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ICE Europe 2015 – Converting community celebrates a further record event

A total of 7,040 visitors from 71 countries and 439 exhibitors from 26 countries on a net exhibition space of 11,000 square metres – the results of the 9th edition of ICE Europe add another record to the success story of the World's Leading Exhibition for Paper, Film & Foil Converting. Compared with the previous event the figures of this year's exhibition represent a 7% increase in visitor numbers and a 10% increase in exhibitor numbers and floor space.

From 10-12 March 2015 converting specialists from all over the world gathered at the Munich Trade Fair Centre to find out about innovative technology, exchange expertise and source the latest equipment to enhance their fabrication processes.

“The participating companies were highly satisfied with the outcome of the show. Exhibitors told us about a large number of new business contacts and positive sales figures. We would like to thank all participants for once again making ICE Europe the most successful international marketplace for the converting community,” says Nicola Hamann, Managing Director of the organisers, Mack Brooks Exhibitions.

“The further growth of the converting industry's leading exhibition reflects the positive economic outlook for the sector. With a strong focus on future trends, such as value-added products, processing of new materials and energy-saving manufacturing processes, and by expanding world-wide business networks, there are currently great business opportunities for the converting industry,” explains Nicola Hamann.

International business was high on the agenda of the participating companies at ICE Europe 2015, and with half of the visitors and 44% of the exhibitors coming from outside Germany this year's exhibition was more international than ever. Major visitor countries, after Germany, were Italy, Austria, Switzerland, France, Great Britain, Poland, the Netherlands, Turkey and Spain.

Major industry sectors represented by visitors were packaging, engineering, the paper industry, package printing, the chemical industry and textiles/nonwovens.

The exhibition categories visitors were primarily interested in were coating and laminating, slitting/rewinding, control / test / measurement, flexo and gravure printing as well as materials.

“A first analysis of the exhibitor feedback shows that exhibiting companies were highly satisfied with the outcome of ICE Europe 2015. A vast majority of exhibitors were able to fully reach their target groups; they praised the quality of visitors and the clear focus of this trade exhibition,” says Nicola Hamann.

Most of this year’s exhibitors had already indicated on-site that they intended to exhibit again at the next exhibition. ICE Europe 2017 will take place from 21-23 March 2017 at the Munich Trade Fair Centre.

Next year, Mack Brooks Exhibitions will organise ICE Asia, from 19 - 21 October 2016, in Shanghai, China; and the next ICE USA will take place from 25 -27 April 2017 in Orlando, Florida.

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