



November 2024

## **ICE Europe 2025: Anticipation grows for converting's flagship event in Munich**

**From 11 – 13 March 2025, the international converting industry will meet in Munich for the 14<sup>th</sup> edition of ICE Europe, the world's leading marketplace to source bespoke converting solutions for flexible and web-based materials. With nearly 90% of stand space now sold, visitors can expect an impressive line-up of top manufacturers and suppliers from Europe and around the globe, presenting hundreds of break-through exhibits and live machines to a dedicated audience of industry professionals. A top-tier event programme will see the return of the renowned ICE Awards, as well as the launch of a new ICE Conference.**

Bespoke, efficient and cost-effective: This is what converting specialists will be looking for when they meet at ICE Europe 2025, the industry's benchmark event for the latest machinery, technologies and systems in converting paper, film, foil, nonwovens, and other flexible, web-based materials. The 2025 edition marks a significant milestone as this will be the first ICE Europe operating without any post-COVID travel restrictions, offering unlimited access for all participants once again.

### **Dynamic platform for innovation and collaboration across the globe**

As the only trade fair of its kind, anticipation is running high in the converting community, with a significant number of international visitors expected in March. The previous event in 2023 attracted a highly engaged trade audience from 64 nations. On the exhibitor side, booking numbers are now moving towards pre-pandemic levels, with nearly 90% of stand space already sold. Besides Germany, this year's top exhibitor countries are Italy, Turkey, China, Great Britain, Spain, the United States, Switzerland, France, and the Netherlands – all pointing towards a growing global reach of the show.

Visitors can look forward to a stellar line-up on the show floor, providing the opportunity to personally engage with top international suppliers and innovators like BST, Davis-Standard, Erhardt + Leimer, Guidolin Giroto, IMS Technologies, Jagenberg, Koch Industrieanlagen, Kroenert, Matthews International, Neuenhauser Maschinenbau, New Era Converting Machinery, Tesa, and many more.

### **New for 2025: ICE Conference**

Launching for the first time, the ICE Conference will offer an engaging programme of expert talks and presentations on leading topics, technologies and trends in converting. More information on the conference agenda will be published online closer to the event.

### **Prestigious and popular: ICE Awards**

The much-anticipated ICE Awards will make a return, promising an exciting showcase of outstanding achievements in technical excellence and innovation. This year's award categories are: 1. Workflow Connectivity and Automation; 2. Sustainability; and 3. New Technology. The ICE Awards are hosted in cooperation with C2 Magazines. The winners will be selected via verified online voting by the converting community. The official Award Ceremony will be held on the first exhibition day.

### **Uniquely positioned: The marketplace that connects the converting industry**

ICE Europe plays a distinctive role within the international converting community, connecting experts and key players on many levels, as Patrick Herman, Event Director for Converting, Paper and Print Events at RX, explains:

“ICE Europe is the industry’s hotspot, hub and marketplace, all in one: a hotspot for exciting technical innovations and live machinery, presented in two large exhibition halls; a hub for meaningful dialogue, learning and exchange with suppliers, experts, and peers from across the globe; and a vibrant marketplace to explore and source tailored solutions that leverage the latest technology the market has to offer.”

He concludes: “At ICE Europe, it all comes together – the people, the technology, and the knowledge – paving the way for smart, efficient and sustainable converting processes that meet today’s challenges in key industries around the world.”

### **Show dates, venue and co-located event**

ICE Europe 2025, the 14th International Converting Exhibition, will take place from 11–13 March 2025 at the Munich Trade Fair Centre in Germany, occupying halls A5 and A6. Attendees can benefit from extra input and synergies from the co-located CCE International, Europe’s key event for the corrugated and folding carton industry, which is located in the neighbouring hall A4.

Companies looking to exhibit in March 2025 are advised to contact the Sales Team immediately. All-inclusive packages, including pre-equipped stands plus marketing services, are available.

[www.ice-x.com](http://www.ice-x.com)

### **ENDS**

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#### **About RX**

RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).