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ICE Europe celebrates the 10th anniversary event from 21-23 March 2017

86% of exhibition space already booked

The 10th anniversary event of the ICE Europe show will take place from 21-23 March 2017 at the Munich Trade Fair Centre in Germany. The world's leading exhibition for the conversion of flexible, web-based materials, such as paper, film, foil and nonwovens, targets industry professionals looking for innovative equipment and solutions within the converting sector.

“For two decades now, ICE Europe has been the key platform for converting professionals and experts who seek to advance their business and stay updated on the latest innovations. Following the record show of 2015, closing with a visitor increase of 7%, the 10th event of ICE Europe 2017 will focus on the rapid technological diversification in converting, which is pushed by the impact of trends and challenges on the industry, such as automation and digitisation. The converting market is a highly dynamic sector in which the production and conversion of high quality flexible materials and the implementation of sustainable production processes are the drivers for innovation,” says Nicola Hamann, Managing Director of the organisers, Mack Brooks Exhibitions.

Exhibition space for the world's leading converting show selling fast

Less than a year ahead of the show, 324 exhibitors from 21 countries have already booked and reserved 86% of the exhibition space. In 2015, the show was another great success with overall 7,040 visitors, 439 exhibitors and a net exhibition space of 11,000 m².

The exhibition profile covers products and services from all key areas of the converting sector, which include: materials, coating/laminating, drying/curing, (pre)treatment, accessories, slitting/rewinding, flexographic/rotogravure printing, finishing, factory management/waste disposal, retrofits/machine upgrades, toll coating/converting/slitting, control, test & measurement, software, services, information & communication.

ICE Europe 2017 will be held in halls A5 and A6 of the Munich Trade Fair Centre in Germany.

Exhibitor Brochure available to order from the newly designed ICE Europe website

The Exhibitor Brochure is now available in three different languages (English, German and Italian) via the Information Request Form in the show website's exhibitor section, www.ice-x.com/europe. The multilingual and newly designed website offers the latest news and updates on the world's leading converting exhibition as well as a number of useful tools for exhibitors and visitors, such as stand reservation forms and hall plans, stand options, facts and figures, photos and videos, the possibility to sign up for the official exhibition newsletter (ICE Insight) and more.

Highly qualified trade audience

The ICE Europe show consistently convinces with the attendance of highly qualified visitors from across the converting sector. Among the visitors of the show are managing directors, plant managers, design and production engineers, technical managers, purchasers and sales and marketing directors from a wide range of industry sectors including packaging, food, pharmaceutical, furniture, electronics, plastics, printing, automotive, wipes, textiles/nonwovens, chemicals, paper and recycling.

In the exhibition survey, ICE Europe 2015 received top ratings for the quality of its trade audience: 83% of visitors said that they influence or make purchase decisions and a total of 3,100 visitors came with definite investment plans. As for exhibitors, 98% said that they had fully or partly achieved their business goals.

ICE Europe once more co-located with CCE International

ICE Europe will once again be co-located with CCE International, the only trade fair in Europe exclusively dedicated to the corrugated and folding carton industry. CCE International addresses suppliers and manufacturers of raw materials, machines, equipment and services for the production and conversion of corrugated and cartonboard. Visitors at CCE International include corrugated and folding carton converters as well as packaging designers and specifiers. With a total of 156 exhibitors and more than 2,410 visitors from all over the world, the event in 2015 was a thorough success – www.cce-international.com.

For more information on ICE Europe 2017, please visit www.ice-x.com/europe.

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