



4 August 2010

ICE International Converting Exhibition:

ICE South America premieres in São Paulo

ICE South America, the first dedicated trade exhibition in Brazil for paper, film and foil converting, will open its doors from 4 - 6 August 2010 at the Transamerica Expo Center in São Paulo. Featuring leading international suppliers like Polytype, BMB, Novamelt, Kampf and Olbrich, as well as important domestic suppliers, ICE South America 2010 will be a major industry event for Brazil's booming converting market.

A total of 65 suppliers from 12 countries will show the latest products and services for converting web materials such as paper, film, foil and nonwovens. The exhibition profile includes Materials, Coating and Laminating, Drying/Curing, Treating, Control and Measurement, Slitting and Rewinding, Finishing, Printing Machinery as well as Accessories, Software, Waste Removal and Consulting.

ICE South America is a satellite event of the highly successful trade exhibition ICE Europe, which takes place in Munich, Germany every other year. The 2009 edition of this leading trade exhibition for the converting sector attracted 329 exhibitors and 5,350 visitors from all over the world.

"When ICE South America 2010 opens its doors today, Brazil's converting industry will come together for its first specialised industry event in this highly dynamic South American market. The exhibition allows suppliers of paper, film and foil converting technology to establish new business relations, both with customers of machinery, equipment and systems, and with potential agents or partners. Industry experts will be able to check out what is available internationally and find tailor-made solutions for their company," explains Susanne Rauberger, Exhibition Director on behalf of the organisers, Mack Brooks Exhibitions.

ICE South America is open on 4th and 5th August, from 13.00 – 20.00 hrs and on 6th August from 13.00 – 18.00 hrs. Entrance for this new event is free of charge. Information on ICE South America can be found at www.ice-south-america.com

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