

# FACHPACK 2022

> SHOW REPORT

**FACHPACK >**  
**27-29.9.2022**

EUROPEAN TRADE FAIR  
FOR PACKAGING, TECHNOLOGY AND PROCESSING

NÜRNBERG / MESSE

## 1. STRUCTURAL DATA

	TOTAL	GERMANY	INTERNATIONAL
Exhibitors	1,153	661	492
Visitors	30,705	20,919	9,786
Total exhibition space (in m <sup>2</sup> )	83,800	—	—
Exhibitor stand space (in m <sup>2</sup> )	45,125	31,329	13,886
Special shows (in m <sup>2</sup> )	2,114	1,959	155

## 2. CO-LOCATION WITH POWTECH

35%

of the total of **38,393** visitors to FACHPACK and POWTECH stated in the visitor survey that they would visit both trade fairs.

42%

42% of the **477** POWTECH exhibitors stated in the exhibitor survey that employees visited FACHPACK,

## 3. MEDIA & DIGITAL

188

media representatives from **13** countries visited FACHPACK/POWTECH 2022.

289,718

sessions and 1,584,636 pageviews from **120** countries at www.FACHPACK.de from 01.10.2021 to 29.09.2022.

5,864

participants at the digital extension myFACHPACK.

## 4. FORUMS

- Over **150** specialist presentations in the PACKBOX, TECHBOX and INNOVATIONBOX forums
- About **8,200** viewers on three days of exhibition
- Key Theme FACHPACK 2022: „Transition in Packaging“

### Forum PACKBOX

#### **Packaging materials/media, packaging design, packaging printing and finishing**

- **3** theme days:

Market Experience & Market Expectation | Sustainable design & material | Packaging digital & smart

- **PACKBOX partners:**

bayern design; Berndt + Partner; BME Bundesverband Materialwirtschaft, Einkauf und Logistik; dvi - Deutsches Verpackungsinstitut; DFTA Flexodruck Fachverband; epda - European Brand & Packaging Design Association; FFI Fachverband Faltschachtel-Industrie e.V. / Pro Carton; FuturePackLab | popular packaging; IK Industrievereinigung Kunststoffverpackungen; Hor-váth & Partner; K & A BrandResearch; Packaging Europe; PAHN-KE; taste; WPO World Packaging Organisation; Zukunftsinstitut

### Forum TECHBOX

#### **Packaging technology, labelling technology, intralogistics**

- **3** theme days:

Innovation & Climate Strategy | New business models in packaging and mechanical engineering / Attracting and securing skilled workers and employees | Efficiency & Digitalisation

- **TECHBOX partners:**

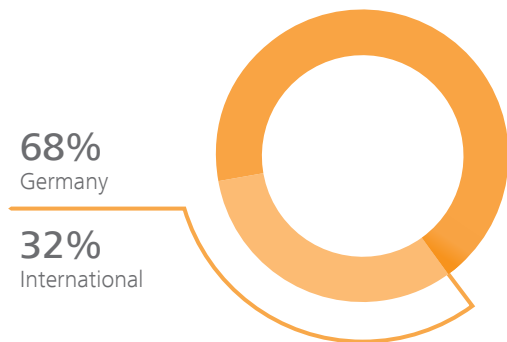
AIM-D; BayStartUP; BGH Consulting; bdvi - Bund Deutscher Verpackungingenieure; Ella Verlag; FH Campus Wien; FNR Fachagentur Nachwachsende Rohstoffe; Fraunhofer IML; Fraunhofer IVV; Huss Verlag; Hüthig Verlag; Packaging Valley Germany; TILISCO; Technische Universität Dresden; VVL - Verein zur Förderung innovativer Verfahren in der Logistik

### Forum INNOVATIONBOX

- **Exhibitor presentations on the trend topics circular economy, sustainability and digitalization**

## 5. VISITOR REGISTRATION

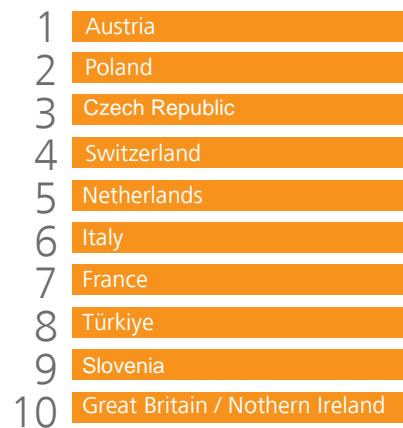
### 5.1 ORIGIN OF VISITORS



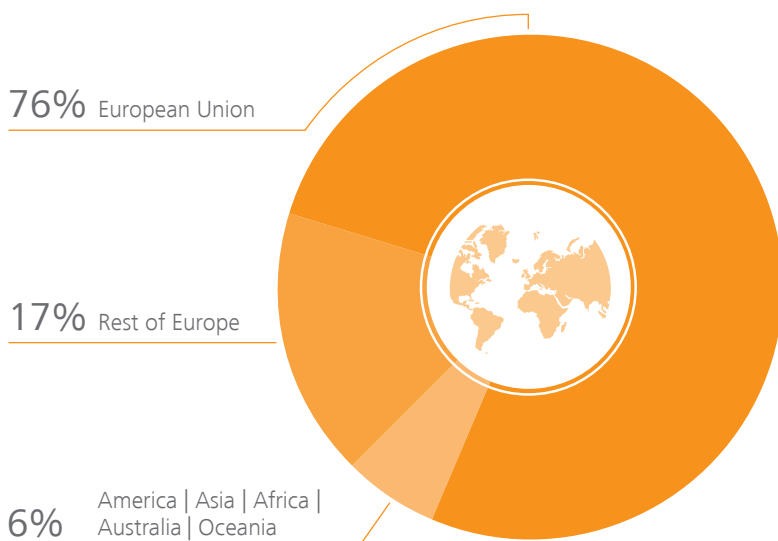
NUMBER OF COUNTRIES

89

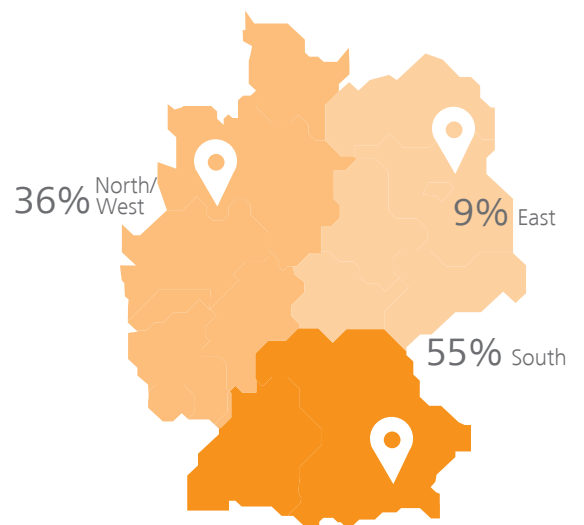
#### TOP 10 COUNTRIES FOR INTERNATIONAL VISITORS



#### STRUCTURE OF INTERNATIONAL VISITORS

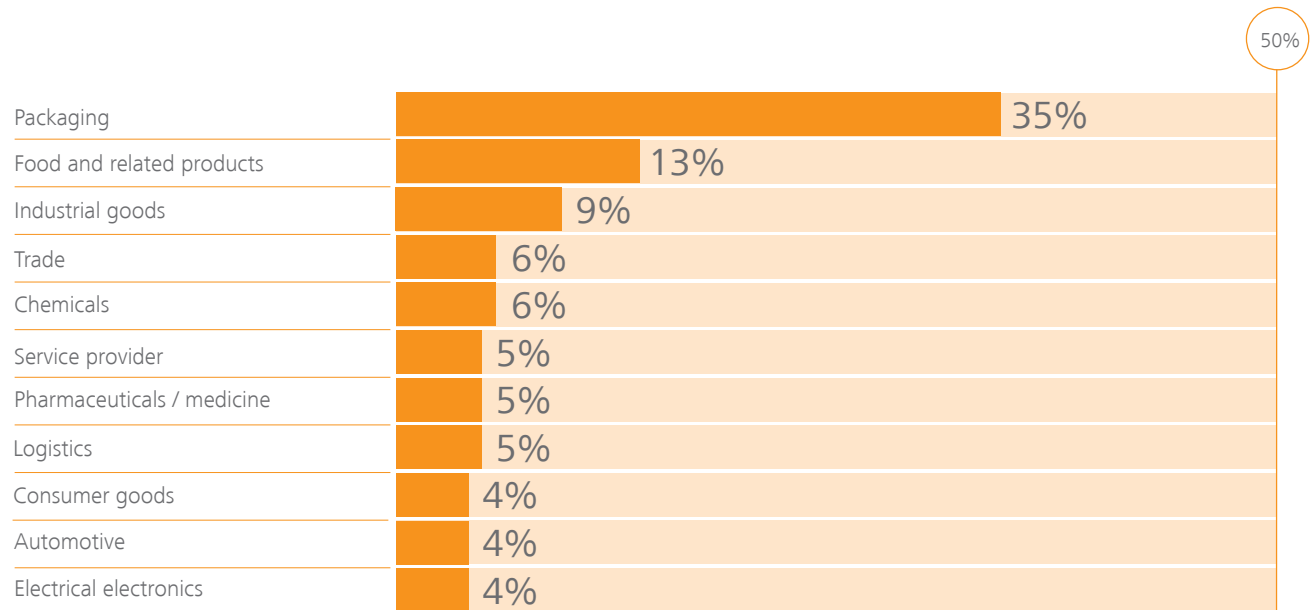


#### STRUCTURE OF GERMAN VISITORS

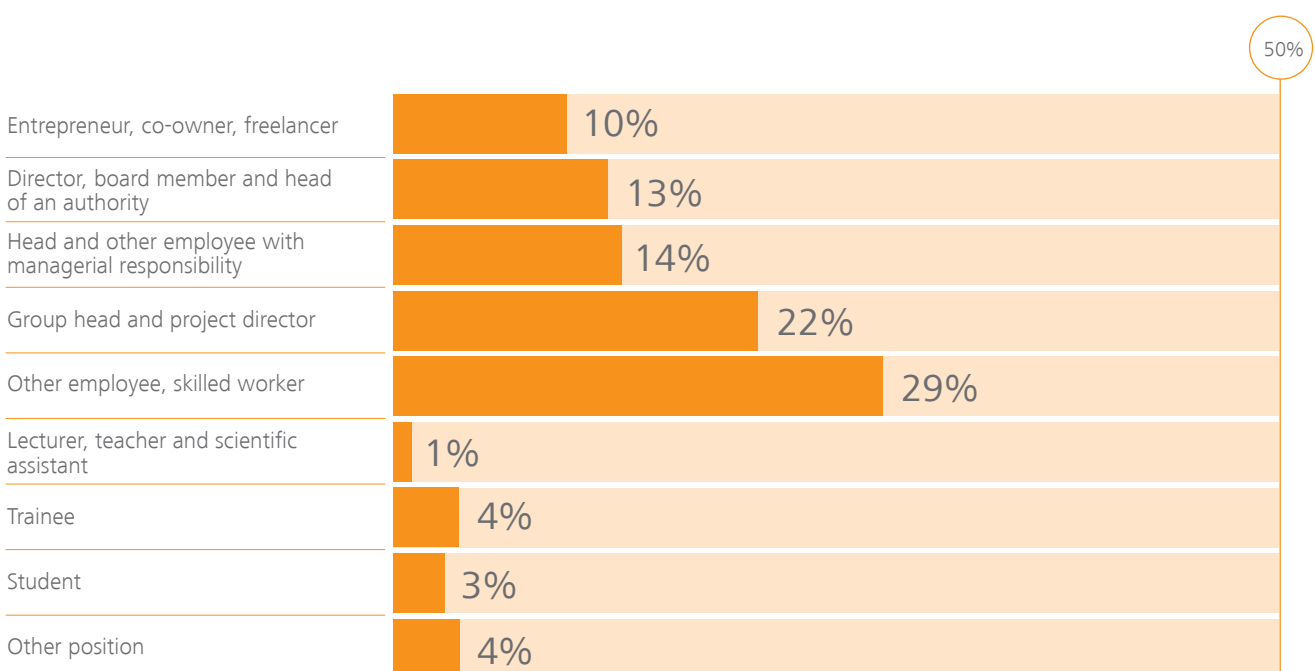


## 5.2 VISITORS' BRANCHES

(Extract)



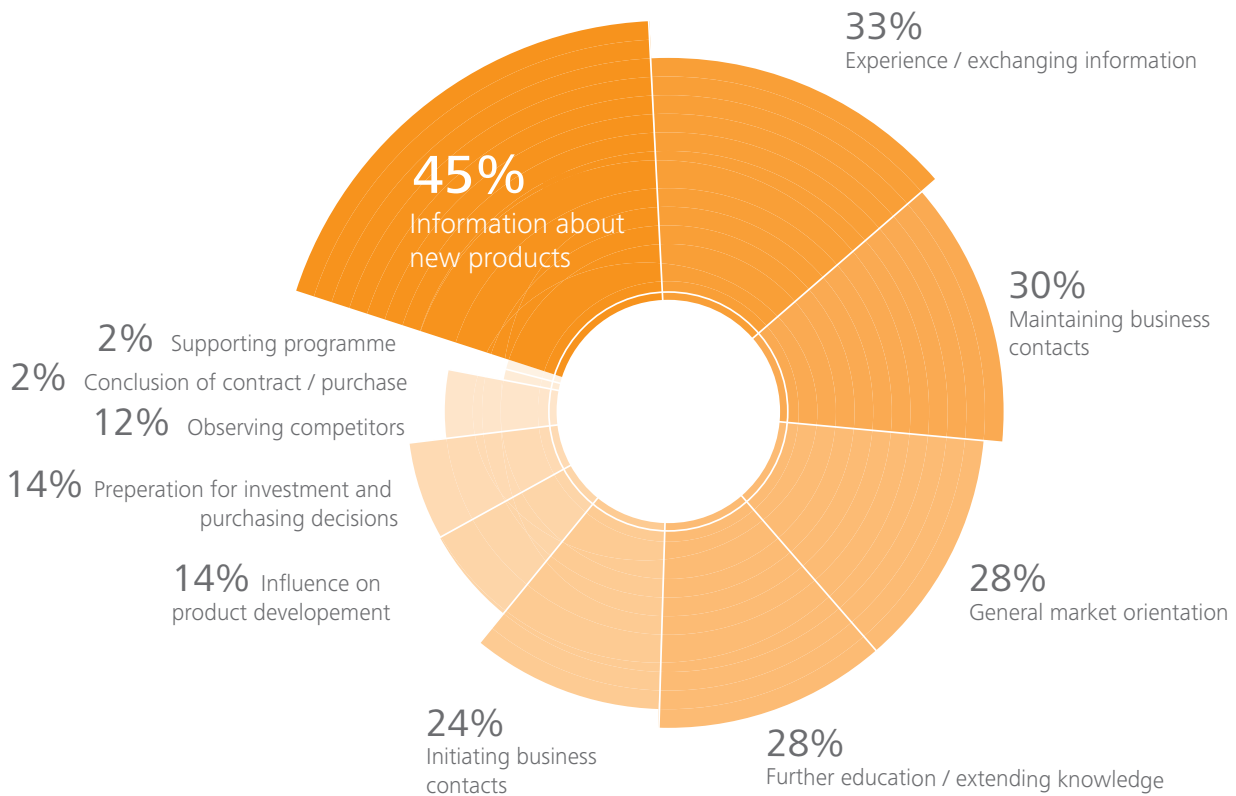
## 5.3 PROFESSIONAL STATUS OF VISITORS



## 6. VISITOR SURVEY

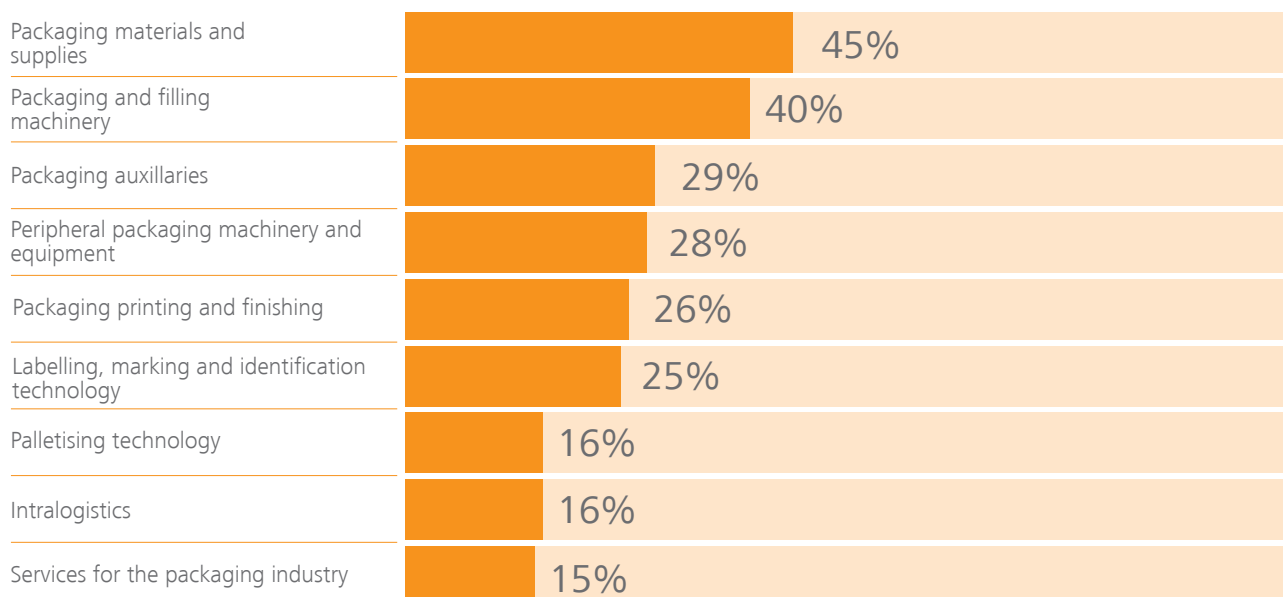
### 6.1 MAIN REASONS FOR VISIT

What are the main reasons for your visit to FACHPACK 2022? (Multiple answers, extract)



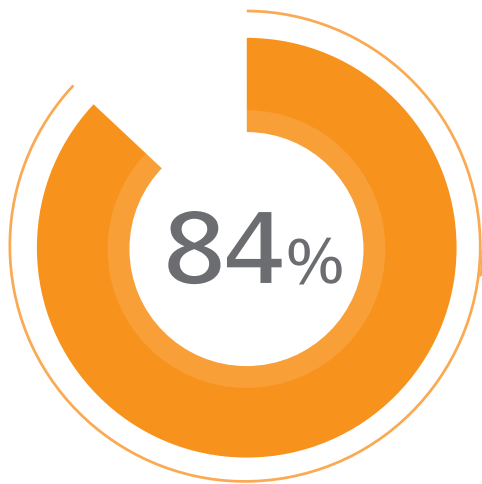
### 6.2 PRODUCT GROUPS (Main interest of visitors)

Which product groups mainly interest you at FACHPACK 2022? (Multiple answers)



### 6.3 DECISION-MAKERS

How important would you rate your influence on decisions on purchasing and materials management?

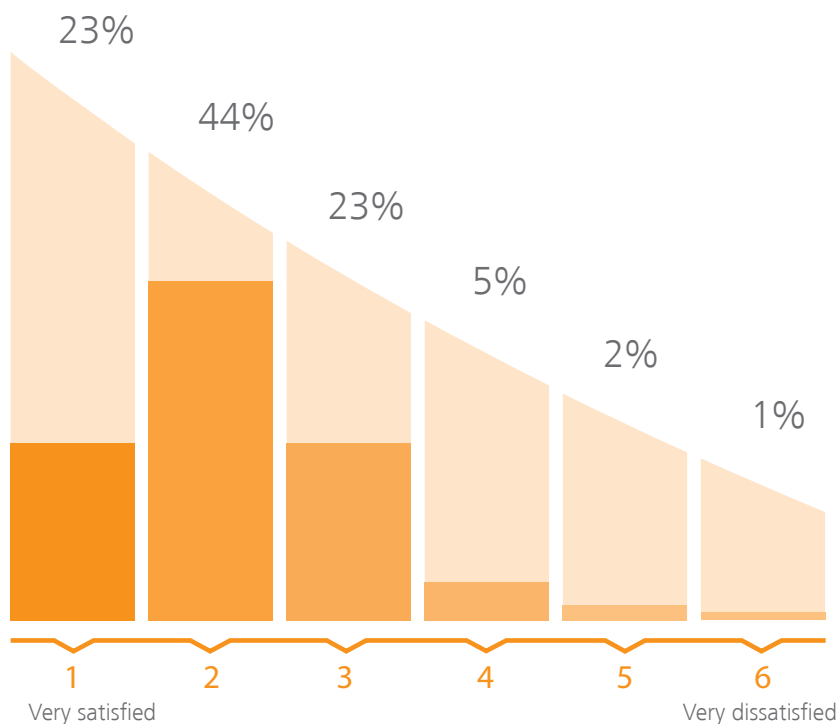


of the visitors are ...

involved in purchasing decisions in their company.

### 6.4 OVERALL SATISFACTION

How satisfied are you overall with your visit to FACHPACK so far?



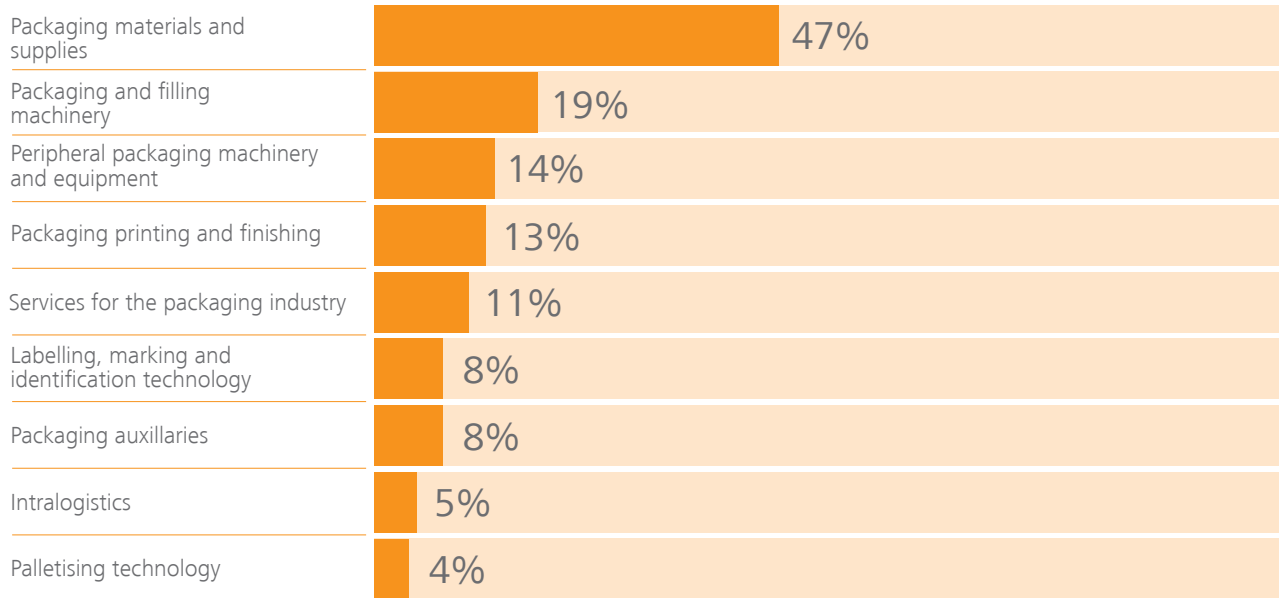
95 %

95% of the visitors were satisfied with their visit to FACHPACK 2022.

## 7. EXHIBITOR SURVEY

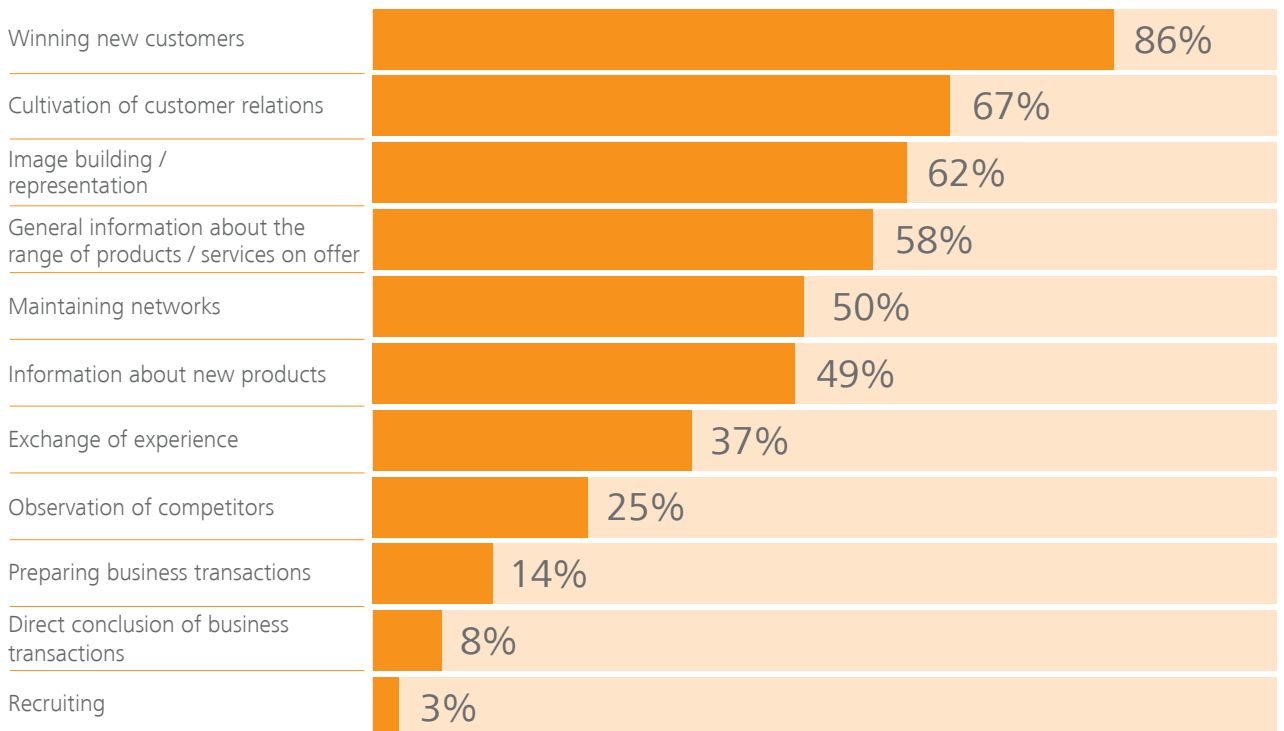
### 7.1 PRODUCT GROUPS (of exhibitors)

Which group of products/services do you offer? (Multiple answers)



### 7.2 EXHIBITORS' OBJECTIVES

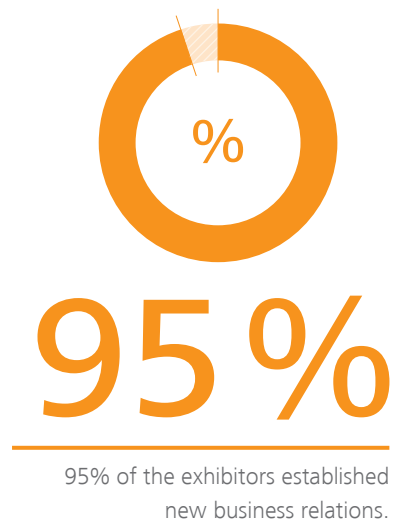
What were your company's objectives for exhibiting at FACHPACK 2022? (Multiple answers, extract)





## 7.3 NEW BUSINESS RELATIONS

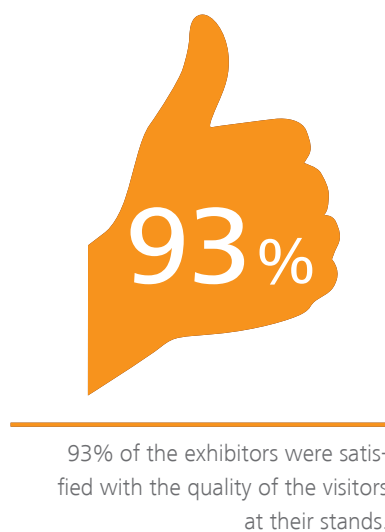
To what extent did your company make new business connections in the course of the fair?



---

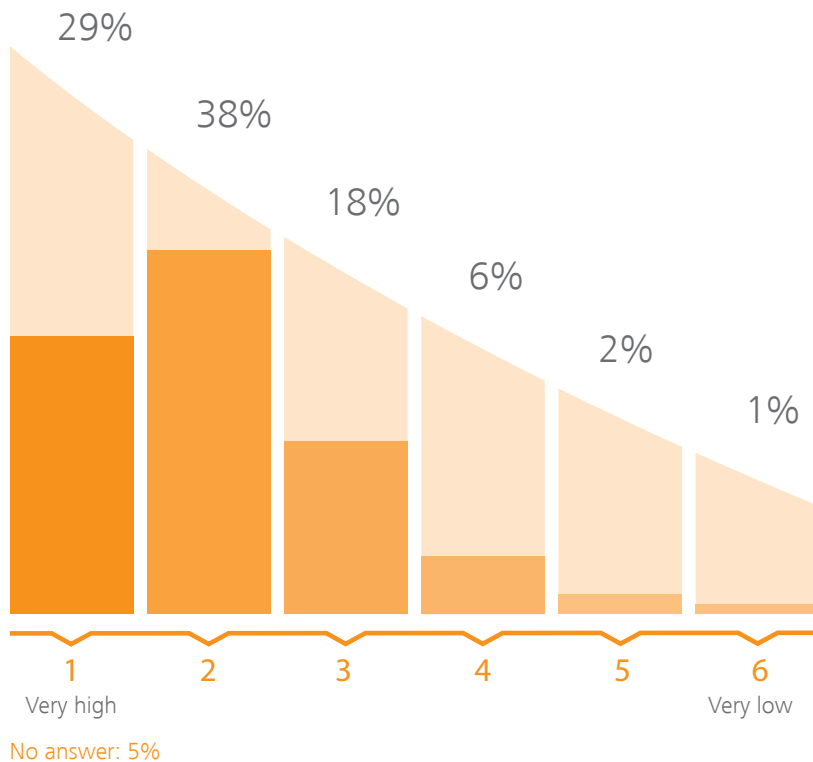
## 7.4 QUALITY OF VISITORS

How do you rate the quality of the visitors at your stand?



## 7.5 RE-PARTICIPATION

How high is your company's willingness to take part in the FACHPACK in future too?

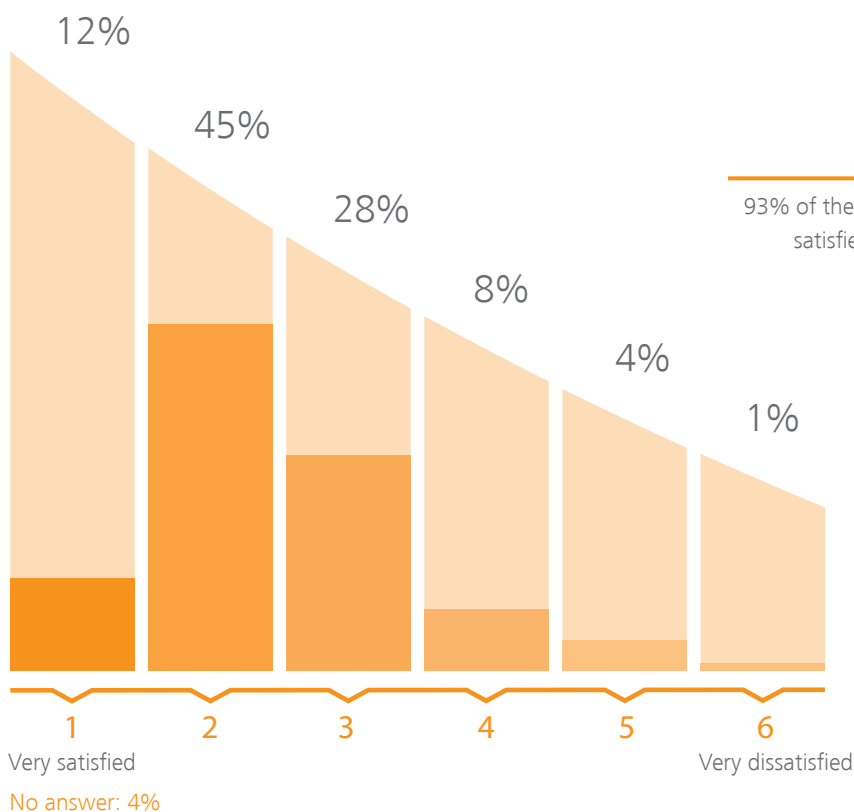


# 91%

91% of exhibitors show willingness to participate in FACHPACK again in the future.

## 7.6 OVERALL SATISFACTION

How satisfied are you with your fair participation all in all?



93% of the exhibitors were satisfied with their fair participation.

## MISCELLANEOUS

The structural data have been certified by FKM, the Society for Voluntary Control of Fair and Exhibition Statistics, Berlin.



Further information is available at [www.fkm.de](http://www.fkm.de).

The representative surveys were carried out by a neutral market research institute in accordance with the FKM guidelines.

This show report is also available in German.

Other detailed results of the survey can be obtained from NürnbergMesse, Business Analytics & Strategy, T +49 9 11 86 06-0, F +49 9 11 86 06-82 28, [info@nuernbergmesse.de](mailto:info@nuernbergmesse.de).

November 2022  
NürnbergMesse GmbH  
- Business Analytics & Strategie -

---