



IPA, the World Food Process and Packaging Exhibition,
October 17-21, 2010 - Paris-Nord Villepinte Exhibition Center - Hall 7

April 2010

IPA Still More International in 2010

One of the strengths of IPA, the World Food Process and Packaging Exhibition, is its international dimension, as much on the exhibitor side as where visitor buyers are from.

IPA will be taking place October 17 to 21, 2010 alongside SIAL, the Global Food Marketplace, and IN-FOOD, in the new Hall 7 at the Paris-Nord Villepinte Exhibition Center. Holding the three events at the same time broadens IPA's international exposure and makes it possible to present the food industry in its entirety.

IPA is strengthening its international positioning in 2010, in particular through the events surrounding the Innovation & Research Forum and the International Meeting (new for 2010), all of which are essential in meeting the expectations of more than 44,000 professional visitors.

An asserted international dimension

Process and packaging equipment and solutions from the four corners of the world

In 2008 nearly one out of every two exhibiting companies at IPA was an international exhibitor from one of 29 countries.

In 2010, the presence of exhibitors from outside France is expected to be clearly higher. Six months from the opening of the exhibition, international exhibitors already account for 30% of overall exhibiting surface area, up 35% on the previous event.

This increase in surface area is particularly due to the arrival of new exhibitors, 50% of them foreign companies, mainly German.

The leading exhibiting countries, after France, and at 6 months from opening day, are as follows: Italy, Germany, the Netherlands, the United Kingdom, Belgium, Sweden, Spain, and Taiwan. To date, strong growth from the United Kingdom, Germany, Taiwan and Spain, as well as the arrival of Sweden among the leading countries represented should be noted. The presence of the United States is ensured mainly through European subsidiaries.

Some exhibitors have chosen IPA in 2010 as their major event of the year and are investing in their presence like SPX (UK) and FBR (Italy).

Foreign visitors won over by IPA's comprehensive offer

IPA is not lagging behind on the visitor side: 28% of the visitors welcomed at the exhibition in 2008 were international, from 105 countries.

58% of foreign visitors to IPA 2008 came from the European Union. Among them, Italy accounted for the highest proportion (22%), followed closely by Belgium (20%).

French-speaking countries from outside the EU were also well represented (Maghreb, Middle East, rest of Africa, French overseas departments and territories). This characteristic of IPA is widely appreciated by both French and international exhibitors:

"At IPA we meet more clients from African and Middle Eastern French-speaking countries," Gert Nilsson, Sales Director, JBT-FoodTech (Sweden).

"The difference between IPA and competing exhibitions is the significant number of visitors from French-speaking Africa," Laura Goretti, Exhibitions Manager, FBR-ELPO (Italy).

The objective for the upcoming exhibition, set at 44,000, should see the proportion of foreign visitors increase noticeably (35% expected in 2010). More so, in fact, than for visitors from France, the "one visit/three exhibitions" effect, synonymous with savings in time and money, is expected to come into full play.

"We believe the food industry/equipment combination can be a winner," Gert Nilsson, Sales Director, JBT-FoodTech (Sweden).

The extent of research: the International Meeting within the Research & Innovation Forum

The **Research & Innovation Forum** offers a series of European conferences freely open to all visitors.

This is a unique opportunity to keep updated with the latest R&D work, technological advancement in Process Engineering, and more generally, with innovation specifically applied to the food processing industries.

The 2010 event will be emphasizing even further its international aspect with the unveiling of results of some twenty European research projects, from Tuesday 19 October to Wednesday 20 October morning, thanks to the presence of their coordinators during a unique international meeting.

Listeners will have the opportunity, unique in France, of gaining a thorough insight into the extent of research in food processing in Europe: PathogenCombat, ProSafeBeef, Truefood, Icare, FRISBEE, Novel Q, OPTIM'OILS, Healthgrain, DREAM, CAFE, HIGHQ RTE...

Several themes will be addressed: presentation and challenges of the European Food For Life platform, results of research in Europe (AgriFoodResults), prevention of food chain contamination by pathogenic microorganisms (PathogenCombat), improvements in the sanitary safety and quality of bovine meat (ProSafeBeef), assessment of risk of chemical contamination by packaging (Truefood), effects of new packaging-related non-thermal conservation technologies on the quality and safety of ready-to-eat products (HIGHQ RTE), design of innovative biodegradable packaging solutions (Novel Q)...

A food industry event unprecedented in size

The joint holding, in the same place and on the same dates, of three major food industry exhibitions – IPA, the World Food Process Exhibition, SIAL, the Global Food Marketplace, and IN-FOOD – provides a consistent and complete offer, from process to finished product.

This rational decision has won over IPA exhibitors: the strategic fit between the exhibitions is clear, *"SIAL is the exhibition most visited by IPA visitors,"* (source: IPA 2008 visitor survey), which means there is definitely potential for targeted and international visitors for IPA. In fact, the 53,000 visitors to SIAL are food industry professionals, with 50% of them from abroad.

In addition, international exhibitors are placing high hopes in this new format:

“Holding IPA and SIAL together is something we have been looking forward to for years. If the organization proves to be up to it, this choice will turn out to be a winner and will set IPA apart from competing exhibitions. This is an option that will have to be continued in coming years,” Laura Goretti, Exhibitions Manager, FBR-ELPO (Italy).

“Holding IPA, SIAL and IN-FOOD together is positive as visitors to these two other exhibitions may also be interested in our products,” Ilaria Silveti, Sales Manager, Mectra (Italy).

IPA exports...

Those responding to the SIAL Innovation Barometer survey generate, on average, 30% of their sales in export markets. In addition 83% of them launch their year's innovations internationally.

International markets are a source for development for food industry professionals with the Middle Eastern market currently one of the most dynamic of them. For this reason IPA is launching IPA Middle East.

From November 22-24, 2010, at the Abu Dhabi exhibition center, IPA Middle East will be presenting the latest trends and innovations in the sector. Run by Turret Middle East, one of the leading exhibition organizers in the region, IPA Middle East is being held jointly with SIAL Middle East and offering, in this rapidly-changing market, the first event of its kind in the region and to its French and international exhibitors a unique opportunity to access this expanding market.

All information: www.ipa-web.com

Press contacts:

AB3C - Valentine Brunel - Jean-Patrick Blin
+ 33 (0)1 53 30 74 00
valentine@ab3c.com - jeanpatrick@ab3c.com

Exhibition Contacts:

Valérie DISSAUX – Communications Manager
Hakima AMRANE – Communications Executive
ipa@comexposium.com
Tel.: + 33 (0)1 76 77 11 17

Find all press information and the trade show logo and picture gallery at:
<http://www.ipa-web.com> - in the "Press" section.

Name	IPA – World Food Process Exhibition
History	<ul style="list-style-type: none"> • Created in 1968, co-located with SIAL at CNIT, then at Paris-Porte de Versailles exhibition centre. • 1986: SIAL moved to Paris-Nord Villepinte, IPA remained at Paris-Porte de Versailles; the 2 exhibitions continued to be held at the same time. • 2000: IPA ceased to be held at SIAL's dates in October, and joined Emballage at Paris-Nord Villepinte in November. • 2010: IPA will return to the same dates and venue as SIAL, in October at Paris-Nord Villepinte
Cycle	Biennial
Dates 2010	October 17th – 21st, 2010
Venue	Paris-Nord Villepinte – NEW HALL 7
IPA, organised into 2 strong entities	<ul style="list-style-type: none"> • IPA Matic : an area dedicated to equipment for the meat and fish processing industries • IPA Multifilière : an area which groups together all equipment and machines for dairy products, milk and liquids, breads and pastries, confectionery, fruit and vegetables, ready-made meals, as well as all food and sanitary testing tools.
Number of exhibitors	<ul style="list-style-type: none"> • 600 companies
Exhibitors' profile	<ul style="list-style-type: none"> • Manufacturers and distributors of machinery/equipment, technologies and services for the food and beverage industries
International participation	<ul style="list-style-type: none"> • 29 countries • 48% international exhibitors
Exhibition area	<ul style="list-style-type: none"> • 36,000 sqm
Visitors	<ul style="list-style-type: none"> • 44,000 expected visits
Visitors' profile	Food and beverage industries, Food Retail industry, Trade, Research centres <ul style="list-style-type: none"> • Managing Directors / Factory Managers (26%) • Manufacturing/Production/New works (18%) • Design/ R&D (13%) • Purchasing (7%)
Geographic origin	<ul style="list-style-type: none"> • 105 countries represented • 35% international visitors