



From 7th to 10th May 2024  
[www.hispack.com](http://www.hispack.com)



## Fact sheet

### Hispack 2024, Packaging, Process & Logistics

**Dates**

From May 7-10, 2024

**Edition**

19

**Frequency**

Every three years (\*)

**Sphere**

Professional

**Timetable**

From 9:30am to 6:30pm (Tuesday, 7th to Thursday, 9th May)

From 9:30am to 6:00pm (Friday, 10th May)

**Location**

Halls 2 and 3

Fira Barcelona's Gran Via venue

**Occupied area**

36,000 m2 net (commercial offer + activities)

**Exhibitors**

Over 800. Catalogue [here](#)

**Countries of origin**

28

**Companies represented**

1.250

**Attendees**

27.000 (forecast)

**Sectors on offer**

- Brand Packaging: materials, packaging design, packaging solutions for multiple sectors, cartons, formats, finishes, POS, premium packaging.
- Industrial Packaging: solutions and materials for the packaging and packing of products for distribution to the end customer.
- Labelling & Bottling: machinery and equipment for bottling, filling and closing, as well as labelling, coding and marking technology.
- Packaging Machinery & Process: packaging machinery and accessories, product packaging lines, processes and operations.
- Logistics, Automation & Robotics: solutions for intralogistics, handling, storage, distribution and transport.

### **Activities**

- Hispack Unboxing (Hall 2): Conferences, case studies and round tables focused on packaging sustainability and user experience.
- Best cases Spanish Solutions (*IBC - Hall 3*): Presentation of success stories of Spanish exhibitors, selected for their innovation and export capacity, together with clients.
- Engineers Day (May 8 – IBC Hall 3)
- Brokerage Event (May 8– IBC Hall 3)
- Best in class (May 9 – IBC Hall 3)
- Japan Day (May 9 – IBC Hall 3)
- Recognition of companies (May 8 - Rambla exterior)
- Liderpack 2023 Awards Ceremony (May 8 - Rambla exterior)
- Packaging Party (8 de mayo – Rambla exterior)
- Business meetings with international buyers (IBC Hall 3)
- Themed guided tours on circular packaging, design, automation and intralogistics, sustainable packaging technologies and industry 4.0
- Technical conferences organised by associations, organisations and publications.
- International technical training – AIMPLAS-amec

### **Organised by**

Fira de Barcelona

### **In collaboration with**

Graphispac Asociación

### **President of the Organising Committee**

Jordi Bernabeu, director de Markem-Imaje in Southern Europe

### **Director**

Xavier Pascual

### **Press Contact**

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### **Web**

[www.hispack.com](http://www.hispack.com)

### **Press registration**

Apply for it on-line [aquí](#)

Apply for it in the Press Room of the venue (Hall Europa Floor -1) during the event.

*(\*) Last edition was held in 2022 as a result of the pandemic.*



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## A larger Hispack seeks to accelerate responsible packaging solutions

- Sustainability takes centre stage at an edition featuring over 800 exhibitors from 28 countries, 18% more than in 2022
- Growing demand for low environmental impact packaging and more efficient machinery

**Hispack 2024 will focus on sustainable packaging to contribute to a better future. From May 7 to 10, Spain's largest packaging trade show will bring together over 800 exhibitors from 28 countries and 1,250 brands at Fira de Barcelona's Gran Via venue with the latest innovations in materials, packaging, containers, labels, wrapping, as well as processing and logistics technology and machinery adapted to the new regulatory framework of the circular economy.**

Organized by Fira de Barcelona in collaboration with Graphispac Association, Hispack is growing this year by 18% in number of companies and 12% in exhibition space, mirroring the momentum of the packaging industry, which has an annual turnover of more than 40,400 million euros in Spain, according to a report by MarketAAD for the event.

This way, Hispack will spread over 36,000m<sup>2</sup> in halls 2 and 3 with leading manufacturers and distributors showcasing technology, materials and packaging solutions, with sustainability as the cornerstone. It will also display the life cycle of packaging and its links with other production processes and the supply chain. This year there has also been an increase in international exhibitors, with almost a third of the total number coming from outside Spain. Turkey brings the largest number of companies, followed by Italy, China, Germany, France, the Netherlands, Portugal and the United Kingdom.

60% of Hispack's commercial offer corresponds to equipment and machinery for packaging, bottling, labelling, coding, traceability, process, automation, robotics and logistics. The remaining 40% of exhibitors focus on materials, POS and specific packaging elements for different industrial and consumer sectors, as well as distribution, e-commerce and retail.

The President of Hispack's organizing committee, Jordi Bernabeu, underlines the growing interest in the event this year as a showcase for trends and solutions in view of the need to adapt packaging to the new regulatory framework: *"manufacturers and brands, mainly in the food, cosmetics and pharmaceutical sectors, among others, are increasingly demanding sustainable packaging solutions in response to greater environmental awareness and commitment and also to meet the objective set by the regulations for all packaging to be recyclable or reusable by 2030."*

### Trends at the show

Sustainable packaging seeks to minimize environmental impact through eco-design focused on the reduction of materials, recycling, and reuse, as well as through the analysis of the life cycle of packaging from production to disposal. Also, with a greater use of recycled or biodegradable materials, with the deployment of smart packaging that improves supply chain efficiency, traceability, and consumer experience, and with an overhaul of production processes aimed at reducing the carbon footprint. In this sense, automation, robotics and artificial intelligence combine to drive the digital transformation and sustainability of packaging.

All of this will be clear both in Hispack's exhibition floorspace and in its more than 80 knowledge and networking activities in which over 150 speakers will take part. The 'Hispack Unboxing' space stands out with a program of conferences, roundtables, and presentations, in which representatives from food and beverage, cosmetics, pharmaceutical, textile and construction companies will explain their experiences in sustainable packaging, together with organizations, technology centres, clusters and suppliers of technology and materials. Among the speakers feature the packaging and sustainability managers from brands such as Almirall, Calidad Pascual, García Carrión, El Corte Inglés, Nauterra and Shiseido.

The Director of Hispack, Xavier Pascual, emphasizes the value of the knowledge shared at the fair: *"we bring together suppliers and clients to explain achievements and experiences that help other companies to improve the sustainability of their packaging."*

### **New initiatives**

In addition, Hispack is also launching the "Engineers Day", an initiative by Enginyers Industrials de Catalunya (EIC) aimed at professionals with technical and engineering profiles involved in production processes, R&D, operations and the supply chain, with talks on automation and robotics applied to intralogistics and other networking activities.

Also new are the ten themed routes around the show aimed at discovering creative and innovative materials and packaging, making packaging circular, or the latest in intralogistics, sustainable packaging technologies or plastic packaging, industry 4.0 in the packaging sector and smart packaging.

In parallel, under the title "Best in class", Hispack will acknowledge three international success stories with packaging sustainability as protagonist. The Danish city of Aarhus has created a municipal circular system for the collection, washing and reuse of beverage and take-away food packaging. The Japanese firm Kao Corporation, with an innovative system to recycle plastic refill containers and make new containers. And AMITA Corporation's project to use blockchain technology to trace plastic bottle cap recycling.

Along these lines, Hispack will promote Japan as a high-potential market in collaboration with the Japan Packaging Institute showcasing trends and experiences carried out in Japan, as well as enabling business contacts or collaboration with the Japanese delegation attending the fair.

The program is completed with other guest events organized by entities such as the Spanish Association of Purchasing, Contracting and Procurement Professionals (AERCE), the Spanish Plastics Centre (CEP) and Amec, the Beauty Cluster and the Packaging Cluster, the Spanish Logistics Centre (CEL), and the Graphispack Association.

### **Export opportunities**

On the other hand, Hispack will contribute to the international projection of Spanish packaging technology and solutions to promote exports. Through its "Hosted buyers" program, the show has invited one hundred professionals with specific projects and import capacity, mainly from Tunisia, Morocco, Poland and Mexico, target markets for Spanish packaging companies due to their growth potential. It is estimated that over 800 meetings and presentations will be scheduled over four days with these buyers.

In addition, all international visitors will receive tailor-made advice and activities at Hispack's International Business Centre where they will discover, through presentations, the success stories of a dozen Spanish packaging technology suppliers. There will also be a Brokerage Event, with quick business interviews aimed at finding suppliers or collaborators.

Finally, Hispack will host the presentation of the Liderpack 2023 Awards, the most important awards for Packaging and Point-of-Sale Advertising (POS) in Spain. The 45 winners will be on display at the show. The Packaging Party will also be held and there will be a ceremony to honour some thirty companies, organizations and individuals for their achievements in the packaging sector.

Hispack 2024 expects to attract more than 27,000 visitors, 10% of them international.

Barcelona, May 2024

## The packaging industry grows, breaks records in turnover and prioritizes sustainability

- The sector increased its turnover in Spain by 22% to 40,409 million euros, 3% of GDP, according to a report by Hispack
- Reducing environmental impact and digitalisation, immediate challenges for the 3,447 companies in the Spanish packaging industry

**The Spanish packaging industry is growing and reaches record levels in turnover, showing great strength and dynamism as a necessary sector for the real economy. With a turnover of 40,409 million euros, the packaging industry has increased its turnover by 22% and the number of companies by 8.3% to 3,447, according to the study presented by Fira de Barcelona's Hispack show, which will be held from 7 to 10 May at the Gran Via venue.**

Under the title 'Packaging in Spain, the power of an industry committed to sustainability', the Hispack 2024 report - produced by the consultancy firm MarketAAD - updates its last edition, published in 2022, comprehensively mapping the sector and pointing out the key magnitudes and lines of development in which its companies are working. The report confirms the strength of this industry in a complex geopolitical and economic context marked by restrictions on certain raw materials, energy prices, high inflation, and the latest regulatory changes aimed at increasing the contribution of packaging to sustainable development.

In this sense, the Spanish packaging industry has increased by 8.3% the number of companies, reaching 3,447 companies, 90% of which are SMEs. It also provides 118,500 jobs, 5.12% of employment in the industrial sector.

By subsectors of activity, the largest number of firms belong to manufacturers of packaging and plastic materials (900), followed by paper and cardboard (710), packaging machinery (615), wooden packaging (702) and manufacturers of labelling, coding and marking equipment (301). The list is completed with manufacturers of metal packaging (165); glass (40); cork stoppers (12); and other materials (2).

In terms of geographical distribution, Catalonia accounts for almost 30% of the companies, with an additional 40% distributed between Valencia (18%), Madrid (10.31%), Andalusia, which is experiencing strong growth, reaching 9.72%, and Murcia (6.3%).

### Record business

The report also maps the sector's business growth. The rising market demand for sustainable packaging has helped to increase the turnover of paper and cardboard companies by 24.4%, which in turn lead the industry with 13,441 million euros. Plastic packaging companies are second with a stable turnover of 9,592 million euros and behind them is packaging machinery, whose turnover increased by 12.32% to 4,629 million euros, encouraged by the commitment to transformation and digitisation of these companies.

The remaining specialties also recorded notable increases in turnover: the labelling, coding and marking sector reached 3,395 million euros, up 11.6%; the wooden packaging sector 3,292 million (+24.7%), metal packaging, 3,259 million euros (+27.9%) and glass, 2,478 million euros (+25.7%).

Almost 69% of Spanish packaging companies have a turnover of less than 5 million euros, 21% between 5 and 25 million euros, and only 10% exceed the latter figure. Altogether, the profitability levels of packaging firms are positive in all turnover brackets.

The regions with the highest turnover in the packaging sector are Catalonia (10,216 million euros), Madrid (6,635 million euros), Valencia (5,337 million euros), Aragon (3,286 million euros) and the Basque Country (3,105 million euros).

### More packaging, more sustainable

The Hispack 2024 report also tackles the sustainable development of the packaging industry. In this sense, it points out that, although the challenge of sustainability is not new, it is more of a priority for

companies due to the latest regulatory changes and the greater awareness of consumers who demand more environmentally friendly packaging.

Therefore, among the main reasons for the rise of the sector reflected on this study feature the necessary transformation towards the sustainability of packaging, the automation and digitisation of the industry, the post-pandemic economic recovery of different productive sectors with growing demand for packaging, and the unstoppable growth of e-commerce that is tied to new packaging and logistics demands.

The study highlights that the sector is ready to respond to all industries that demand solutions with less environmental impact and seek to adapt to the latest regulatory changes which, among other measures, encourage recycling and reuse within the framework of the circular economy, apply a special tax on non-reusable plastic packaging or target creating new collective systems of extended responsibility for commercial and industrial packaging.

Therefore, companies continue to innovate both in terms of materials and circularity solutions, and in this sense, the main trends include the use of mono-materials, more recycled plastic and biodegradable raw materials, as well as the promotion of recyclability and reusability of packaging and the application of life cycle analysis formulas for each product to adapt the solution with the lowest possible environmental impact.

Digital transformation is also among the major challenges facing the sector, on which most companies are working. In this line, companies in the packaging machinery sector invest 3.7% of their turnover in R&D, mainly to promote digitalisation to increase sustainability with automated and energy-efficient equipment capable of working with new materials. Accordingly, the sector is incorporating and offering Industry 4.0 technologies to link packaging and its associated processes with the entire supply chain, real-time information on manufacturing and logistics processes, product traceability and intelligent and connected packaging solutions.

#### **Hispack 2024**

The sector's momentum will be reflected at Hispack 2024, held from May 7 to 10 at Fira de Barcelona's Gran Via venue. The leading event for the packaging industry in Spain and one of the first in Europe in its speciality will also grow by 18% in this edition and will bring together over 800 exhibitors from 28 countries and 1,250 brands, which will showcase the latest solutions and innovations of the most digital and sustainable packaging industry. The show expects to attract more than 27,000 visitors, 10% of which international.

Hispack will spread over halls 2 and 3 of the Gran Via venue and will feature the leading manufacturers and distributors of packaging technology, materials and solutions, taking into account their entire life cycle and their connections with other production processes and the supply chain. 60% of Hispack's commercial offer corresponds to equipment and machinery for packaging, bottling, labelling, coding, traceability, process, automation, robotics and logistics. The remaining 40% of exhibitors focus on materials, POS and specific packaging elements for different industrial and consumer sectors, as well as distribution, e-commerce and retail.

With 32% of international exhibitors from countries such as Turkey, Italy, China, Germany, France, the Netherlands, Portugal and the United Kingdom; and the arrival of professional visitors and buyers from all over the world, Hispack strengthens its position as an essential event for opening up markets and new business opportunities for Spanish companies in the sector.

#### **Barcelona, May 2024**

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International Press

## Programme

### Tuesday, 7th May

#### **10:35h Best Cases – Spanish Solutions**

With Innova Group & GRUPO NUTEC; Meler & ViniGalicia; DIFMAQ & Bodegas Fundador and Macsa ID & HERO  
International Business Center. Hall 3.

#### **15:35h Best Cases – Spanish Solutions**

With Limitronic & TERG and Capsa & Media Markt  
International Business Center. Hall 3.

### Wednesday, 8th May

#### **10.00 – 10.45h Welcome Coffee for the international press attending Hispack**

With Xavier Pascual, director of Hispack, Jordi Bernabeu, president of Hispack and Carmina Castella, director of amec-emasgraf  
Protocol Room. Hall Europa. 1st floor (*lift access is available from the press room*)

#### **15:00h Thematic tour: Industry 4.0 in the packaging solutions industry**

Meeting Point International Business Center. Hall 3.

*If you are interested in participating, please send an email to [mgarciap@firabarcelona.com](mailto:mgarciap@firabarcelona.com)*

#### **15:30h Best Cases – Spanish Solutions**

With INVpack & Promerca and AYRTAC & Biper Gorri  
International Business Center. Hall 3.

#### **17:30h Liderpack Awards 2023 Ceremony**

Rambla Hall 1& 2. Gran Via venue

#### **18.15h Packaging Party**

Rambla Hall 1 & 2. Gran Via venue

### Wednesday, 9th May

#### **10:30h Thematic tour: Sustainability in packaging technologies.**

Meeting Point International Business Center. Hall 3.

*If you are interested in participating, please send an email to [mgarciap@firabarcelona.com](mailto:mgarciap@firabarcelona.com)*

#### **10.45h Japan Packaging Industry and Its Drive Towards Sustainability**

*Keynote: Takehiro Kaneko - Japan Packaging Institute*

International Business Center. Hall 3.

**11.15h Achieving sustainable packaging and premium value**

*Keynote: Yoshinori Kumasaka, Director Sustainability Development Acceleration SHISEIDO*  
International Business Center. Hall 3.

**11.45h – 13.00h “Best in class”**

KAO CORPORATION, AARHUS CITY COUNCIL and SHISEIDO  
International Business Center. Hall 3.

**13:00h Japan Day Cocktail Networking**

International Business Center. Hall 3.

**15:30h Conference Upcoming European Legislation on Sustainable Packaging –  
Potential for Global Impact?**

Johannes Bergmair. General Secretary WORLD PACKAGING ORGANISATION  
International Business Center. Hall 3.