

PRESS RELEASE

INFORMA MARKETS VIETNAM ORGANIZES THE 16TH INTERNATIONAL PROCESSING, PACKAGING EXHIBITION FOR VIETNAM IN NOVEMBER 2023, AND INTRODUCES THE DRINK TECHNOLOGY SHOWCASE ZONE - DRINK TECH, WHICH IS SET TO LAUNCH IN 2024

Ho Chi Minh City, November 08th – 10th, 2023, Informa Markets Vietnam will operate The 16th International Processing, Packaging Exhibition for Vietnam (ProPak Vietnam 2023) at Saigon Exhibition and Convention Center (SECC), District 7. This edition promises to bring valuable trading opportunities for domestic and foreign enterprises in processing, packaging industries, support businesses to grow and gain a long-term competitive advantage.

As a division of **Informa PLC** – a corporation headquartered in England obtaining over 11,000 employees and an extensive presence across more than 30 countries, **Informa Markets** is the leading global exhibition organizer. With a portfolio of more than 450 global B2B events and brands in numerous industries, the expos organized by **Informa Markets** always attract more than 80% of foreign exhibitors from developed countries such as the US, Europe, Singapore, Australia, etc. **Informa's** exhibitions are not only well-known trade destinations for millions of business visitors each year but also unmissable occasions for domestic and international businesses to promote products, find new clients and broaden their distribution system. Particularly, over 50% of visitors are the management board, company owners, or senior positions in the organizations.

With the respected history of serving Vietnam's processing and packaging industry, **The 16th International Processing, Packaging Exhibition for Vietnam - Propak Vietnam 2023** officially returns from November 08th - 10th, 2023 at SECC, District 7, HCMC. The event is the platform for processing and packaging enterprises to discover innovative machinery, equipment, and technologies to upgrade their production processes, enlarge their scales all while adhering to sustainable standards.

According to **Mr. BT Tee – General Manager of Informa Markets Vietnam**, the organizer of **ProPak Vietnam** shared: *“Through the introduction of innovative technologies and product showcases, as well as enhancing connections between exhibitors and visitors, the exhibition offers a dynamic business platform that is shaping the future of the processing and packaging industries. These activities contribute to integrating economic, social, and environmental considerations into production, particularly in an industry closely impacting the environment like packaging. By means of this exhibition, I hope that all manufacturers and businesses within the industry can unite, drive change collectively, and become pioneers in initiating the transition towards a circular economy.”*

ABOUT PROPAK VIETNAM 2023

The 16th International Processing, Packaging Exhibition for Vietnam - ProPak Vietnam 2023 will officially take place from November 08th - 10th, 2023 at Saigon Exhibition & Convention Center (SECC), District 7, HCMC.

The world is producing twice as much plastic waste as two decades ago, with the bulk of it ending up in landfill, incinerated or leaking into the environment, and only 9% successfully recycled, according to a new OECD report (2022). A growing world population has increased the demand for plastic packaging; therefore, this problem will only further intensify. The world's plastic production is expected to double in capacity by 2040. This could lead to a doubling of plastic waste and a tripling of plastic leakage to the ocean by 2040 (The Pew Charitable Trusts, 2020).

Today, we are at the beginning of a change in the packaging industry: Increased consumer awareness, higher demand for sustainable packaging solutions, newly established policies around the globe, and a growing number of large Fast Moving Consumer Goods (FMCG) companies committing to change their packaging for the better. This requires technical innovation and an increased utilization of new renewable resources.

To drive the circular development of the processing and packaging industry in Vietnam, the international trade exhibition - **ProPak Vietnam 2023** returns from November 08th to 10th, 2023, at the SECC in District 7, Ho Chi Minh City. Participants will have the opportunity to experience full-scale machinery in action, examine materials and equipment up close, encounter technologies, discover innovative ideas and nurture relationships with potential clients, distributors as well as industry experts.

With an exhibition area spanning up to 10,000m², **ProPak Vietnam 2023** proudly welcomes over 450+ exhibitors from more than 30+ countries and territories. Most of the exhibitors hail from developed nations such as the United States, the United Kingdom, France, Germany, Italy, Denmark, Poland, the Netherlands, Switzerland, Australia, Austria, Belgium, Japan, South Korea, Singapore, China, Taiwan, Hong Kong, and many other countries.

Through the three show days, **ProPak Vietnam 2023** assembles a diverse array of internationally acclaimed enterprises for exhibition, with a concentrated focus on sectors ranging from packaging technology, processing technology, and materials, to drink technology, pharmaceutical technology, cold chain logistics and warehousing, coding, and marking, labeling, printing technology, laboratory and testing equipment, and various other comprehensive services.

With a reputation built over 15 years of successful organization, **ProPak Vietnam** has firmly established its position as a familiar destination for tens of thousands of industry-specialized visitors each year. Anticipating this year, **ProPak Vietnam 2023** is projected to draw in over 10,500 attendees, primarily consisting of business owners, executive boards, and high-ranking specialists empowered with decision-making authority within their respective enterprises.

Beyond its exhibition space, **ProPak Vietnam 2023** also provides a series of international seminars, conferences, and technical sessions revolving around the most practical topics within the processing and packaging sector. These encompass cutting-edge smart packaging technologies; recent regulations concerning manufacturers' extended responsibilities under our nation's Environmental Protection Law; other solutions to enhance production efficiency and minimize environmental impact, etc.

With the goal of bringing added value to the packaging community, **Informa Markets** is collaborating with **The Center for Natural Resources and Environment Communication** to organize a roadshow titled "**Opportunities and Challenges for the Packaging Industry in the New Context: Pathway towards Environmental Protection and Carbon Reduction**". This pre-show seminar is scheduled to take place on September 08, 2023, in Duc Hoa Industrial Park, Duc Hoa Ward, Duc Hoa District, Long An Province. This event promises to offer attendees deep insights into the future of the packaging industry within the practical context of Vietnam, led by the industry-leading experts. It will be regarded as the captivating topic for packaging businesses in the southern market and will lay the foundation for a series of seminars set to occur during the upcoming **ProPak Vietnam 2023** exhibition.

With all those interesting activities, **ProPak Vietnam 2023** promises to be the worthwhile version, opening a new chapter in new packaging technology.

ABOUT DRINK TECH

Informa Markets Vietnam announces to launch a showcase zone for drink technology – **Drink Tech**. This dedicated area will be introduced from April 03rd - 05th, 2024 at the Saigon Exhibition and Convention Center (SECC), District 7, Ho Chi Minh City, within the framework of **ProPak Vietnam 2024** next year.

In November, it was confirmed the global population had reached a record eight billion. As these figures continue to rise, with around 25% further growth expected between 2020 and 2050, the reliability and resilience of our current food systems are being tested. Recent global events have highlighted the fragility of these systems. Food & nutrition manufacturers have a major impact in improving the resilience of food systems and becoming a catalyst for meaningful change. For manufacturers, this can be achieved through the adoption of high-quality packaging that can deliver safe and nutritious food while reducing the impact on the planet's finite natural resources.

In Vietnam, retail sales of soft drinks in 2022 reached about 4.5 thousand liters, up about 5% compared to the same period in 2021. Vietnam's beverage market is concentrated when the total market share of the 5 largest enterprises in 2022 only accounts for about 57%. In which, energy drinks are the segment assessed for the most potential growth. The CAGR of energy drinks in the period of 2017 - 2022 is estimated at 9.8%, followed by bottled water with a CAGR of 6.9%. In addition, the export volume of drinks increased sharply. Export turnover of carbonated soft drinks in 2022 reached about 44 thousand USO, up about 42% over the same period in 2021. Regarding the alcohol product markets, beer consumption reached about 1 billion liters with canned beer accounting for 65% (in the first three months of 2022). The wine production situation in 01/2022 also increased by 2.3% compared to the same period in 2021. Those numbers strongly show that Vietnam occupies the impressive potential to develop in beverage industry.

Capturing that prospect, for the first time, **Informa Markets Vietnam** decides to launch the distinct showcasing zone for all technologies, equipment and solutions serving beverage industry out as a concurrent event of **ProPak Vietnam 2024**.

With the respected history of serving Vietnam's processing and packaging industry for more than 16 years, **Drink Tech** plays as a vital business platform to connect global suppliers with local beverage buyers not only in Vietnam but also in surrounding countries. Not only a showcase zone, but **Drink Tech** also provides business matching activity, product demonstration, beer tasting corner, etc. In particular, attendees can also contribute to the community by donating to local charity foundations. All the activities are designed to provide a factory-to-table experience in one place. We are honored to have the support from Vietnam Beer - Alcohol - Beverage Association (VBA) to jointly collaborate organizing this event and the alongside conference programme during event time from 3 - 5 April 2024 at Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City, Vietnam.

ABOUT PROPAK VIETNAM 2023

Proud to be the leading international trade event in processing and packaging industry for over 15 years, **ProPak Vietnam** organized by **Informa Markets** has become a prestigious choice for enterprises to conduct their annual promotion & trade scheme, especially for those who are entering the Vietnamese markets. Every year, the new edition of **ProPak Vietnam** welcomes the attendance of acquainted exhibitors and new brands from around the world. They come and create an exhibition area with thousands of the most advanced machines and technologies, which meet the strong technical innovation needs of Vietnam enterprises.

In this edition, **ProPak Vietnam 2023** officially comeback from November 08th – 10th, 2023 at Saigon Exhibition and Convention Center (SECC), District 7, HCMC. The event is expected to attract more than 10,500+ trade visitors and 450+ exhibitors from 30+ countries, regions in an exhibition area of over 10,000 sqm. **ProPak Vietnam 2023** will focus on Vietnam's developing demand for raw materials, machineries, technologies for packaging, processing in many industries, especially food, drinking, and pharmaceuticals.

ABOUT INFORMA MARKETS VIETNAM

Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. We have a portfolio of more than 450 global B2B events and brands in numerous industries, such as healthcare and pharmaceuticals, infrastructure, construction and real estate, fashion and apparel, hospitality, food and beverage, health, nutrition, and many more. Through direct connection, deep digital content, and application data solutions, we help our international clients and partners to interact, experience and conduct business. We assist in realizing a variety of specialized markets and creating growth prospects as the top expo organizer in the world.

For more information, please visit www.informamarkets.com.

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