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ICE South America 2010: Stand reservation has started

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.

“If we look at the amount of stand enquiries we receive for this exhibition, it is pretty obvious that there is a need for this new event. A large number of companies, amongst them some of the leading manufacturers in the converting industry, have already reserved their stand space,” explains Susanne Rauberger, Event Director ICE South America. “Therefore, by organising ICE South America, we are able to meet the demand of leading industry professionals for a business platform in the highly promising Brazilian market,” says Susanne Rauberger.

In the biggest country on the South American continent, investment and domestic consumption are currently the most important economic drivers. The standard of living of large parts of the Brazilian population has significantly improved over the last decade, which has led to an increased demand for convenience goods. This domestic demand is largely unaffected by the current global economic situation. The forecast for the packaging industry in particular is very positive. 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 products. The readiness to invest in European technology when buying new machines, systems and equipment is very high.

The dedicated trade show ICE South America now enables European 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.

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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