

11»13
NOV
2023

ATHENS • GREECE



Global Pack

INTERNATIONAL PACKAGING EXHIBITION

DISCOVER
THE FUTURE OF
PACKAGING

ALONGSIDE
FOODTECH 

Supported by



POWTECH | Beviale Family

» The new international packaging exhibition

New consumer habits, the development of digital technology and the explosion of e-commerce, combined with the trend for sustainability and the need to reduce production costs, further strengthen the leading role of packaging, bringing major changes to the packaging industry. All these needs are met by the new international exhibition Global Pack, which will be 100% targeted at the entire range of primary and secondary packaging. Organized 11-13 November 2023 at Metropolitan Expo in Athens, Greece, Global Pack will bring together a wide range of products and provide integrated solutions to help companies adapt to the growing consumer needs and demands of the new era.

» Organized by FORUM SA - NürnbergMesse Group

GLOBAL PACK trade show is organized by FORUM SA. FORUM SA, the largest trade show organizer in Greece, is the Greek subsidiary of NürnbergMesse Group (organizers of FachPack, POWTECH & BrauBeviale among others) – one of the most dynamic German trade fair organizers and one of the 15 largest exhibition companies in the world. In the portfolio of FORUM SA are leading exhibitions such as ARTOZA, HORECA, FOOD EXPO Greece, XENIA, BIO FESTIVAL, ATHENS COFFEE FESTIVAL, FOODTECH.



We support Global Pack, as exhibitions like this are necessary for the further development of the packaging industry.

*D. Mantis, President
AGMPM*

» Invest at a strong Greek packaging industry

There are over 57,000 businesses in the Greek manufacturing industry, having a turnover of €61 billion.

Plastic packaging:

- 327.500 tones the Greek consumption in 2020
- 10% Increase in Greek consumption from 2010-2020
- 25% Increase in imports from 2010-2020

Paper packaging (end product):

- 448,000 tones the Greek consumption in 2020
- 4,35% Increase in Greek consumption from 2010-2020
- 35% Increase in imports from 2010-2020

» Alongside FOODTECH, the int'l food processing trade show

Global Pack will be organized every 2 years, alongside FOODTECH, the premium international trade show focusing on the production, processing and handling technologies of Food & Beverages. The parallel organization will create significant synergies and maximize commercial benefits for Global Pack exhibitors, due to the fact that owners and executives of Food & Beverage companies who will visit FOODTECH have also great interest for their products.



» Exhibitor categories

Companies who are active in the packaging sector and offer products, technological solutions and services related to packaging machinery, packaging materials, printing and storage will participate to Global Pack.

- Packaging and filling machinery
- Packaging materials and supplies
- Labelling, marking and identification technology
- Peripheral packaging machinery and equipment
- Packaging printing and finishing
- Palletizing technology
- Weighing, Coding and Traceability systems
- Storage and Handling equipment & solutions
- Services for the packaging industry
- Packaging testing labs

A dynamic & targeted promotional strategy

As part of the promotion activities of the trade show, the organizing company has prepared an advertising program with a budget of € 300,000 in order to enhance the brand awareness of Global Pack in Greece and abroad and ensure the maximum possible attendance.



Global Pack is an effort to bring innovation at Greece's packaging industry and it will break new ground for the packaging sector.

*T.Kalkavouras, President
HELLENIC LABEL ASSOCIATION*

» Visitor categories

The exhibition is addressed to targeted professionals from all the main, productive, and commercial sectors of economy, who will be invited to attend Global Pack.

- Food & Beverage production industries
- Pharmaceutical companies
- Cosmetic manufacturers
- Food & Beverage wholesale & Organized retail
- Warehousing & distribution companies
- Bakery & Pastry industries
- Agricultural products packaging and exporting companies
- Building materials manufacturers and trading companies
- Industrial goods & lubricants manufacturers and trading companies
- Graphic arts paper manufacturers and suppliers

350 Hosted Buyers

FORUM SA, by investing more than €100,000 aims to attract 350 international buyers from the wider Balkan and Eastern Mediterranean basin, in order for them to find new packaging solutions to upgrade their products. These buyers will hold more than 5,000 b2b meetings with Global Pack exhibitors.



Floor plan & Participation costs

Participation Cost

One sided stand (ground trace)		
a. From 20 to 50 τ.μ.	€ 160,00 /m ²	
b. From 51 to 90 τ.μ.	€ 150,00 /m ²	
c. From 91 to 250 τ.μ.	€ 145,00 /m ²	

Additional charges:

1. For every additional side	€ 5,00/m ²
2. Carpeting	€ 5,00/m ²
3. Basic stand structure*	€ 20,00/m ²
4. Back side (sq.m)	€ 20,00
5. Register in the exhibitor catalogue (hardcopy)	€ 100,00
6. Register at the digital platform	€ 100,00

*The basic structure stand includes white melamine panels 3m in height, fascia and signage. Each basic structure stand will be given a socket outlet and lighting spots 100W/3 m2

Exhibitor benefits

Rental price includes the following:

- Availability of exhibition spaces for the setting up, operation and dismantling.
- Brand new carpeting to all indoor common areas of the exhibition center.
- Free use of pallet trucks and highlifters during the setting up and dismantling of stands.
- Free use of single-phase current 100 W/3 m2.
- Security and cleaning services.
- Free parking for exhibitors.
- Secretarial services for exhibitors (free internet access, e-mails, fax).
- Fully-equipped medical office.
- Free access cards for exhibitor employees.
- Free online invitations for each exhibitor

Turnkey Business* stands from 2.160 euros!

For the exhibitors wishing to have an upgraded presence at the lowest possible cost, the turnkey business stand of high aesthetic and functionality, is the right choice. These stands are available in various sizes, the smallest of which has dimensions 3m x 3m=9m².



The turnkey business stands are deployed in HALL 3 & HALL 4 of the exhibition, in three different sizes, with the following prices:

a. Stand 9,00 m ²	2.160€ + VAT
b. Stand 12,00 m ²	2.880€ + VAT
c. Stand 15,00 m ² (two sided corner)	3.600€ + VAT

*Turnkey business stands consist of: • Aluminum structure with white and grey PVC panel(s) • PVC partition • raised floor with fitted carpeting • 1 table • 3 seats • 3 shelves • 1 cabinet • 1 stool • 1 info desk • Company name printed at the fascia of the stand (1,50x0,45 m) • 2 HQ1 150W floodlights • 1 power strip

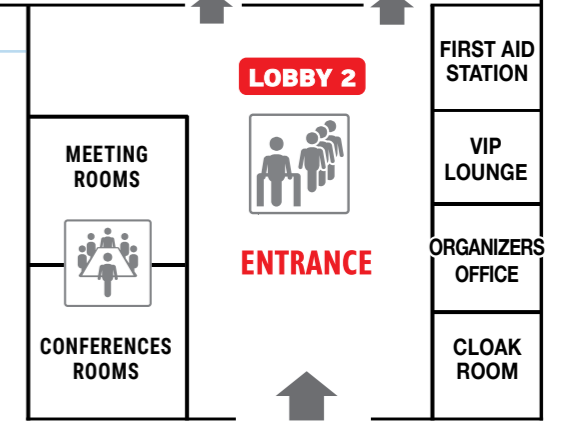
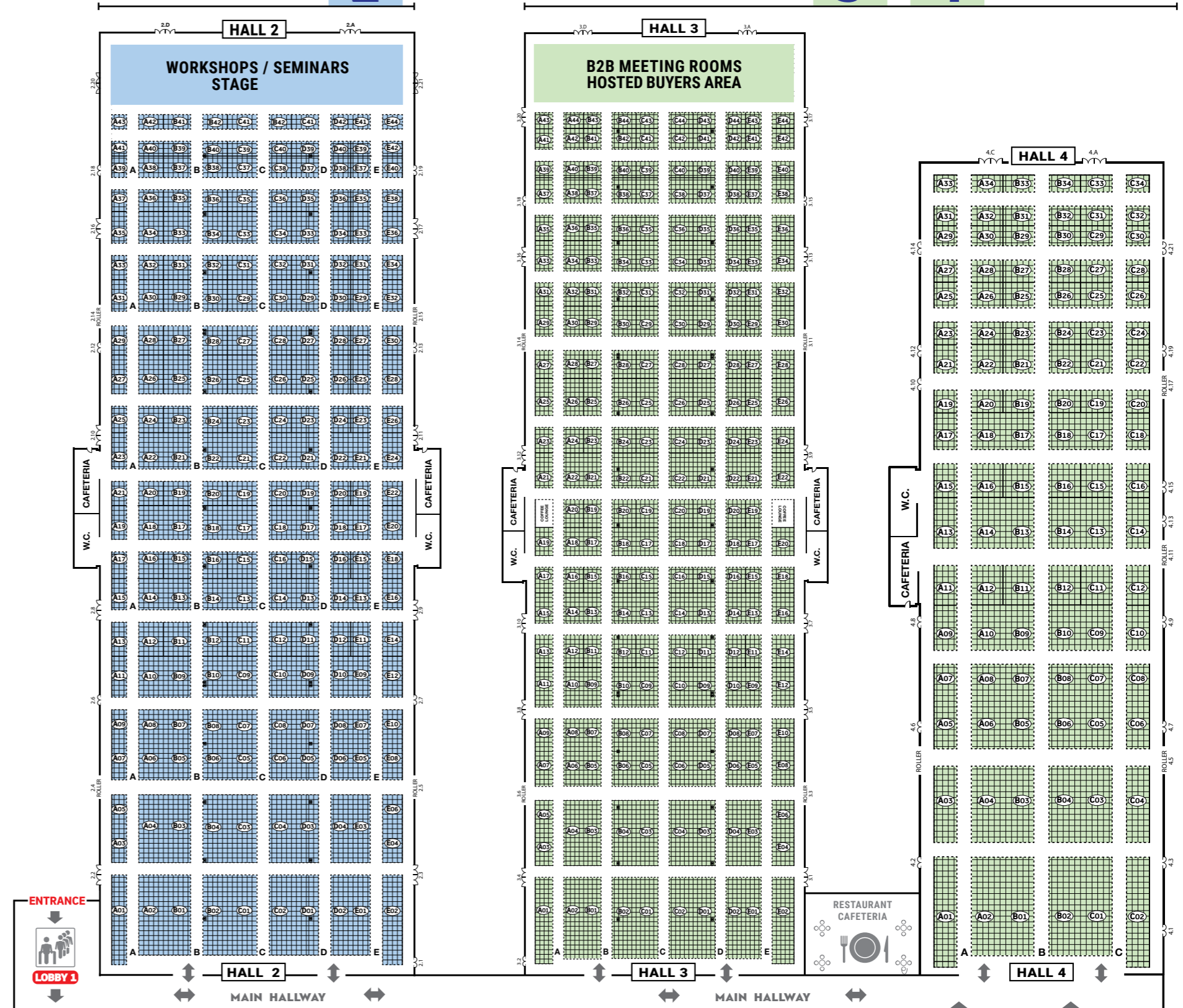
Athens Metropolitan Expo

It is the largest and most modern exhibition venue in Greece, with an impressive 55,000 sq.m. of exhibition space. Located at the Athens International Airport Eleftherios Venizelos, it is easy to access by bus, car, Metro or Suburban Railway and offers 5,500 free of charge parking spots. In order to ensure the health safety of its employees and visitors and guarantee the business activity of the hosted exhibitions, it has been certified by TUV Austria Hellas with the "CoVid-Shield" Certification Scheme. In addition, during the trade shows, the exhibition center will operate air conditioning and extractor fan with 100% fresh air for optimal space ventilation.



Floor plan analysis

FOODTECH will take place alongside Global Pack, the new packaging exhibition. FOODTECH stands will be located in Hall 2, while the GLOBAL PACK stands in Halls 4 & 3. 120 exhibitors are expected to participate in FOODTECH, whose stands will cover a total area of 10,000 sq.m. Visitors of both exhibitions will enter from both entrances of the exhibition center (see layout) and will have the opportunity to visit both exhibitions.



OPENING DAYS AND HOURS

NOV

11

SATURDAY
10.00 - 19.00

NOV

12

SUNDAY
10.00 - 19.00

NOV

13

MONDAY
10.00 - 18.30



Global Pack

INTERNATIONAL PACKAGING EXHIBITION

globalpackexpo.gr

Sponsored by:

- ELSET (Hellenic Labelers Association) • AGMPM (Association of the Greek Manufacturers of Packaging & Materials)
- HEL.A.F.T (Hellenic Association of Food Technologists) • Greek Cold Storage & Logistics Association
- SVPE (Association of Plastic Industries of Greece) • Hellenic Logistics Association