83 new companies** from Russia, Turkey, India, France, Italy, and Canada. The Turkish exposition was the largest in recent years, exceeding the indicators of the pre-covid year of 2019, with **24 companies** from Turkey presenting their equipment and solutions. The exhibitors of Printech 2021 listed almost all world leaders of the printing industry: **Heidelberg, Canon, Epson, Konica Minolta, EUROPAPIR, Xerox, Ricoh**, and other companies. Thanks to the face-to-face format, many exhibitors had the opportunity to demonstrate their equipment in action and, as a result, sell exhibition samples directly from the stands. In particular, **Forsign** sold the **Ruizhou RZ CRT 1510** flatbed cutter, which can process a variety of materials used in printing and packaging. One-sided hot laminator **Mefu MF1700-C3** was purchased from **Smart-T**, the largest supplier of equipment for advertising and textile printing. In addition, according to **Dmitry Gratskov**, Marketing Director of “Smart-T”, the company received several hundred new contacts at the exhibition. **Konica Minolta** sold two digital roll-to-roll label printers, model **AccurioLabel 230**.

Within 4 days, **20,467 people** visited the exhibitions. The number of visitors per 1 exhibitor was **1.5 times higher** than in 2019, which clearly indicates the high relevance of RosUpack and Printech for the professional audience. Due to their almost complete regional coverage, exhibitions contribute to the establishment of business ties between manufacturers, suppliers, and customers within the country.

On the first day, RosUpack and Printech 2021 were attended by the delegation from AEB (“Association of European Businesses”), headed by CEO **Tadzio Schilling**. The honored guests discussed the prospects for cooperation with the RosUpack Director and Hyve's management. After that, the delegation went on a tour around the exposition and held negotiations at the stands of European manufacturers **Smurfit Kappa, Menschen, Heidelberg, Sonoco Alcore**, and **Omag**.

Eco-friendly Initiatives

In 2021, exhibitions launched a number of new ecological projects to remind the visitors and exhibitors of the importance of sustainability in the packaging business. For the first time at RosUpack, **separate collection of waste** was organized into special containers provided by the **Ecology Sphere service**. Containers for separate collection of paper, recyclable (plastic, glass, metal, tetrapack) and mixed waste, were actively used by the exhibition visitors. After the exhibition, all collected waste was sent for recycling. Another RosUpack eco-friendly initiative was the use of recyclable materials for visitor badges and for RosUpack 2022 early booking folders. **Ilim Group**, the exhibition partner, produced folders for exhibitors from pure cellulose cardboard, an environmentally friendly and safe material. The company **Segezha Group** specifically for the visitors of the exhibition made badges and bags, which could be returned for recycling after use.

25  **RosUpack**
NET • YEARS

25th International
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Packaging Industry

prin tech

6th International
exhibition of equipment,
technologies
and supplies for print
and advertising
production

15–18 June 2021

Crocus Expo, Moscow

rosupack.com
printech-expo.ru



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Business programme

RosUpack and Printech exhibitions were accompanied by a rich business programme, which was centered around the **Forum of Manufacturers and Consumers of Packaging** and the **Printing and Advertising Production Forum**. In total, within the business programme, **16 events** were held with the participation of **more than 80 speakers**. The total number of unique visitors to the events exceeded **1,250 people**.

Content events started on the first day of the exhibitions, 15 June. Russian and foreign analysts of the packaging market spoke at the trend session **Packaging industry in a new reality: current state, trends and development forecasts**. The guests were welcomed by **Pierre Pienaar**, President of the World Packaging Association (WPO). The next session **Polymer packaging: challenges and Perspectives** was co-organized with **Sibur**, in partnership with the market leader in the field of industrial packaging **ZTI Group**. The final session of the first day of was dedicated to packaging the e-commerce era. Recognized leaders **Smurfit Kappa**, **DPD**, and others shared their expertise on the topic.

The Printech business programme began with an expert and analytical session **Printing market: Russia and the World**, dedicated to the trends of the global printing industry, and the current state of the market in Russia. The session was co-organized by **AN Consulting** and **Smithers**. The moderator was **Alexander Ivanov**, Chairman of the Digital Printing House Club. The programme continued with a plenary session of the Printech Business Academy **Strategy for the development of printing production in a new reality**. The session saw participation of the chief editor of the Kursiv publishing house **Alexander Amangeldyev**; **Henri Malois**, Four Colors; the Director of the printing house of the Higher School of Economics **Marsel Sharifullin**, and the Technical director of the printing house T8 Publishing Technologies **Sergey Boev**. The discussion was moderated by **Mikhail Kuvshinov**, Development Director of **NISSA Centrum**. The final session of the day was **Automation at a printing house: from customer service to production processes**. The CEO of AM Labs **Arsen Manukyan** presented an overview of possible solutions for the automation of a printing house outside the work of a manager.

The content events on the second day of RosUpack were dedicated to the environment. The programme opened with the session **Extended producer responsibility (EPR) and Government regulation of the waste management industry: what is this year preparing for us?**, co-organized by **Deloitte CIS**. **Yulia Fakhrutdinova**, moderator of the session, presented the updated EPR concept, signed on 28 December 2020. The eco-programme continued with the sessions **Burial or recycling: criteria for eco-friendly packaging as viewed by sorters and processors** and **Bioplastics in Russia. Dreams or Reality?**, in the second part of which the discussion **Biodegradable plastics in Russia: pros and cons** took place.

The Printech business programme on 16 June was dedicated to various aspects of advertising production and included a number of expert events moderated by **Natalia Marova**, the head of the Retail.ru project. During the day, experts reviewed the main trends in the development of the POSM materials and outdoor advertising market.

The business programme of the third day of RosUpack was dedicated to marketing issues. The conference **Marketing and packaging from A to Z** was co-organized by **Ipsos** and the **Higher School of Branding**. Printing industry professionals shared their expertise at the **Printech Printing School**.

printech6th International
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On 17 June, a solemn **ceremony of awarding exhibitors and partners of RosUpack 2021** took place on the occasion of the exhibition's 25th anniversary. The organizers thanked the partners of the exhibition — the National Confederation of Packers, the Internet portal unipack.ru, the Association of Packaging and Processing Equipment “PAKMASH” and the magazine “Wrapping and Packaging” for long-term cooperation, and also awarded the following companies in the nominations:

- For active participation — ZTI;
- For loyalty and consistency — Gotek;
- The most vivid stand — SFT Group;
- The best presentation of products at the stand — Apollo;
- The largest exposition — Rusal;
- The best debut — L-PAK.

The solemn programme was continued by the **PART Award** ceremony. In 2021, **89 applications** were submitted for the Prize, a record number in all the years. The following companies became laureates in four nominations:

- Manufacturer of the Year — Segezha Group, El Paco, Azimut, Stora Enso, Smurfit Kappa, Ilim Gofra, and Universal Food Technologies;
- Eco-friendly packaging — Smurfit Kappa, Gotek, Papperskopp Rus, Perm Pulp and Paper Company, and Apollo;
- Student Concept — National Institute of Design, Alisa Kondratenko; Institute of Business and Design, Alexey Semenikhin;
- Organizer's Choice — Segezha Group.

For three days, the visitors of RosUpack and Printech were given master tours — excursions to the stands of manufacturers and suppliers of packaging, filling and printing equipment for the purpose of presenting and demonstrating new products at the exhibition. The excursions were attended by **about 70 people**, all of them highly appreciated the opportunity to see the exhibitors' novelties in a short time.

Health and safety

RosUpack and Printech 2021 were held in compliance with **all measures to ensure the health & safety** of visitors, exhibitors, and personnel, in accordance with all the recommendations of Rospotrebnadzor and UFI standards. The organizers also fully complied with the restrictions introduced by the Governor of the Moscow Region starting from 16 June 2021, due to the challenging epidemiological situation in the Region. Simultaneously, less than 1,500 people were present in the exhibition halls, all those present in the exhibition halls had tickets, social distancing was ensured, and the use of personal protection equipment on site was monitored. A detailed list of security measures at RosUpack and Printech 2021 can be found on the exhibition websites.

RosUpack 2021 partners:

- ZTI — partner of the business programme;
- SFT Group — partner of the exhibition;
- Segezha Group — partner of the exhibition.

The 26th International Exhibition for the Packaging Industry RosUpack and the 7th International Exhibition of Equipment, Technologies and Supplies for Print and Advertising Production Printech will take place on 7-10 June 2022 at Crocus Expo, Pavilion 1.

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