



## **IPA, THE WORLD FOOD PROCESS EXHIBITION, ENTERING THE MIDDLE EAST**

**From November 22 to 24, 2010**

**Press Release**

November 4<sup>th</sup>, 2009

To be held from 22 to 24 November 2010 in Abu Dhabi's National Exhibition Centre, IPA Middle East 2010 will bring together professionals involved in food processing & packaging and services & equipment who seek domestic and international business with professionals in the food industry looking for innovative, high-performance equipment and machinery.

IPA, "a must-attend-event" for all processing technologies, was created in 1968. Held every two years in Paris, it attracts more than 44 045 visits from 105 countries who come to meet over 600 exhibitors from 29 countries.

The launch of IPA Middle East reinforces its international standing, already reflected by 48% of IPA exhibitors and 28% of IPA visitors, and allows participants to be involved in an increasingly strong market.

"The rapidly changing food marketplace means that there is a real need to expose the latest trends, innovations, and equipment". "The Middle East is one of the most buoyant markets and we look forward to introducing the brand in the capital city, Abu Dhabi" says Bernard Becker, Chairman of Comexposium, the organisers of IPA.

IPA Middle East will be run by Turret Middle East, one of the leading exhibition organisers in the region. "We are pleased to partner with Comexposium to launch IPA Middle East which will take a new approach to marrying buyers and sellers in the region" says Richard Hease, Chairman of Turret Middle East. Turret will use this specialised network and knowledge to address the needs of the Middle East industry which is fast developing.

Manufacturers and distributors of equipment, technologies and food services will be invited to participate in a strategic and highly focused event, a first of its kind in the region, where selected food industries will be hosted as guests of IPA Middle East.

IPA Middle East will run alongside SIAL Middle East and will further benefit from global expertise. IPA, the World Food Process Exhibition, takes place in conjunction with SIAL.

## **About Comexposium**

With a turnover of over 230 million in 2008 achieved with a portfolio of 150 events (trade fair, conferences, business convention), Comexposium is the No 1 events organiser in France. The Group ranks sixth in Europe.

The trade fairs organised by Comexposium (SIAL, SIMA, INTERMAT, CARTES...) are leaders in their line of business and represent essential opportunities for networking, doing business and forging contacts. With a wide coverage of 17 separate business sectors, Comexposium has acquired unique knowledge of all the changes and developments within each sector.

Comexposium also organizes major shows in the main areas of economic growth namely Asia, North America, South America and North Africa.

[www.comexposium.com](http://www.comexposium.com)

## **About IPA**

IPA, the World Food Process Exhibition, is the event for process and packaging technologies. In 2010, IPA will be held at the same time and place as SIAL, providing a complete food industry offer from process to finished products.

IPA will take place from 17 to 21 October 2010 at Paris Nord Villepinte Exhibition Centre (Hall 7) – France.

With the Innovation Research Forum, IPA is at the heart of the latest food technologies and innovation, addressing the key challenges of the food industry today:

Exhibitors' profile: Manufacturers and distributors of machinery/equipment, technologies and services for the food and beverage industries.

Visitors' profile: Food and beverage industries, Distributors of equipment, importers, Research centres and services.

600 exhibiting companies, 48% of them from abroad, and 45,000 visits representing more than 105 countries.

[www.ipa-web.com](http://www.ipa-web.com)

## **About SIAL**

SIAL is the global marketplace for all those involved in the food industry (retail, trade, manufacturing, food service, catering professions, services). SIAL is where business and innovation meet.

SIAL 2008 in France recorded 147,860 visits, from 185 countries, i.e. + 5% vs 2006 and +10% international visitors. The 5500 exhibitors represent an increase of 4% over 2006, with international exhibitors from 101 countries accounting for 78% of the total.

Innovation is always a key priority at SIAL with 350 new products presented in the Trends & Innovations Observatory. SIAL 2010 will take place from 17 to 21 October 2010 at Paris Nord Villepinte Exhibition Centre – France.

[www.sial.fr](http://www.sial.fr)

**In November 2010 in Abu Dhabi, IPA Middle East and SIAL Middle East will present a dedicated platform for the whole food industry**

## **About Turret Middle East**

A multi award winning company, Turret Middle East has launched and developed some of the most successful live events in the UAE and is a leading publisher within several market sectors in the Middle East.

Turret Middle East's events annually represent more than 1,400 exhibitors and deliver more than 120,000 visitors in industry sectors as diverse as renewable energy, IT, gourmet food and waste management. [www.turretme.com](http://www.turretme.com)

For more information: [www.ipa-me.com](http://www.ipa-me.com)

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