

PACK & EMBALLAGE Öresund

Malmö

Wednesday, 26 & Thursday, 27 May 2010

easyFairs® PACK & EMBALLAGE Öresund brings suppliers into face-to-face contact with buyers in one of Europe's top packaging consumer hot-spots: the Öresund region. The show's focus is on innovative packaging solutions, from materials, equipment and technology through design and marking techniques to recycling and environmental packaging. Designed specifically for representatives of medium-sized enterprises that want to find out about the latest packaging technologies, **easyFairs® PACK & EMBALLAGE Öresund** offers the trade visitor a fast and simple overview of what is on offer and direct contact with the supplier. It is a traditional trade show – a marketplace for doing business – made simple for exhibitors and visitors alike.

Targeted exclusively at packaging consumer companies with an interest in buying, **easyFairs® PACK & EMBALLAGE Öresund** offers you the perfect opportunity to meet customers, do business or establish a foothold in one of Europe's most lucrative markets. In fact it is the only packaging show specifically for this highly productive region in southern Sweden and eastern Denmark.

VISITOR PROFILE

Visitors attending **easyFairs® PACK & EMBALLAGE Öresund** will be predominantly representatives of end-user companies of packaging and/or packaging equipment. They include owners and proprietors, brand managers, marketers, sales promotions executives, packaging buyers, converters, designers and technologists, outsourcing managers, product developers and R&D managers.

Their companies are manufacturers, brand owners, wholesalers or retailers of food and beverages, FMCG, chemical, pharmaceutical, cosmetics and healthcare, metals, electrical and electronics, textiles; wood and furnishings, together with contract packers; transport and distribution and other trade and service companies.

Visitors will attend in order to:

- Source packaging ideas and contacts for future launches and re-brands
- Meet new and existing suppliers
- Discover the latest developments in packaging machinery
- Improve brand performance of existing products
- Learn how new materials can change their packaging
- Learn which print solutions can make their brand stand out
- Attend **easyFairs® learnShops™** on the future of packaging
- And, of course, to buy!

VISITOR PROMOTION

easyFairs aggressively promotes its events to visitors through a variety of direct marketing channels, and in partnership with key trade associations and the industry press – not just the packaging press but also in design, marketing, and other relevant industry titles. The event is free for visitors and includes an attractive programme of free, content-rich **learnShops™**.

EXHIBITOR PROFILE

Exhibitors at **easyFairs® PACK & EMBALLAGE Öresund** will promote solutions that fall mainly under the following categories:

- Packaging design solutions
- Brand asset management
- Materials
- Print solutions
- Brand management
- Labelling
- Environmental packaging
- Smart packaging
- RFID, coding & marking
- Contract packaging
- "Eco-friendly" packaging

REGIONAL INFORMATION

Encompassing eastern Denmark and southern Sweden, the Öresund region generates about a quarter of the combined GDP of Sweden and Denmark. The region has a population of about 3.6 million and boasts some 165,000 businesses. A major centre of innovation which has recently enjoyed strong growth, it is dominated by global consumer brands and is the most important centre of food production in northern Europe.

A dense transport network makes the Öresund region an international logistics hub serving markets in the Baltic States, northern Germany and Poland; all major European cities are reachable by air and road within 24 hours. The Öresund Bridge connects Copenhagen with Malmö, Sweden, and ferries operate in the north. Copenhagen airport, the largest in northern Europe, operates passenger flights to more than 120 destinations and handles some 400,000 tonnes of cargo annually. Multinationals with Nordic distribution centres include Honda, Toyota, L'Oreal and BMW Spare Parts.

Once one of the world's largest shipbuilding centres, Malmö has developed into a major industrial centre. It is the seat of Sweden's southernmost county, Skåne.



INDUSTRY FOCUS

Characterised by small and medium-sized enterprises, manufacturing represents 20% of the Danish GDP. The food industry, concentrated in the Öresund region, accounts for 25% of Denmark's exports including two thirds of all agricultural production and 90% of fishing production. Denmark is the world's top exporter of pork and tinned ham (DKK 25/€3.4 billion annually).

Just across the bridge from Copenhagen, Sweden's southernmost county, Skåne, is responsible for contributing fully one-third of Sweden's agricultural production and 45% of annual turnover. Although dominated by multinationals such as Nestlé, Unilever, Orkla, Campbell's, Masterfoods, Arla, Danish Crown, Danisco and Tulip, small, specialised food and drink producers are also found in the region.

Skåne is also home to one of the world's leading clusters for "functional food", or products marketed for their health-promoting traits beyond nutrition, e.g. drinks containing pro-biotic bacteria. The transition from food industry to food science is supported by the close proximity of specialised biotechnology companies.

Öresund's food processing sector is very important, with innovators such as ABB, Alfa Laval, Rexam and Tetra Pak prevailing. It is also a hotbed for R&D work in packaging, design and logistics: all types of packaging materials are produced, from traditional to cutting-edge, such as the calcium carbonate-based materials from Eco-Lean or the probiotics-delivering straws and caps developed and marketed by BioGaia AB. The region is an important test market for new products.

"Medicon Valley" denotes the area around Copenhagen, Malmö and Lund which has become one of Europe's leading centres for biotechnological, medical technical and pharmaceutical development. Flagship enterprises include pharmaceutical heavyweights Pharmacia & Upjohn, Astra Zeneca, Gambro, Novo Nordisk, Novozymes, Lundbeck, LEO Pharma, and Ferring. On the medical technology side, three Danish companies alone are responsible for 40% of the world market in hearing aids: Oticon, GN ReSound and Widex.

Of additional importance are Danish giants Lego, Royal Copenhagen porcelain, Bodum housewares, Bang & Olufsen electronics. Swedish multi-nationals include Brio, IKEA, Electrolux, H&M clothing and V&S (the makers of Absolut Vodka and Aalborg Akvavit).

Sources include: www.oresund.com/; www.skane.com/; www.foodoresund.com/; www.oresundnetwork.com/

THE VENUE: (VENUE NAME)

Malmö Arena is a brand-new multi-use indoor arena in a new section of the city of Malmö. Completed in November 2008, this most modern of venues is easily reached by car or public transport.

Malmö Arena
Hyllie Stationstorg 4
215 32 Malmö
www.malmoarena.com/ (in Swedish)

Administrative offices:
Norra Vallgatan 20
211 25 Malmö

TRAVEL & TRANSPORT

AIR

Malmö Sturup International Airport is located to the southeast of Malmö, about 40 minutes away from the centre of town. The airport coach Flygbussarna departs every 40 minutes to Malmö Centralstn (main station), a 40 minute journey that costs about SEK 99 (about €10).

Copenhagen International Airport Kastrup is only 55 km away across the Öresund Bridge, about 50 minutes' drive. There are also airport coaches from Kastrup to Malmö every 1.5 hours offered by the company Swebus Express.

www.malmo-mmx.airports-guides.com/, www.cph.dk/
www.flysas.com/, www.swebusexpress.se/,
www.flygbussarna.se/

RAIL & PUBLIC TRANSPORT

Your best bet from most of Europe is to take a high-speed train to Copenhagen and connect from there via regional trains to Malmö. The Malmö main station is called Malmö Central (or just Malmö C); from there take bus line 1 out to Hyllie, where the Malmö Arena is located.

www.sj.se/ (Swedish Rail System)
www.skandetrafiken.se/ (Malmö public transportation)

ROAD

Coming from Copenhagen on the E6/E20, cross the Öresund Bridge (toll: about €39, for current prices see uk.oresundsbron.com/); it's the first exit after crossing into Sweden. From northern Sweden, take the E6/E20 all the way to exit 11, just before the Öresund bridge.

ACCOMMODATION & CITY DETAILS

www.booking.com/landmark/se/hyllie-arena.en.html
www.malmo.com/start.asp

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