



6th April 2020

CCE International 2021

Creating the most recycled product on earth: Europe's corrugated industry meets for their key trade event in Munich next year

From 9 to 11 March 2021, the international corrugated and folding carton industry will gather at the Munich Trade Fair Centre in Germany for the 5th edition of CCE International, Europe's only trade fair for manufacturing equipment in *corrugated and carton board production*. Exhibits will cover the entire production chain, including raw materials, machinery, accessories and services, all aimed at optimising the production process and generating added value. The previous show in 2019 saw an increase in visitor numbers by 13%, reflecting the high demand and enormous growth potential in the corrugated market.

The unstoppable *rise* of *e-commerce* and ongoing public demand for more sustainable packaging solutions in a circular economy have pushed the corrugated and folding carton industry to new heights. Paper-based products are now the most recycled items on earth, and corrugated boxes the most used vessel for online shopping, making corrugated material highly popular with brand owners and consumers alike.

The latest market figures point to a bright future for the corrugated industry, offering plenty of chances and opportunities in a broad range of industries and markets. But customer demands are changing quickly, leaving no room for complacency. *Corrugated box manufacturers* face a strong competition with suppliers of alternative packaging materials, and investing in modern machinery and equipment is key to being successful in the long term, especially in regard to package design and performance.

"Sustainability, versatility, printability and good transport protection have become essential aspects of packaging in terms of marketing and brand presence", says Liljana Goszdziewski, Exhibition Director of CCE International." Also, the retail business is constantly accelerating, and there is a high demand for digitalised packaging and individualised products. Many conventional production methods have now reached their limits, so the corrugated and folding carton industry is heavily investing in bespoke product and processing solutions to update their production lines. Fast moving machinery, digital solutions, as well as a high level of automation and connectivity is needed to solve production problems in often delicate converting, printing, and finishing processes."

In this ongoing cycle of adjusting technology to market demands, CCE International has become a well-known, highly specialised platform where suppliers of equipment, materials and services can

personally meet buyers and users from the corrugated and folding carton industry and the various markets they serve, including transport and logistics, packaging, printing, food and beverage, furniture, electronics, pharmaceutical, and cosmetics.

Exhibitors participating at CCE International can expect a high-profile audience, with more than 90% of visitors involved in purchasing decisions. Every second visitor comes with definite investment plans. The high success rate in connecting to new markets and generating profitable business opportunities are reflected in the show survey figures: More than 90% of CCE exhibitors have received specific business enquiries and have either fully or partially achieved the aims of their last participation.

Three days of Open Seminars on the latest technology and market trends

The popular CCE International Open Seminar Sessions are held again on all three event days. Case studies, technical talks, and panel discussions will cover the latest trends and topics of the corrugated and cartonboard industry, such as digital solutions, printing methods, sustainability issues, quality control, value creation, and specific converting and finishing applications. Exhibitors and industry experts are invited to apply as seminar speakers, giving them the opportunity to present their solutions and findings to an international audience of decision makers from a wide range of industries. Attendance to the open seminars is free of charge to exhibitors and visitors.

Two valuable co-locations: CCE International takes place parallel to ICE Europe and InPrint Munich

As in previous years, CCE International takes place alongside **ICE Europe**, the world's leading exhibition for the conversion of flexible, web-based materials, such as paper, film, foil and nonwovens. ICE Europe 2019 featured 463 exhibitors from 25 countries and attracted a total of 7,150 converting and packaging specialists from key industry sectors around the globe.

For the first time, **InPrint Munich**, the International Exhibition of Print Technology for Industrial Manufacturing, will join the co-location. InPrint Munich showcases smart print tech solutions ready to be integrated into industrial production processes, with a visitorship of nearly 3,000 industry professionals and a popular 3-day conference. Digital print for package labelling and decorating is one of the key topics at the show.

The combination of three dedicated trade events evolving around converting and printing in the manufacturing process creates an all-round experience with increased opportunities and synergies for both exhibitors and visitors. For further information on the co-located events please visit www.ice-x.com/europe or www.inprintmunich.com/2021/en/

Exhibitor information and online reservation

Companies interested in exhibiting at CCE International 2021 can request the new exhibitor brochure or reserve their stand space online at www.cce-international.com. Early booking is recommended as floor space is selling fast due to a high re-booking rate.

Further updates on the event and participants will be posted on the newly launched show website as *preparations progress*. *CCE International also offers a free newsletter service with topic-related industry news and the latest event updates in the run-up to the show.*

About CCE International: the exhibition profile in short

CCE International is Europe's key event for the corrugated and folding carton industry, covering the entire supply chain in the production and processing of corrugated and carton material. Exhibits include corrugating line equipment, converting and printing machinery, cutting, creasing, slitting and other processing machines, design and CAD/CAM tools, handling and warehousing equipment, production scheduling tools, raw and paper materials, consumables, and related accessories.

The previous CCE International 2019 attracted a total of 2,406 trade professionals from 79 countries, a visitor plus of 13% compared to 2017. The show addresses technology buyers and users from the corrugated and cartonboard industry and their target markets, such as carton and boxes manufacturers, tubes and cores suppliers, packaging designers, plant managers, technical engineers, and company leaders. Key industry sectors include transport and logistics, packaging, printing, food and beverage, furniture, electronics, pharmaceutical, cosmetics and many more.

CCE International features many live demonstrations and an extensive seminar programme, providing plenty of opportunities for networking, business and knowledge exchange.

www.cce-international.com

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Note to Editors**Go East: Launch of new CCE event in Russia**

The new launch of **CCE Russia** brings Europe's key event for the corrugated industry to Russia and Eastern Europe. It is the first and only dedicated trade show for the rapidly growing corrugated market in Russia and the surrounding CIS countries. CCE Russia 2020 will take place from 24 to 27 November 2020 in St Petersburg, in co-location with PAP-FOR, the largest pulp and paper industry event in Eastern Europe with more than 5,400 professional visitors from 50 countries. For further information, or to book a stand space, please visit the CCE Russia website at www.cce-russia.com (English version available).