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## **Positive outlook for corrugated and folding carton industry boosts demand for stand space at CCE International 2019**

There is currently enormous growth potential for the corrugated and folding carton industry, and high demand for stand space at Europe's only specialised exhibition for this industry sector, CCE International, is reflecting this positive development. The increase in demand for environmentally friendly products, booming online trade and a trend for individualisation and traceability of supply chains are all increasing the production volume for corrugated and folding carton products and open up a variety of new market opportunities.

The previous CCE International, held in March this year, already put a special focus on future-oriented applications, such as digital print on corrugated and cartonboard, and sophisticated converting techniques. The large number of enquiries for stand space at the next event, which will be held from 12 – 14 March 2019 at the Munich Trade Fair Centre in Germany, shows that innovative application systems are high on the agenda of this industry sector, in order to gain market shares in entirely new product segments.

“Entering diverse markets with enhanced products requires technical know-how and expertise. The technological development of machines, processes and systems for the production and conversion of corrugated and cartonboard has become much faster than just a decade ago. Digitalisation has become a major driver in this industry, too. An exhibition such as CCE International is an important platform for providers of raw materials, machines, technologies and accessories to market their products to a targeted audience of buyers and users. The event also provides a valuable setting to drive innovation by expert exchange between manufacturers and users of new applications,” explains Nicola Hamann, Managing Director at the organisers, Mack Brooks Exhibitions.

“With its unique focus on corrugated and folding carton, CCE International sets itself apart from more general packaging events. This is the main reason why the exhibition has now established itself as Europe's premier specialised event for this industry sector. Exhibitors and visitors know that the exhibition is solely about manufacturing solutions for corrugated and folding carton. The current high demand for sustainable products and new application systems in this sector adds to the success of the show,” says Nicola Hamann.

Some 18 months ahead of the fourth edition of the event, stand reservations are in full swing at the organisers Mack Brooks Exhibitions. Due to the positive industry outlook and a high re-booking rate, more than 3,000m<sup>2</sup> net stand space is already taken. A total of 150 companies from 23 countries covered a net exhibition space of 4,700m<sup>2</sup> at the previous exhibition. The event attracted 2,130 trade visitors from 67 countries.

### **Specialised exhibition profile**

The exhibitors at CCE International present a comprehensive portfolio of paper (corrugated and cartonboard), consumables, corrugating line, equipment and components, corrugated and carton converting machinery, design and CAD/CAM, printing processes and equipment, cutting, creasing and die cutting equipment, ancillary equipment, material handling and warehousing, pallet strapping and handling systems, MIS and plant scheduling systems, waste extraction and baling, as well as related services.

Visitors come from corrugated board plants and sheet plants, are folding carton converters, packaging designers and specifiers, rigid carton manufacturers, honeycomb board manufacturers, core board and core tube manufacturers or trade agencies.

The exhibition survey at the previous event showed that 93% of exhibitors fully or partially achieved their aims at the show. A total of 85% of exhibitors received positive business enquiries. The exhibition survey also confirmed the specialisation and decision-making capacity of the visitors: 77% of the visitors influence or make purchasing decisions and every second visitor came to the show with definite investment plans.

### **Information for exhibitors**

Companies interested in exhibiting at CCE International 2019 will find detailed information on the newly designed multi-lingual exhibition website [www.cce-international.com](http://www.cce-international.com) where an exhibitor brochure can be ordered. The exhibition will feature a series of open seminars on the latest industry topics and will be held in hall B6 at the Munich Trade Fair Centre, Germany.

Once again, the 11th edition of ICE Europe, International Converting Exhibition, will be held in halls A5 and A6 in parallel to CCE International.

Detailed information about CCE International is available on the exhibition website [www.cce-international.com](http://www.cce-international.com)

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