



February 2025

## **Good supplier relations at the heart of CCE International 2025**

**Europe's corrugated and folding carton industry is gearing up for its benchmark event in Munich: From 11–13 March 2025, CCE International will bring together key players in corrugated and cartonboard production to present and discuss bespoke processing solutions for today's evolving markets. Over three days, visitors can explore an impressive showcase of live machinery and high-tech equipment while engaging personally with leading suppliers. A key highlight of the event is the interdisciplinary ICE-CCE Conference, offering free technical talks on the latest advancements in processing and printing technology.**

Now in its 7th edition, CCE International is firmly established as a premier sourcing hub for production equipment. As such, it draws technology buyers from across the global corrugated and cartonboard industry – from board manufacturers and converters to packaging designers and printing specialists. With visitor registration in full swing, the 2025 event is once again on track for a strong international attendance. CCE Europe's record edition in 2019 welcomed 2,406 trade visitors from 79 countries, demonstrating the show's global reach and industry appeal.

Many of the 100 specialist exhibitors will bring their live machinery to Munich. Visitors can look forward to a new generation of high-speed equipment, packed with advanced automation and digital features to boost connectivity and workflows. Sustainability remains a key focus, with energy-efficient machinery helping manufacturers cut waste and shrink their environmental footprint.

Attendees will have plenty of opportunities to personally meet production experts from well-known brands such as Vice, Officina Meccanica Sestese, Tien Chin Yu Machinery, Talleres Serra, Macarbox, Baysek Machines, Höcker Polytechnik, Messersi Packaging, Bahmüller, Pentatech, Balemaster Europe, Robatech, Solarco Machinery, Kolbus Group, EDF Europe, and CUIR Corrugated. Overall, the corrugated and folding carton sector relies heavily on custom-built machinery and good supplier relations, as Patrick Herman, Event Director for Converting, Paper and Print Events at RX, explains:

"Every production line has unique requirements, making off-the-shelf solutions rare. Investing in custom-built machinery is a long-term commitment, and having a reliable supplier ensures not only seamless integration but also ongoing technical support and innovation. CCE International provides a hands-on experience with direct access to live machinery and – just as importantly – a collaborative environment to build lasting partnerships that help businesses stay competitive. Our entire show concept is built around the industry's three key pillars: tailored solutions, expert guidance, and future-proof technologies."

### **Cross-sector insights at the new ICE-CCE Conference**

Alongside the exhibition, CCE International and co-located ICE Europe will present a complementary Conference Programme on relevant industrial technology. Designed as open seminars, sessions will feature representatives from Aumann Lauchheim, Brasilata, BST, COMEXI, Dr. Hönle, ENLYZE, Erhard + Leimer, Fraunhofer IVV, Hewlett Packard (HP), INGEDE, Koenig & Bauer, Kurt Zecher,

Meteor Inkjet, MICOR, OPTIMA life science, Plastics Europe, PLG-Consultant, Schreiner Group, Seiko Instruments, Tietoevry, Webfed, Xaar, and other top suppliers.

The broad agenda covers a wide range of topics, including digital and inkjet printing, label production, packaging, high-speed drying processes, strategic partnerships, sustainability, API-driven communication, e-productivity, automation and digitisation, advanced coating techniques, the circular transition of plastics, as well as new substrates and materials. A dedicated conference stream on “Printing for Packaging” will take place on Tuesday and Wednesday morning.

The conference programme is jointly hosted by CCE International and ICE Europe, in collaboration with C2 Magazines (dfv) and WZA-Consulting. All talks and presentations will take place in the Conference Area in Hall A5 and are free for registered attendees. Details on speakers and topics can be found on the official show website, with regular updates leading up to the event.

### **About CCE International**

CCE International is the premier meeting point for corrugated board and carton producers seeking efficient, cost-effective production solutions. Exhibits cover the full spectrum of corrugating lines and machinery, folding carton converting, machine and plant control, materials handling and warehousing, waste extraction and baling, consumables, printing applications, and other relevant equipment and services. The event draws professionals from corrugated board plants, sheet feeders, carton converters, packaging designers, and other manufacturing facilities. They serve a diverse range of key markets, including e-commerce and retail, food and beverage, pharma and medical, transport and logistics, industrial packaging, consumer electronics, furniture, textiles, and fashion.

### **Key information for visitors**

CCE International, the 7th International Exhibition for the Corrugated and Folding Carton Industry, will take place from 11–13 March 2025 in Hall A5 at the Munich Trade Fair Centre in Germany. Visitors can access the event via Entrance East. Opening times are 9am to 5pm on Tuesday and Wednesday, and 9am to 4pm on Thursday. Tickets are €35.00 for a Day Ticket, and €45.00 for a season ticket (valid on all three show days). All tickets include free access to the conference programme, as well as to the co-located ICE Europe, the world’s leading exhibition for paper, film and foil converting. Ticket Shop, Registration and Press Accreditation are all available online. On-site registration is possible but will incur higher entry fees.

[www.cce-international.com](http://www.cce-international.com)

### **ENDS**

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#### **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](http://www.rxglobal.com).