



November 2022

ICE Europe: Key industry event returns in 2023

After the show's success in 2022, ICE Europe will be back from 14 – 16 March 2023 in Munich, Germany reinstating itself as the sole exhibition in the market of its kind. The 13th International Converting Exhibition will offer further contemporary expertise revolving around bespoke product and processing solutions, investment opportunities, and other exciting affairs.

Keeping the current market situation in mind, it is particularly important to focus on crucial topics such as efficiency, productivity, automation, digitalisation, as well as sustainability. It is essential to not only address and mirror these topics, but to also stay competitive while simultaneously shaping the future of the converting industry. This is precisely what ICE Europe facilitates. The live demonstration of new machines and systems and the technical in-person discussions that arise at the ICE Europe stands revolve around tackling the current challenges and finding common solutions. The special blend accentuates why ICE Europe provides an excellent platform for the converting community in this highly dynamic industry sector.

"ICE Europe is definitely the place to be, as it's the only key exhibition of its kind in the converting industry. There is no other event like it, that provides this level of high-quality networking opportunities. The show attracts specialists from a wide range of sectors ranging anywhere from packaging, printing, plastics all the way to engineering, medical and many more. Industry experts from around the globe travel to attend this industry hot spot to seize business opportunities and to evaluate their innovations in the presence of a specialised international audience." states Patrick Herman, Event Director of the Converting, Paper and Print Events, on behalf of Mack-Brooks Exhibitions.

As the world's leading exhibition for the conversion of flexible, web-based materials, such as paper, film, foil and nonwovens, ICE Europe remains a well sought-after event for the international converting industry. "The outcome of the most recent shows in March 2022, including ICE Europe, were outstanding. It was a substantial trade fair, displaying a large variety of machines and innovations on roughly 13,000 square meters." states Gerlinde Kasa, Event Manager of the Converting, Paper and Print Events, on behalf of Mack-Brooks Exhibitions. She adds "Participants were very pleased with the quality of the show and with the type of attendees this trade fair attracted. This is pretty much the only trade fair that brings the industry and its key players together."

With all key players gathered in one place, ICE Europe seizes the opportunity to acknowledge and honour individuals, taking on contemporary issues and who address crucial topics, such as efficiency, productivity, automation, digitalisation, as well as sustainability via the ICE Awards.

ICE Awards

The prestigious ICE Awards, honouring outstanding achievements in the converting industry, are making a comeback at ICE Europe 2023. The ICE Awards will honour exhibiting companies from the converting industry, tackling present-day challenges of the industry, for best practice, excellence, innovation, and outstanding performances.

More details will be published in the run-up to the show.

Co-located events

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, and [InPrint Munich](#), Europe's flagship event of the successful InPrint brand for the emerging community of printing professionals and manufacturers, on 14-16 March 2023.

Attendees can attend ICE Europe 2023 in halls A5 and A6, while CCE International, including InPrint Munich, will take place in hall B6 at the Munich Trade Fair Centre in Germany.

Further information about the ICE Europe 2023 can be found on the show's official website at <https://www.ice-x.com/en-gb.html>.

ENDS

Issued by:

Tristan Mandel, PR & Marketing Team Lead
Sasha Fleischner, Junior PR & Marketing Manager

ICE Europe Press Office
Mack-Brooks Exhibitions Ltd
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom
Tel: +44 (0)1727 814400, Email: press@mackbrooks.co.uk

[About Mack-Brooks Exhibitions](#)