

« Business and Innovation » the mainstays of IPA 2008

November 2008

IPA, the World Food Process Exhibition, closed on last November 20th confirming its status of must-go-to event for food industry professionals. 44,045 visitors came to discover all the exhibited innovations. Co-located this year with EMBALLAGE, the World Packaging Exhibition, IPA will be held in tandem with SIAL in 2010. This 2008 edition fully confirmed its promising outlook with special focus being laid on new products: From the IPA Innovation Competition to the Innovation Research Forum, and with the diversity of the products and solutions offered by the exhibitors, IPA clearly showed its dynamism in spite of a slack economic situation.

A high value added edition

With more than 80 percent of senior executives, half of them holding senior company management positions, this edition delivered a highly qualified visitorship. Industry professionals confirmed their growing interest in innovation and mainly in process optimization. The exhibition also confirmed its international standing with a great number of foreign delegations and a 36 percent international attendance.

Innovation at the core of IPA's dynamism

The IPA Innovation Competition awards were given in the exceptional presence of Ms IDRAC, Junior Minister for foreign trade, and Mr ROUAULT, Interministry Coordinator in charge of the food industries, to honour the industry's most outstanding innovations proposed by exhibitors.

The Innovation Research Forum provided a future-oriented vision to its attendees. This European conference stands out as a benchmark event offering an international process engineering platform.

New prospects for IPA 2010

For its next edition, IPA will be held together with the exhibitions SIAL and IN-FOOD at the Parc des Expositions de Paris-Nord Villepinte, France. With this co-location the whole spectrum of the food industry will be covered from processes to finished products as well as ingredients and semi-processed foodstuffs. Look to this new synergy from October 17th-21st, 2010 !

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