



PACKAGING INDUSTRY TRENDS

SIBUR stays true to the tradition by participating in the largest packaging industry event.

This June, Moscow hosted the 23rd International Exhibition for the Packaging Industry (RosUpack), the largest trade show for the packaging industry in Russia and Eastern Europe.

THIS SUMMER, THE FIFA WORLD CUP SERVED AS AN IMPORTANT GROWTH DRIVER FOR THE PACKAGING INDUSTRY.

As always, SIBUR participated in the exhibition's business programme. The Company's easily recognisable branded stand was placed at the central part of the exhibition hall and featured a sizeable team of SIBUR's experts, including the managers who were there to conduct negotiations and engage in a dialogue with customers.

This year, the exhibition had four major sections: Packaging Machinery and Packaging Production Machinery, Ready Packaging and Labelling, Warehousing Systems, and Raw and Expendable Materials. Another event going on at the same place and time as RosUpack was Printech, an exhibition presenting a wide range of printing technologies and materials. The conference had a dedicated session focusing on polymer packaging, with the producers and consumers of packaging materials coming together to discuss technical solutions to extend products' shelf life and ensure transportation safety.

ROSUPACK AND PRINTECH 2018

FLOOR AREA:

35,000 sq m



TURNOUT:

22,836 attendees

from **53** countries

and **78** regions of Russia

including **3424**
food and beverage
producers

THE REQUIREMENTS FOR PACKAGING PRODUCTS AND THEIR CONSUMER PROPERTIES BECOME INCREASINGLY SOPHISTICATED, AND SO DO THE RETAIL AND E-COMMERCE PACKAGING NEEDS.

One of the emerging trends is the search for more environmentally friendly packaging solutions. Those include biodegradable, recyclable, and phthalate-free materials. The requirements for packaging products and their consumer properties become increasingly sophisticated, and so do the retail and e-commerce packaging needs. The key criterion here is functionality, which means reusability, transparency of the materials and the extended shelf life of packaged products.

This summer, the FIFA World Cup served as an important growth driver for the packaging industry. “All SIBUR’s customers saw a very high inventory turnover rate as regards containers for snacks, food and disposable tableware,” commented Andrey Yakimov, Key Account Manager at SIBUR’s Basic Polymers Division. “The contacts and preliminary arrangements we made with the new players, but also a chance to mingle with our customers and get a better understanding of their needs were our main takeaways from the conference. At the show, SIBUR’s customers had an opportunity to meet our extended cross-functional team and talk to the Sales, Marketing and Polyolefin Development Centre specialists. We also presented the future range of SIBUR’s product grades for our partners. If we compare this year’s event to the previous year, this time we held more meetings and pre-marketed new ZapSibNeftekhim grades.”



SIBUR's exhibition stand (photo: SIBUR). RosUpack participants (photo: facebook.com/RosUpack.expo).