



Fira Barcelona
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15th to 18th of May 2012
www.hispack.com

This sector will have more exhibits and informative and debate activities

Hispack boosts the intralogistics sector linked to packing and packaging

The next Hispack will boost the participation, as exhibitors and in activities, of companies with intralogistics technology, software, equipment and services, that is, those systems that contribute to optimising the processes and operations of packaging, handling, storage and conveyance of materials and products inside companies. Forecasts suggest this sector will provide 8% of exhibitors at the show, which will be held from the 15th to the 18th of May in Fira de Barcelona's Gran Via exhibition centre.

According to Eduard Llobet, industrial engineer, member of Hispack's Organising Committee and teacher at ESADE, "more and more, chief operations officers of industrial and consumer companies are looking for global solutions to integrate, synchronise and align their internal processes with the supply chain". They achieve it –concludes Llobet– thanks to "the development of Information technology applications and new automated systems".

For this reason, Hispack is covering this need and links it to packing and packaging; elements that not only support operational and marketing functions (traceability, grouping units, promotions, information, brand image, innovations in use, etc.), but are also essential in production and distribution stages. "The links and synergies of logistics with the packaging industry are increasingly stronger", says Llobet.

Companies participating in this sector will be able to present their intralogistics products and services, interacting with machinery, equipment, processes and systems that intervene in the stages of manufacture, packing, packaging and handling of products, among others. In this way, "visitors to the show will have the opportunity to visualise complete solutions by which they can improve the internal logistics of their companies and make them more competitive", explains Llobet.

At the same time, Hispack will widen its search for quality visitors with direct promotion to attract directors and heads of logistics, production, maintenance, automation, operations, supply chain and purchasing of the leading companies in industrial, consumer and mass distribution sectors. At the last show, held in 2009, there was an increase in professionals holding these posts, who made up 20% of the total.

Hispack's Organising Committee is already working towards involving companies, organisations and professional associations from the logistics sector in Hispack. The organisers are also preparing educational and informative activities concerned with the current situation of packing and packaging intralogistics, which will take place before and after the show.

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