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CCE International 2025: Europe's specialised industry hub for growth acceleration and significant expansion

From 11 to 13 March 2025, the international corrugated and carton industry will gather at Munich Trade Fair Centre in Germany for the 7th edition of CCE International, Europe's leading exhibition for the production and conversion of corrugated, cardboard and paper. A three-day supporting programme, including the popular CCE Open Seminars and InPrint Munich Conference, offers valuable additional touchpoints between tech suppliers, buyers and their target markets. CCE International will co-locate with ICE Europe, the world's leading converting exhibition, offering a wealth of business opportunities for the entire corrugated, printing and converting community.

Billed as the most specialised exhibition for corrugated and folding carton manufacturing, CCE International offers a unique marketplace for bespoke machinery, materials, accessories and services used in the production and conversion of high-quality corrugated and folding carton material for a wide range of industries and applications. The previous co-location of CCE International and ICE Europe in March 2023 attracted a total of 6,944 trade visitors from 78 countries – a visitor plus of 23 % compared to 2022. Across both shows, 438 exhibitors from 24 countries showcased their products and services on a net exhibition space of more than 11,300 square metres.

The steep increase in attendance in the immediate aftermath of the recent pandemic points to a strong investment interest in this sector. This is in line with recent market reports suggesting a significant expansion of the global corrugated and folding carton market over the coming years*, with substantial growth potential in eco-friendly packaging solutions, carton multipacks, tech accessories, pharmaceuticals, luxury goods, food delivery and subscription boxes, as well as personalised and customised packaging, added functionality, and fit-to-product systems. At the same time, the industry faces strong competition from alternative packaging materials while preparing for the new Packaging and Packaging Waste Regulations (PPWR) to be rolled out across Europe.

“The corrugated and folding carton industries have developed into accelerating yet demanding sectors with plenty of business opportunities in a growing range of industries and markets”, explains Gerlinde Kasa, Event Manager of the Converting, Paper and Print Events, on behalf of show organiser RX. “Sustainability, versatility, printability, functionality and excellent transport protection

have all become essential aspects of packaging, creating powerful incentives for the corrugated and folding carton industry to invest in ever more efficient and scalable processing solutions.”

In this dynamic cycle of adjusting technology to regulatory and market demands, CCE International is the industry’s first port of call. As a highly specialised marketplace, the show connects tech suppliers with buyers and users from the corrugated and folding carton and packaging industries and the various markets they serve, including food and beverage, transport and logistics, electrical appliances and electronics, cosmetics and pharmaceutical, furniture, and many more.

Exhibits cover the entire supply chain, including material preparation, corrugating, gluing, laminating, cutting, folding and printing, as well as related processes like waste extraction and baling, machine and plant control, materials handling and warehousing.

“Participants at CCE International can expect a top line-up on the show floor catering to a high-profile audience. With more than 70% of visitors involved in exploring innovative exhibitor stands, eager to uncover the industry's cutting-edge advancements, this is definitely the place to engage with the latest technical innovations on the market. We very much look forward to the 2025 show and to everyone capitalising on the many opportunities it provides”, concludes Kasa.

Featuring an enhanced print experience

The upcoming CCE International showcases an extended range of print-focused offerings, presenting solutions for print applications in the industrial production process, including printing machinery and components, inks, curing technology, software, and consulting services, with a strong focus on packaging and labels. The integration of industrial printing experts on the show floor offers exhibitors the opportunity to engage in strategic collaborations and partnerships to cover the ongoing demand for end-to-end solutions.

CCE International will also host the popular **InPrint Munich Conference**, packed with inspirational keynote presentations, expert panels and spotlight sessions on how to successfully implement new print technology in complex manufacturing processes.

CCE International Open Seminars on innovations and market trends

The CCE Open Seminar Sessions in Hall A4 feature technical talks on the latest trends and developments in the corrugated and folding carton sector. Top industry experts present technical solutions and services aimed at optimising the production process and value creation. Attendance is free of charge to all registered exhibitors and visitors. A call for speakers will be issued in due course.

Exhibitor information and online reservation

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. Early booking is recommended as premium locations are selling fast.

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

*[Corrugated And Paperboard Boxes Market in 2023: Revealing Growth by 2031](#). Report pre-view posted by Express Wire on 11 June 2023

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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