



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

December 2009

IPA 2010: Spotlight on Innovation, a Lever for Growth and Dynamism

IPA in 2010 will be promoting more than ever responsible production and sustainable development and this latest show is focusing on research and innovation, stepping up activities in this direction: creation of a Research-Development-Innovation Area, implementation of a specific Innovation & Research Forum program, the IPA Innovation Competition...

This event offers a host of opportunities for food processing professionals to invest in innovation, the ideal tool to increase performance and remain competitive.

The Research-Development-Innovation Area and the Innovation & Research Forum: Keys to innovation

According to the first Innovation Barometer survey developed by SIAL in 2009, food processing professionals almost unanimously recognized the major role innovation plays in corporate performance and they say they value "thoughtful innovation" by developing, within the next five years, technological innovations and processes that encourage responsible production.

And while 95% of them demonstrate a real desire to innovate, many of them are not really sure how to go about it.

Over many years IPA has developed an aggressive approach to advances in techniques and expertise that promote development and innovation in the food-processing industry.

In 2010 IPA will be providing some lines of thought and a wide array of solution initiatives, from the most ordinary to the most specific.

An exclusive exhibition and information zone, the **Research-Development-Innovation Area** will be specially dedicated to analysis and R&D. Strategically located right next to the Innovation & Research Forum, the Research-Development-Innovation Area will bring together research and analysis institutes, technical centers, and specialists in consulting, finance, services and solutions for the development of new products and innovation in the food industries.

A series of theme-based lectures, the **Innovation & Research Forum** will enable professionals to stay abreast of the latest R&D developments, technological advances in process engineering and more generally, innovations dedicated to the food-processing industry. The 2008 Innovation & Research Forum attracted more than 600 attendees.

The 2010 Innovation & Research Forum program is designed to support, guide and provide some insight into the Sustainable Development and Responsible Purchasing approach of the food industries.

IPA rewards innovation

Intended to promote technological excellence and reserved exclusively for exhibitors, the industry-recognized **IPA Innovation Competition** rewards the most outstanding innovations whether national, European or international, all previewed at the show.

Advantages of being held jointly with SIAL and IN-FOOD

Holding the IPA in conjunction with SIAL and IN-FOOD in 2010 represents a comprehensive offer covering the different stages in the food-processing industry, upstream to downstream: process, ingredients, intermediate and finished products.

A request from IPA visitors

SIAL exhibitors and part of SIAL visitors visit IPA; SIAL is the exhibition mostly attended by IPA visitors. Nearly one SIAL visitor in two has shown interest in visiting IPA.*

An opportunity to expand the number of visitors

SIAL, the Global Food Marketplace, will host 5,500 exhibitors and 53,000 visitors from the food industries. *"By holding IPA, SIAL, IN-FOOD in conjunction, even more people will come to the exhibition. This will increase our exposure to a larger number of people to whom we have never shown our products before. Our hopes are running high for 2010."* M. SANDBERG, Marketing Director, FORMAX (USA)*

*source: exhibitor and visitor surveys, SIAL 2008

New opportunity: IPA Middle East, in Abu Dhabi

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. This just goes to show the importance of international markets for the food-processing industry. The Middle East is currently one of the most buoyant among these.

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

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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	36,000 sqm
Visitors	<ul style="list-style-type: none"> • 44,000 expected visits
Visitors' profile	<p>Food and beverage industries, Food Retail industry, Trade, Research centres</p> <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 • 36% international visitors