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ICE Europe 2009: Growth for International Converting Exhibition

Positive news comes from ICE Europe's new organisers, Mack Brooks Exhibitions: Europe's leading exhibition for paper, film and foil converting, which will take place from 24-26 November 2009 in the M,O,C, Munich, Germany, is - with 300 exhibitors from 17 countries - already almost completely sold out. The 6th International Converting Exhibition ICE Europe 2009 has also grown in exhibition space by some 2,000 m² net. Now, with a total of 8,000 m² net exhibition area, almost all of the stand space in the four halls of the M,O,C, has been allocated.

"The positive feedback from the exhibiting companies shows that even in times like these, ICE Europe is considered a major event for this industry sector. The dedicated exhibition profile in combination with the networking character of the show has proved to be very valuable for the participants. ICE Europe is an ideal platform for making rewarding business contacts and exchanging know-how and ideas," says Nicola Hamann, Exhibition Director ICE Europe on behalf of Mack Brooks Exhibitions.

The exhibition profile includes all key processes of converting web-based material, such as paper, film, foil and nonwovens. Materials as well as products and services for treating, coating/laminating, drying/curing, slitting/rewinding and finishing will be on display. Control and measurement equipment, accessories, toll coating, software, consulting and waste removal, round off the exhibition profile.

With 270 exhibitors and 4,200 visitors, the previous show was a record exhibition. The figures of this year's event show that ICE Europe was able to further develop its position as an established trade fair for professionals in the converting industry. Amongst the exhibitors at this year's show there are now also companies from Turkey and Poland; countries where paper, film and foil converting is a growing industry sector.

Increasing international participation at the show in the future is a key focus for Mack Brooks Exhibitions. "ICE Europe is already a very international exhibition. 46% of the exhibitors and 38% of the visitors at the previous show were from outside Germany. Here we have the opportunity to raise these figures ensuring we bring the right visitors to Munich," explains Nicola Hamann.

Preparations for ICE Europe 2009 are well under way at the organisers. A visitor brochure in five languages, including important details about the exhibition will be published in June. Up-to-date information in even more languages is available at www.ice-x.de

ICE Europe 2009 will be open on 24 and 25 November 2009, from 9.00 – 17.00 hrs, and on 26 November 2009, from 9.00 – 16.00 hrs. There will be a comprehensive variety of new products and services to discover. An attractive supporting programme will ensure possibilities for networking and expert talks, and there will also be a conference organised by Fraunhofer Institute. ICE Europe 2009 is yet again set to be a highlight for the converting industry.

www.ice-x.de

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