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## International Converting Exhibition ICE goes to South America

Mack Brooks Exhibitions, organisers of the International Converting Exhibition ICE Europe, have announced that they will hold a satellite event of the highly successful trade exhibition for the paper, film and foil converting industry next year in Brazil. The specialised trade show will take place from 4 - 6 August 2010 at the Transamerica Expo Center in São Paulo, one of the most modern exhibition grounds in South America.

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.

Brazil is the BRIC-country which is least affected by the current global economic crises. The packaging industry in particular is not as hard-hit as other industry sectors: The consumption of paper, film and foil products in Brazil is still showing positive growth rates. 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 need for a business platform in the highly promising Brazilian market comes at a time where suppliers of products and services in the converting industry increasingly look to expand their business opportunities beyond their usual sales channels.

With its dedicated exhibition ICE South America, Mack Brooks Exhibitions now offers the perfect point of entry to this growth market. The highly focused trade show enables exhibitors from Europe to establish business relations, both with customers of machinery, equipment and systems, and with potential local agents or partners. A variety of stand packages that make exhibiting at ICE South America as convenient as possible is available from the organisers. Information on ICE South America can be found at [www.ice-south-america.com](http://www.ice-south-america.com)

This year, Europe's leading exhibition for paper, film and foil converting, ICE Europe, will take place from 24-26 November 2009 at Munich's M,O,C. Next ICE Asia will be held from 17-19 March 2010, at the Shanghai Expo Mart. Information on all ICE events is available at [www.ice-x.com](http://www.ice-x.com)

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