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ICE South America 2010 features leading international suppliers

With ICE South America, Mack Brooks Exhibitions will organise a first dedicated trade fair for the converting industry in the growth market of Brazil. The event will take place 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 the quickly developing converting market of Brazil and its neighbouring countries,” explains Susanne Rauberger, Event Director ICE South America.

“The consumption of paper, film and foil products in Brazil is showing positive growth rates and there is an increasing demand for ever more sophisticated convenience products,” says Susanne Rauberger. “The forecast for the Brazilian packaging industry in particular is very positive; and the readiness to invest in cutting-edge technology when buying new machines and systems is very high.”

“The dedicated trade show ICE South America now enables European and North American suppliers of paper, film and foil converting technology to approach the Brazilian market and to establish business relations, both with customers of machinery, equipment and systems, and with potential local agents or partners. With its specialised exhibition profile, the event offers an ideal platform to form business contacts and find new partners in this dynamic market,” says Susanne Rauberger.

The exhibition profile covers a comprehensive range of products and services for the converting of web materials, such as paper, film, foil and nonwovens: 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, all make up the exhibition profile.

The exhibition organisers offer a variety of stand packages to make exhibiting at ICE South America as convenient and cost efficient as possible. Information on ICE South America can be found at www.ice-south-america.com

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