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#andinapack

## Andina Pack 2017: Top position of the leading processing and packaging trade fair for the Andes Region and Central America expanded

- For the first time more than 500 exhibitors
- 53 percent international exhibitors
- 18062 trade visitors
- Extensive event programme for trends and innovations

Andina Pack has once again impressively confirmed its position as the leading trade fair for processing and packaging technology in the Andes Region and Central America. From 7 to 10 November 2017, 503 exhibitors, 17 percent more than at the last Andina Pack, from 27 countries presented their products and solutions for the food and drink, pharmaceuticals and cosmetics industries in Bogota (Colombia). With a share of 53 percent, an increase of 32 percent in comparison to the previous edition, more companies came from abroad than ever before. 18062 trade visitors from 30 countries profited from the unique access to solutions, market innovations and trends. The exhibitors underlined in particular the high, again increased quality of trade visitors, the significant growth in internationality as well as the potential for concrete business deals. The exhibition space of Andina Pack grew by a total of 18 percent, while the share of companies booking from outside of Colombia increased by 17 percent. "The increase in internationality and the good results of the event on the whole clearly show that Andina Pack is the most important trade and communication platform for the attractive, striving growth markets in Colombia and the region", is how Gerald Böse, President and Chief Executive Officer of Koelnmesse GmbH summarised the success of the trade fair. "Andina Pack convinces decision makers and buyers as the central industry meeting point for successful business and offers the ideal access to the latest market trends and innovations." Andrés López-Valderrama, President and Chief Executive Officer of Corferias Bogotá, positively summarised the trade fair: "This sector is a great driving force of the country's economy and continuously presents an optimal growth, which made Andina Pack 2017 an important business platform and a space that presented the best market and business opportunities and delivered outstanding results for both national and international exhibitors." Andina Pack was organised for the first time in 2017 jointly by Koelnmesse and Corferias Bogotá; it has taken place every two years since 1991.



Andina-Pack  
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[www.andinapack.com](http://www.andinapack.com)

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Cologne  
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### **Growth in international exhibitors**

Page  
2/4

The increase in internationality at Andina Pack shows that, in addition to the national exhibitors, international companies also recognise the potential and are opening up the growing market for their business activity. The forecasts of renowned market research institutes certify a strongly growing demand for Colombia and the neighbouring countries of the region in numerous areas of daily life, for example, in the use of processed foods, in the health and cosmetics markets. A significantly increasing need for modern processing and packaging machinery and new technologies is therefore expected.

For this reason, the list of participants of Andina Pack included, besides many top companies from Colombia, renowned international manufacturers from 26 other countries. For many international companies and their foreign branch offices and representations, Andina Pack 2017 was a premiere and the step toward accessing the growth markets in Colombia and Central America. The strongest participating foreign countries were Argentina, Brazil, China, Germany, France, India, Italy, Mexico, Spain and the USA. Top brands like BASF, Bosch Group, DuPont, Gerresheimer, Hewlett Packard, Honeywell, Multivac, Owens Illinois, Sartorius, Smurfit Kappa and Tesa Tape (Beiersdorf AG) presented their products and solutions. A total of 12 international pavilions from Argentina, Brasil, China, Germany, France, India, Italy, Mexico, Peru, Spain and from the United States were represented at Andina Pack. For the first time there was a German pavilion at Andina Pack at the request of the German Mechanical Engineering Industry Association (VDMA) and sponsored by the German Federal Ministry for Economic Affairs and Energy. Under the "Made in Germany" umbrella, AZO Liquids, Barth, Baumer hhs, Bericap, Kronen, Optima consumer, Rovema, Stephan Machinery, Treif Maschinenbau, Witt-Gasetechnik and VEMAG Maschinenbau presented the broad range of their products and services.

### **Future-oriented event and congress programme**

The comprehensive event programme and the "Innovation Capsule" also celebrated their premiere. Both offerings focused on future-oriented new products and developments for the industry and convinced exhibitors and trade visitors. On the agenda were the latest global industry trends and their implications and possibilities for transfer to the market and the industry in Latin America. Four renowned cooperation partners presented an extremely relevant and high quality programme. In addition to the Instituto Argentino del Envase and the Asociación Colombiana de Ciencia y Tecnología de Alimentos, the Instituto de Capacitación e Investigación del Plástico y del Caucho participate in cooperation with Acoplásticos and the Asociación Colombiana de la Industria de la Comunicación Gráfica (Andigraf). Many exhibitors also made use of the opportunity offered by the "Speakers Corner" to present their new products and solutions to an interested trade public in short sessions.

### "Innovation Capsule": Special event for product innovations

For the first time, the organisers presented an "Innovation Capsule" and honoured the 22 best innovations of the exhibitors. Companies could submit new products and innovations to a committee of representatives from the Innovation Centre of the Universidad de los Andes (Innovades). The awarded new products were presented in a special exhibition area during the trade fair.

### Exhibitor opinions

"When we noticed that Koelnmesse was organising Andina Pack, we had many expectations that the 2017 edition would be very special in terms of internationalisation, organisation and communications. We can say that Andina Pack met our expectations. Not only in positioning our brand, but also with important sales of technology. It was an excellent show for us."

MULTIVAC, Jairo A. Rodriguez Taylor, Director General Colombia & Ecuador

"The customers and companies that have come to visit us have demonstrated very active interests in 2018 opportunities."

BOSCH, Mario Pino, Sales Director - Latin America

"REDA is specialised in all liquid food treatments. The Colombian market is very important for us and very receptive. We noticed that Andina Pack is an important meeting point for our customers, especially in the dairy sector."

REDA, Alessandro Marcato, Area Export Manager

"The key people from the industry are here. I was surprised to see many people from Honduras, Guatemala and Costa Rica here."

UNITHERM, Francisco Sierra, Latin America Sales

**The next Andina Pack takes place from 19 to 22 November 2019.**

### Corferias Bogotá

With more than 60 years of trade fair experience, Corferias pursues the goal of intensifying relations between Colombia and the global community through the organisation of trade fairs, exhibitions, congresses and events. Corferias has the largest fair grounds in the Andes Region at its disposal in Bogota. These are currently being massively expanded and modernised. [www.corferias.com](http://www.corferias.com)

**Koelnmesse - Global Competence in Food and FoodTec:** Koelnmesse is an international leader in organising food fairs and events regarding food and beverage processing. Trade fairs such as the Anuga, ISM and Anuga FoodTec are established world leaders. Koelnmesse not only organises food trade fairs in Cologne, Germany, but also in further growth markets around the globe, for example, in Brazil, China, Colombia, India, Italy, Japan, Thailand, the United States and the United Arab

Emirates, which have different focuses and contents. These global activities enable us to offer our customers a network of events, which in turn grant access to different markets and thus create a basis for sustainable and stable international business.

Page  
4/4

Further Information is available at: <http://www.global-competence.net/food/>

**The next events:**

ISM, Cologne, Germany, 28.-31.01.2018

ProSweets Cologne, Cologne, Germany, 28.-31.01.2018

Anuga FoodTec, Cologne, Germany, 20.-23.03.2018

**Note for editorial offices:**

Andina-Pack photos are available in our image database on the Internet at

<https://andinapack.com/en/press>

If you reprint this document, please send us a sample copy.

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