

## Visitors in large numbers, satisfied exhibitors: A business event in a convivial atmosphere

The last edition of IPA, the World Food Process Exhibition, closed holding its promise: 51,019 visitors, of which 37.8% international, came to find out about the latest technological developments of the 610 exhibiting companies (44% are international businesses) and keep up-to-date with today's major challenges via a high-level cycle of conferences.

### A successful reorganization

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With the exhibition reorganized over 4 days and exhibits distributed in two major exhibit areas, i.e. IPA Matic, Hall 1 – meat products and fish sector - and IPA Mutlifilière, Hall 2, the exhibition has regained momentum and met exhibitors' as well as visitors' expectations. A new format which fully fits the food-processing offering of EMBALLAGE, the World Packaging Exhibition.

### Business on the fore

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A great number of exhibitors have already expressed their satisfaction with the quality of their business contacts and their feeling that these contacts are more and more international. The general opinion is that visitors came with real investment projects.

### IPA + EMBALLAGE: A winning pair

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For the fourth consecutive edition, the simultaneous organization over 4 days of EMBALLAGE and IPA once again proved to be fully relevant for all the food processing players. With a total of **135,210 visitors**, the event as a whole (IPA + EMBALLAGE) forms the major show for all the food-related industries from process equipment up to packaging. A winning pair which has become a benchmark event that serves today as an example.

### Foremost events which attracted a maximum audience

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R&D and innovation are mainsprings of growth for the food-processing industries. Aware of growing needs for information, the exhibition proposed a complete programme of conferences for the food industry's players this year again. The **Innovation Research Forum** broke attendance records: 1,000 auditors came to listen to industry experts, organizations and researchers who delivered about fifteen thematic conferences. A relevant complement to the exhibition visit which turns IPA into a real place of exchange and information.

The **IPA Innovation Competition / SIEL Trophy Awards** were officially awarded to the 2006 winners in the presence of Mr Nicolas FORISSIER, the Interministerial Delegate for the Food Industries and Agribusiness.

It is also worth mentioning that the first participation of the **CEPROC School (Higher Gastronomy School)** and of the **Ecole de Paris des métiers de la Table, du Tourisme, et de l'Hôtellerie** (Paris school for the foodservice, restaurant, tourism and hotel industries) attracted a lot of attention; both promoted the French expertise throughout the exhibition with culinary demonstrations and tastings to please your eyes and your taste buds !

**In November 2008 don't miss the next edition IPA 2008 still more future-oriented and forecasting.**

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