

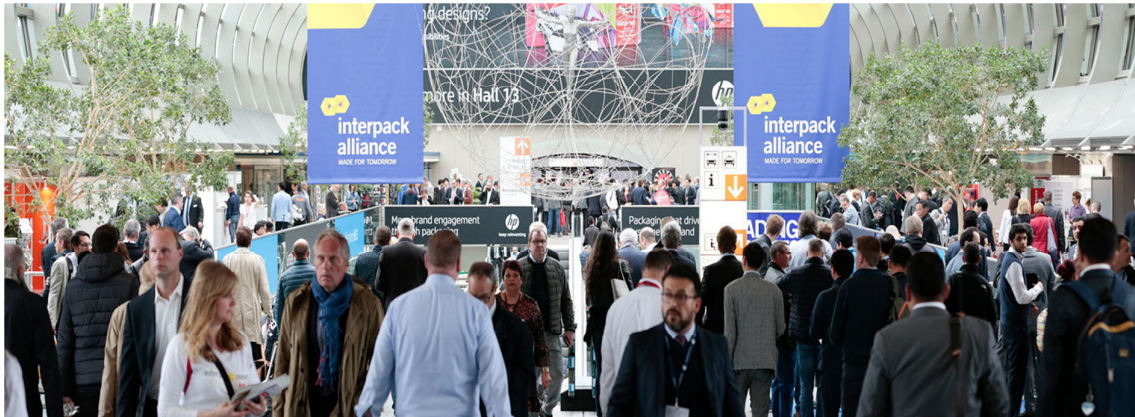
# A report on Plexconcil's Indian Pavillion at



The PLEXCONCIL in its endeavor to promote the export of plastics products took part in INTERPACK 2023, DUSSELDROF, GERMANY, the largest show for packaging and processing in Europe which was held from 4-10 May 2023.

## **About the INTERPACK 2023, Dusseldrof, Germany**

Interpack 2023 is when the global packaging industry meets in Düsseldorf when innovations along the entire value chain are presented and the top trends are discussed, then you know it's Interpack. The focus was on packaging materials, packaging machines, and related process technology for the food, beverage, confectionery, bakery, pharmaceutical, cosmetics, non-food, and industrial goods sectors. Interpack is a global trendsetter for the future themes of the industry. From Sustainability to Digitalization: what will be reality tomorrow is presented at the show today. This is what makes Interpack simply unique.



2800 exhibitors from more than 68 countries and more than 1.70 lakh visitors make this show one of the leading and most established shows for packaging and processing in the world especially in Europe.

The Interpack 2023 shows entire value creation chains: From the production and refinement of packaging products and packaging materials - over packaging and distribution - right up to quality assurance and consumer protection.

Processes and machinery for the packaging of - Food - Beverages - Pharmaceuticals -Cosmetics - Consumer goods (non-food) -Industrial goods - Packaging materials - packaging means and packaging production -Processes and machinery for confectionery, bakery, and pharmaceuticals - Services

The next edition will be on 7-13 May 2026.

## Indian Pavillon

The Indian plastic packaging industry plays a major role in the supply chain both processing and packaging including machinery manufacturing. The Plexconcil had for the first time Indian Pavillon at this show with 21 exhibitors from across India. The Plexconcil's request for more space was not possible because of the paucity of space at the show. Hence, the Indian Pavillon was spread across two halls in Hall 8A & 8B (3 locations).

India Branding was created along with the Exhibitor's directory which was distributed to potential buyers at the show. The Council had a booth to promote its activities including the promotion and sourcing of Buyers & Exhibitors for PLEXCONNECT 2023.



Though the expected footfalls were less this year compared to the last edition, the buyers were keen to do business and every buyer who visited the Pavilion was able to source the right product. The last two days the footfalls were heavier than the weekends (Sat-Sun).

### Feedback:

1. The India Pavilion should be at all the important and relevant halls like Hall 7, 8, and 9 so that the buyers would be able to locate their products.
2. Better branding and promotion of the pavilion including hoardings inside the halls and outside the halls
3. The tunnel booth and floor marking should be changed to provide width for the stall rather than the depth which has been done this year.

## PLEXCONNECT 2023 Promotions

The Plexconnect 2023 was promoted effectively during the show by the Council's representatives visiting potential exhibitors/buyers and inviting them to visit the show. The Plexconnect and the activities of the Council were promoted at the Council's booth. Plexconnect 2023 was promoted amongst all the Indian Exhibitors at the show who were not part of the Indian Pavillion. The buyers were invited to visit Plexconnect 2023.

The representatives met all the country associations present at the show to invite them to Plexconnect 2023 along with all the potential buyers who were invited as buyers to visit Plexconnect 2023.

The Council was represented by Mr. Sribash Dasmahapatra, Executive Director, and Mr. Ruban Hobday, Regional Director, South.

### **Officials Meeting during the Show**

#### **Consulate General of India, Frankfurt, Germany**

Dr. Amit Telang, Consul General, and Mr. Vinod Kumar, Consul – of Commerce visited the Indian Pavilion at the invitation of the Plexconcil.

A meeting was fixed with Mr. Thomas Dohse, Director, Interpack along with the Indian Representatives of Messe Dusseldorf, the organizers of the show with the Consul General mainly to seek more space in 2026 for the Indian Pavilion. The Consul General visits all the Indian Exhibitors interacting with them about their recommendations and inputs to make to more relevant and fruitful.



Mr. Ravish Kamath, Recent Past Chairman, Plexconcil presented a memento to the Consul General along with Mr. Sribash Dasmahapatra, Executive Director, Plexconcil.

