



September 2023

ICE Europe Confidently Reimagined: Industry Gathering in 2025

The 13th International Converting Exhibition concluded with three dynamic days filled with thriving business, attracting 4,850 trade visitors from 64 countries. The event witnessed a remarkable 30% increase in visitor numbers compared to the previous edition. Building upon the triumph of this year's show, the decision for ICE Europe to maintain its biennial cycle has been made. The next ICE Europe show edition will unfold from 11th - 13th March 2025.

ICE Europe remains steadfast in its unwavering dedication to delivering an unparalleled experience for its esteemed attendees. Following the response to the vision of the shows' annualisation, a comprehensive examination of current market conditions and in-depth market research significantly shaped the decision to forego the forthcoming edition of the show and uphold the established regular show cycle. This strategic move demonstrates ICE Europe's commitment to meeting the evolving needs of its audience while upholding its renowned reputation for excellence. By staying attuned to the pulse of the industry, ICE Europe continues to stay ahead of the curve, providing a platform that surpasses expectations and delivers unmatched value to its loyal audience.

"We are extremely gratified by the overwhelmingly positive feedback we have received, affirming unanimous support for ICE Europe 2025. It is also great to see that our key accounts have already confirmed their attendance for the forthcoming show edition. Rest assured, preparations are already in full swing for an exceptional show edition in the subsequent year", states Patrick Herman, Event Director of the Converting, Paper and Print Events, on behalf of RX.

ICE Europe is the pivotal hot spot, bringing together key industry players. As the world's leading exhibition for the conversion of flexible and web-based materials, ICE Europe covers crucial topics such as efficiency, productivity, automation, digitalisation, and sustainability. The demand for sustainable production and utilization, along with ongoing trends, drives innovation, interest, and investment in this dynamic industry sector. Live presentations showcasing cutting-edge machinery and systems, along with technical discussions on-site, focus on addressing prevailing obstacles and finding common solutions. In this dynamic sector, ICE Europe offers an excellent platform for the converting community to stay ahead by embracing sustainable practices, leveraging innovation, and staying informed on the latest trends.

Co-located Event

Attendees can benefit from increased opportunities and synergies as ICE Europe will take place parallel to [CCE International](#), Europe's key event for the corrugated and folding carton industry.

Attendees can attend ICE Europe 2025 in halls A5 and A6, while CCE International will take place in hall A4 at the Munich Trade Fair Centre in Germany.

Additional information about the ICE Europe 2025 can be found on the show's official website at www.ice-x.com.

Further ICE Europe Events

In the ICE series of dedicated trade events for the converting industry, ICE China will be held from 11 - 13 October at the Shenzhen World Convention and Exhibition Centre. Early next year, RX will organise ICEC USA, from 9 - 11 January 2024, in Orlando, Florida.

www.ice-x.com

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About RX

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 42 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of [RELX](#), a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com