

Deutsche Messe AG to stage an intralogistics fair in Italy for the first time—Cooperation with the market leader Ipack-Ima S.P.A

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Hannover/Milan. In January 2013 Deutsche Messe finalized the contractual details for a further collaborative venture outside Germany. Together with the Italian market leader Ipack-Ima S.P.A., Deutsche Messe will stage INTRALOGISTICA ITALIA in Milan. This intralogistics show will take place in parallel with the world's premier packaging trade fair, Ipack-Ima, from 19 to 23 May 2015. INTRALOGISTICA ITALIA will present warehouse and factory equipment, packaging and assembly systems, loading equipment, complete logistics systems, traffic engineering, logistics software, transport logistics services and logistics services

"This strategically important collaboration will enable us to enter a new market and offer our customers a regional trade show in the important Italian intralogistics market. INTRALOGISTICA ITALIA is the perfect complement to Ipack-Ima. This will generate excellent synergies for all those involved," stated Dr. Andreas Gruchow, Member of the Managing Board of Deutsche Messe AG.

"We are very proud of this partnership with one of the world's leading trade fair organizers," explained Dr. Guido Corbella, Managing Director of Ipack-Ima S.P.A. "We interpret this as a special recognition of our company, which is known for its great professionalism. INTRALOGISTICA closes a gap in the Italian trade fair market and will play an important role for the Italian logistics sector, which in turn is strategically important to our country's industrial development. We will stage INTRALOGISTICA and Ipack-Ima in parallel, thus fulfilling all the conditions for a successful trade show."

Deutsche Messe AG

Deutsche Messe is one of the world's largest and most active trade fair companies. Based in Hannover, Germany, Deutsche Messe employs a staff of more than 930 and maintains a network of 66 representatives, subsidiaries and branches covering more than 100 countries. Every year Deutsche Messe organizes more than 100 trade fairs and conferences worldwide. These events attract 35,000 exhibiting companies, 3.5 million visitors, and 15,000 journalists from 100 countries. Visit <http://www.messe.de> for more information.

Ipack-Ima S.P.A.

Ipack-Ima S.P.A. is an established Italian trade fair organizer which was founded in 1961. In the same year it launched the trade show Ipack-Ima for the packaging industry. The company has continuously extended its portfolio (Ipack-Ima, Eurocarne, Fruitech Innovation, Pharmintech) and acquired extensive know-how in the area of processing and packaging. Ipack-Ima is the world's largest and most important event for the packaging sector. Visit <http://www.ipackima.it> or <http://www.IPACK-IMA.com> for more information.

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