



**14 – 16 July 2010 ♦ Shanghai New International Expo Centre**

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***MEDIA RELEASE***

For Immediate Release

## **Increased international support for ProPak China 2010**

*SHANGHAI – 28 Jan 2010* — ProPak China, one of the largest and longest running processing and packaging technology exhibitions in China returns to Shanghai from 14-16 July 2010 at Shanghai New International Expo Centre, Pudong with more international technology on display than ever before in the show's 16 year history.

The strong economic performance of China in comparison to the rest of the world has resulted in foreign groups flocking to ProPak China 2010 to seize the market opportunities on offer. Currently official national groups are being recruited from the major technology supplier nations by their leading trade associations. The results will be that ProPak China 2010 will feature more international content than any previous edition and justify the claim that ProPak China delivers real business for foreign suppliers in China and increasingly other developing markets. Groups currently being recruited for ProPak China 2010 come from Italy, Germany, Japan, Korea, Taiwan Region, UK and USA. No other event in China attracts participation from the leading packaging and processing technology associations from these countries and regions.

The last ProPak China exhibition in 2009 proved a great success with sales confirmed on site and many orders placed for the latest technology for processing and packaging solutions. Demand from existing and new customers keen to return to ProPak China is high. ProPak China 2009 attracted **429** exhibiting companies from **22** countries and regions, and 14,046 trade visitors, of which 1,567 came from overseas.

ProPak China is an all industry processing and packaging technology exhibition with a specialist China BevTek exhibition, for liquid technology held alongside. Regular participating companies including Heat and Control supplying food handling equipment and Ishida with sorting and check weighing machines will again have major displays. The target visitors to the show will come from food and beverage manufacturing and packers, consumer goods, chemical industry, pharmaceutical and cosmetics producers, electronics industry and all industry requiring the latest packaging



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technology. On the liquid technology side of the show, visitors are targeted from beverage, beer, dairy, oil and all none edible liquid product manufacturers.

New trends for the adoption of automation and control technology to increase efficiency and save cost will be much in evidence at the show this year. Chinese manufacturers of processing and packaging equipment have been quick to recognize the benefits of incorporating international brands of automation and control technology to their machines. Rapid economic growth in China has also come with a rise in labour costs and increased demand for efficient technology. Companies offering automation and control technology at ProPak China 2010 include such famous brands as ABB and Schneider Electric.

Companies interested in participating at ProPak China 2010 can register at the show's official web site [www.propakchina.com](http://www.propakchina.com) or contact the below. To view the full list of exhibitors and technology to be seen at ProPak China 2010 please visit the Advance Buyer's Guide on the show web site [www.propakchina.com](http://www.propakchina.com).

About the organiser

China International Exhibitions Ltd, a member of Allworld Exhibitions has been organizing events in China since 1981. Their programmes of events include some of Chinas' premier exhibitions for their specialist industries. The Calendar of exhibitions includes those for food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit [www.chinaallworld.com](http://www.chinaallworld.com).

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