

June 2024

CCE International 2025: Munich to Spotlight Industry Resilience and Innovation

Discover the future of corrugated and folding carton at CCE International, Europe's premier trade fair in Munich, Germany, from March 11 – 13, 2025. As the international meeting point for sourcing efficient and cost-effective production solutions, CCE International embraces resilience and innovation, connecting industry stakeholders to the latest technology developments and international producers in the sector. Join industry leaders as they unveil cutting-edge experiences and navigate a landscape primed for growth, with projections indicating a steady rise in demand and significant investment in capacity. From regulatory changes to evolving consumer preferences, this event promises insights and opportunities that will shape the industry's trajectory for years to come. This highly specialised event stands as a stalwart cornerstone of sustainable solutions, adapting seamlessly to market shifts and technological advancements in corrugated board and folding carton production.

This pivotal event will gather industry professionals to recognise the robust foundation of its growth, highlighting the corrugated and folding carton sector as a reliable cornerstone known for its versatility and sustainability. Notably, the 2025 edition marks a significant milestone as this will be the first show operating with unrestricted post-COVID potential, following the lifting of restrictions just a week after the 2023 show edition took place. Throughout the three-day event, this vibrant marketplace will attract visitors eager to discover packaging solutions and transform their strategic investments into reality through concrete business transactions. Embracing resilience amidst challenges, this sector continually adapts to market shifts, regulatory landscapes, and technological advancements, priming the industry to meet evolving consumer needs and market demands. Attendees can expect an immersive and enriched experience focused on enhancing the print experience, driving the industry forward into a future defined by innovation and sustainability.

As the industry converges in Munich, it is crucial to acknowledge the longstanding role of the corrugated and folding carton sector as a cornerstone of packaging solutions. Delivering versatile and sustainable offerings to diverse industries, this sector has demonstrated resilience amidst challenges, adapting to shifting market dynamics, regulatory landscapes, and technological advancements. With a commitment to innovation and environmental stewardship, it is positioned for continued success in meeting evolving consumer needs and market demands. Despite recent challenges, the corrugated and folding carton industry anticipates positive growth. Smithers forecasts minor growth for corrugated board packaging in 2024 and a broader recovery in world demand, with the value of corrugated packaging expected to increase and grow at an average annual rate of 2.5% per volume, reaching \$277.6 billion by 2029. Major containerboard suppliers are investing in increased capacity, and upcoming regulations banning certain single-use plastics by 2030 present new opportunities. The rise of budget grocery chains and e-commerce is expected to drive sales of retail-ready packaging, prompting innovations in design and printing technology to enhance branding and consumer experience. Overall, the industry is positioned for sustained growth driven by market dynamics, regulatory changes, and technological advancements. *

Targeted Audience of Visitors Ready to Invest

CCE International offers exhibitors a unique opportunity to meet industry professionals seeking expert solutions for their business ideas. Visitors include professionals from corrugated board plants, sheet

plants, corrugated sheet feeders, folding carton converters, packaging designers, specifiers, rigid carton manufacturers, honeycomb board manufacturers, core board and core tube manufacturers, and trade agencies. The 2023 exhibition survey indicated that the primary objective for visitors was sourcing production solutions. According to the findings, every second attendee successfully accomplished this goal at CCE International. In this survey, the 2023 show also received top marks for the quality of its trade audience proving the high satisfaction of exhibitors with the level of specialisation in visitors: 91 % of the exhibitors achieved or partially achieved their aims for the exhibition and 81 % received positive business enquiries.

“First Time Exhibitor” Package and Online Reservations

CCE International is pleased to announce the introduction of the “First Time Exhibitor” package, a comprehensive offering designed to support and elevate new exhibitors. For a detailed overview of this package and its offerings, please contact the [CCE International Team](#).

Returning companies and exhibitors 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 quickly claimed.

Exhibitors of the 7th Show Edition

Suppliers of machinery and equipment for the production and processing of corrugated and folding carton, such as Vice, Officina Meccanica Sestese, Tien Chin Yu Machinery, Talleres Serra, Macarbox, 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

** [Smithers foresees minor growth for corrugated board packaging in 2024](#), published by Packaging Europe on 13th May 2024*

ENDS

Issued by:

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 a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit www.rxglobal.com.