

February 2024

Resilience Unveiled: Corrugated and Folding Carton Industry Gears Up for the 2025 Show Edition

Propelled by an impressive 23 % surge in visitor numbers from the previous co-located show edition in 2023, CCE International is poised to take centre stage from 11 – 13 March 2025, in Munich, Germany. Co-located once again with ICE Europe, the world's leading exhibition for the conversion of flexible, web-based materials, this edition of CCE International will showcase an enhanced print experience, with an extended range of print-focused offerings, promising an immersive and enriched experience.

When it comes to industry dynamics, it has been widely acknowledged, that the corrugated and folding cartons sector weathered a challenging period in 2022 and 2023, especially in Europe. Amidst the downturn of experiencing a cumulative 10 % dip in corrugated demand and a more tempered drop for folding cartons, however, a silver lining emerges as demand steadies, reaching 2019 and 2020 levels for corrugated and folding cartons. With cautious optimism, the industry looks ahead to the current year, foreseeing a 2 % growth for folding cartons and 1.9 % for corrugated, driven by organic growth and a noteworthy shift towards plastic substitution. * As the industry gears up for the upcoming show, there's a strong hint that this growth momentum will continue throughout 2025, adding an extra layer of anticipation and excitement.

In a significant move towards sustainability, EU ministers reached a pivotal agreement on packaging and packaging waste regulations last December. Industry leaders, such as Saverio Mayer, chief executive, Smurfit Kappa Europe, highlight the importance of the cardboard industry's role in Europe's green transition, and how products should focus on 100 % recyclability, renewability, and biodegradability. The EU Parliament applauds small and medium-sized businesses for their robust recycling systems, recognizing their contribution to the circular economy. **

“Generating growth in the corrugated and folding carton industry demands resilience in overcoming challenges, a dedicated commitment to sustainability, and a strategic embrace of digitalisation. The recent EU agreement represents a collective drive toward a greener future, positioning the cardboard industry as a crucial player in Europe's sustainable evolution. This is precisely why CCE International plays a pivotal role, serving as a dynamic platform that not only fosters industry engagement and participation, but also serves as a catalyst for technical innovation and inspiring ideas involving hot topics, such as sustainability,” states Patrick Herman, Event Director of the Converting, Paper and Print Events, representing the organizers RX.

7th Show Edition Online Reservations

Companies interested in exhibiting at CCE International 2025 can request stand options and prices, as well as reserve their stand space online at www.cce-international.com. Swift booking is recommended as premium locations are selling fast.

Strong Line-Up

Suppliers of machinery and equipment for the production and processing of corrugated and folding carton, such as Baysek Machines, Höcker Polytechnik, Messersi Packaging, Bahmüller, Pentatech, Gazella Atlantique, CUIR Corrugated, and many more have confirmed their participation.

Co-located Event

Attendees can benefit from increased opportunities and synergies as CCE International will take place parallel to [ICE Europe](#), the go-to event for the international converting industry.

Attendees can attend CCE International 2025 in hall A4, while ICE Europe will take place in halls A5 and A6 at the Munich Trade Fair Centre in Germany.

Further updates on the event and supporting programme will be posted on the show website as preparations progress.

www.cce-international.com

* [A look back at the year for corrugated and folding cartons](#), published by Packaging Europe on 18th December 2023

** [EU ministers reach agreement on packaging and packaging waste regulation](#), published by PackagingNews on 2nd January 2024

ENDS

Issued by:

Sasha Fleischner, Junior PR & Marketing Manager

CCE International Press Office, RX
Romeland House, Romeland Hill, St Albans, Herts AL3 4ET, United Kingdom
Tel: +44 (0)1727 814400, Email: press-rxsta@rxglobal.com

About RX

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face to face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 42 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of [RELX](#), a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com