



The New International event  
E-PACK TECH by Ipack Ima

23-26 October 2019  
Shanghai New Int'l Expo Centre  
(SNIEC)  
[www.epacktech.com](http://www.epacktech.com)

## E-PACK TECH: FIERA MILANO EXPORTS E-COMMERCE TO CHINA WITH IPACK IMA

*Milan, 23 September 2019.* The new event dedicated to packaging for e-commerce in China is gearing up. E-PACK TECH by Ipack Ima will be hosted at the New Int'l Expo Centre (SNIEC) in Shanghai **from 23 to 26 October 2019**.

The new international event dedicated to packaging technologies and solutions designed for the e-commerce market is organised by **Hannover Milano Fairs Shanghai**, a Chinese joint venture between Deutsche Messe and Fiera Milano with the support of **Ipack Ima srl**, organiser of IPACK-IMA and MEAT-TECH to be held at Fiera Milano in 2021. E-PACK TECH by Ipack Ima is the first, major leg of the journey towards **IPACK-IMA** which, **from 4 to 7 May 2021**, will be taking **the future of processing and packaging** to Milan.

**E-COMMERCE, MARKET DATA.** The value of the world's e-commerce retail market in 2018 was an estimated 2,875 billion dollars, 12% more than the previous year, equal to 11% of all retail sales. Experts forecast that total retail sales will increase until 2022 topping 4,035 billion dollars. With **over 500 million online shoppers**, the market for consumer goods purchased through digital commerce channels in China is highly developed. The undisputed market leaders are the USA and China, which account for 69.1% of the total market value. The Asia-Pacific region is the world's largest e-commerce area. In 2018, it added up to 1,892 billion dollars, 27% more than the previous year (source MC Marketing e Comunicazione Group). In 2017, the entire sector totalled a turnover **of 682 billion dollars a year** in China alone. This figure is very high compared to the 438 billion dollars of the USA, the 196 billion dollars of the UK, the 87 billion dollars of Germany and the 20 billion dollars if Italy. (Source: NETCOMM - Italian e-Commerce Association, 2017 data). It is estimated that **in 2019** the growth of Chinese e-commerce will exceed that of the United States amounting to **2,000 billion dollars** (source: Smart Insights).

**THE SYNERGY WITH CEMAT ASIA.** The first edition of E-PACK TECH by Ipack Ima will be taking place within CeMAT Asia, China's leading event dedicated to handling, technological automation, transport and logistics systems and several other key events for the sector (Cold Chain Asia, Heavy Machinery, H2+FC - Hydrogen + Fuel Cells, Apex - Aerial Platform Exhibition, ComVac and PTC). Through this union of synergistic fairs, E-PACK TECH will benefit from a large number of specialised visitors from various production backgrounds.

Over 100,000 visitors will be attending the 2018 edition of CeMAT Asia. This qualified audience operating in the areas of logistics, automation, transport, warehouse and end-of-line systems, will attract **over 5,000 people from the e-commerce industry**. The new event dedicated to e-commerce packaging will be the natural habitat for the undisputed Asian e-commerce giants, such as **Alibaba, Cainiao, Jd.com and Suning**.

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In other words, E-PACK TECH will be the ideal location for presenting packaging, labelling and traceability solutions, as well as handling and storage systems, specifically applicable to food and non-food goods for online sales.

**THE ITALIAN BUSINESS EXCELLENCES THAT WILL BE ATTENDING.** E-PACK TECH will take place in **an international exhibition area** with the participation of major international exhibitions and the presence of Italian leaders of packaging that represent the best the nation can offer with regards to technologies in Industry 4.0 perspective.

In particular, the Italian excellences that will be attending include:

- **Aetna Group**, that operates in the sector of automatic packaging machines worldwide and is specialised in end-of-line solutions, such as wrapping and bundling machines.
- **Arol Group**, an international benchmark in the production of closure, monitoring and inspection systems for bottling and packaging.
- **Camozzi Group**, international manufacturer of components, systems and technologies for the industrial automation sector.
- **Cavanna Packaging Group**, the world leader in integrated solutions for food and non-food flowpack wrapping.
- **Coesia Group**, a global leader in automatic machines and packaging materials, industrial process solutions and precision gears.
- **Goglio**, that will be showcasing a complete range of flexible packaging systems, accessories and packaging systems for the Asian markets.
- **Hiway**, specialising in the design of innovative goods transport, storage and handling systems.
- **Marchesini Group**, that designs and manufactures customised machines and lines worldwide for the packaging of pharmaceutical and cosmetic products.
- **Metalwork**, one of the most important companies in the field of compressed air systems for industrial automation.

**BUSINESS SUPPORT.** With the collaboration of **ICE-Agency**, the agency for internationalising and promoting Italian companies abroad, E-PACK TECH will offer **guided internationalisation programmes and training activities** to Italian exhibitors. Also very useful for investors and worth mentioning is the professional appointment with **exclusive research** on the developments, challenges and business opportunities of e-commerce in China organised by the ICE-Shanghai Agency office.

E-PACK TECH will also be the first Fiera Milano event to benefit from the agreement aimed at promoting the internationalisation of Italian companies signed by **Fiera Milano** and **Sace Simest** (CDP-Cassa Depositi Prestiti Group) last July. Sace Simest will be supporting Italian exhibiting companies in the development of their business by organising matchmaking opportunities between

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Italian companies and major Chinese players, such as Sumec (a company of the Chinese Government that operates as an import agent).

Finally, through the collaboration between ICE-Agency and Mise (Ministry of Economic Development), with the support of Ucima, **targeted B2B meetings** will be organised between Italian technology producers participating in E-PACK TECH and selected Chinese buyers in the sector.

All this will be accompanied by a programme packed with events held in areas specifically reserved for presentations, case histories and storytelling. The calendar is currently being defined.

**For information:**  
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