



**6th International Exhibition
and Conference for the
Packaging- and Processing Industry**

18–20 November 2010

Visitor Structure

Total number of visitors

2010, incl. drink technology India 6,000

2008 3,656

99% of the visitors will be visiting the next International PackTech India and drink technology India show in 2012

Place of Residence

West-India	59 %
South-India	15 %
North-India	9 %
Central-India	5 %
East-India	5 %
North-East-India	3 %
Other countries	1 %
Other SAARC countries	3 %

97% of the visitors would recommend colleagues at work to visit the show

Purpose of visit

several answers possible

Making new business contacts	59 %
Initial market orientation	52 %
Information about new products, trends, systems and prices	48 %
Purchase negotiations	38 %
Cultivation of existing business contacts	34 %
Concluding purchase	32 %
Monitoring the competition	28 %
Continued training and education	25 %

Very high sales objectives in comparison with other trade fairs!

93% of the visitors are completely satisfied with reaching the objectives!

98% of the visitors are highly satisfied with every aspect of the fair

Areas of interest

several answers possible

Food processing	54 %
Packaging machines and devices	46 %
Packaging materials, Packaging means, Packaging aids	41 %
Production of packaging material	38 %
Automation technology, Complementary techniques	34 %
Storage, logistics and transport equipment	31 %

Environmental technology, Packaging recycling	29 %
Services	23 %
Others	4 %

91% of the visitors are highly satisfied with areas of interest!

Branch of industry

several answers possible

Beverage industry	39 %
Packaging and allied sectors	38 %
Pharmaceutical and chemical sector	7 %
Other food sector	7 %
Label sector	6 %
Dairy & meat sector	5 %
Plastics sector	5 %
Confectionery and bakery sector	3 %
Automotive sector	3 %
Personal care-cosmetic and toiletries sector	2 %
Converters and printers sector	2 %
Services, Advertising	1 %
Other non-specific sectors	10 %

Area of responsibility

several answers possible

Management	29 %
Manufacture production	29 %
Planning, Design, Production planning	17 %
Sales/Distribution	15 %
Purchasing, Sourcing	15 %
Production control, Quality control	13 %
Marketing, Advertising, PR	11 %
Research, Development, Construction	4 %
Other area of responsibility	5 %

Position/Job title

Middle management, Department head	37 %
Top management	30 %
Entrepreneur, Partner, Self-employed	20 %
Other position	9 %
Other employee/Skilled worker/ Master brewer	4 %

50% of the visitors belong to the Top Management or are entrepreneurs

93% of the visitors are involved in the decision making process

final report



International PackTech India 2012

**7th International Exhibition and Conference
for the Packaging- and Processing Industry**

**Bombay Convention & Exhibition Centre (BCEC), Mumbai/India
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