



November 2009

## **ICE Europe 2009 – International Converting Exhibition**

### **Trade show for paper, film and foil converting opens with exhibitor record**

From 24-26 November 2009 a record number of 328 exhibitors from 21 countries will present a vast array of innovative products and services for the paper, film and foil converting industry at the M,O,C, in Munich. With a 20% increase in exhibitor numbers and a 30% increase in exhibition space ICE Europe 2009 is bigger than ever. The four halls of the M,O,C, Exhibition Centre are fully booked.

Participation at the event is again very international: 45 % of the exhibiting companies come from outside Germany, with the majority coming from Italy, Great Britain, Switzerland, France, the Benelux, the USA and Austria. There is also an impressive number of new participants at this year's ICE Europe: 106 companies from 17 countries are first time exhibitors.

“With these positive figures at the start of the show, it becomes clear that converting is a highly dynamic industry sector with good potential for the future, irrespective of the economic cycle,” says Nicola Hamann, Exhibition Director ICE Europe on behalf of the organisers Mack Brooks Exhibitions. “The positive development of this industry branch over the past decade is reflected by the continuous growth of the ICE Europe exhibition which is now firmly established as Europe’s top event for converters.”

ICE Europe 2009 is the 6<sup>th</sup> exhibition for the converting of web materials such as paper, film, foil and nonwovens. 4,200 visitors from 52 countries attended the previous event. The exhibition profile includes machines, accessories and systems for coating and laminating, drying/curing, treatment, slitting/rewinding and finishing. Materials, software, retrofits, factory equipment as well as consulting and toll converting services will also be on display.

Although many companies in the converting industry have had to accept losses in the current year, the high number of exhibiting companies at ICE Europe 2009 suggests that this industry is focussing on innovation and creativity to combat the crisis. A large number of the new products and intelligent solutions showcased at this year’s exhibition aim towards enhanced product quality, energy efficiency, waste

prevention and environmentally sustainable production processes. Many companies offer flexible, tailor-made solutions and demonstrate the advantages of their innovation live on-stand. An attractive supporting programme will ensure possibilities for networking and exchange of expertise.

A conference organised by the Fraunhofer Institute will run alongside the exhibition in the afternoon of 25 November 2009. The conference title is "Converting processes for tailor-made packaging."

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.

Visitors to ICE Europe 2009 who pre-register online will save 10.00 Euros. The entry ticket for the entire duration of the show will then cost 30.00 Euros instead of 40.00 Euros. Pre-registration is possible on the show website [www.ice-x.com](http://www.ice-x.com). The website also includes a show planner and useful travel information.

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