

PMMI Partners with Ipack-Ima to Launch East Afripack

RESTON, Va. (PMMI) — [PMMI](#) [1], The Association for Packaging and Processing Technologies, is pleased to announce their new partnership in producing East Afripack, the processing, packaging and converting technologies exhibition, with Ipack-Ima Spa, Italy's leading trade fair producer promoting the processing and packaging technology industries.

East Afripack will debut Sept. 9-12, 2014, at the Kenyatta International Conference Centre in Nairobi, Kenya. The show will serve the nations of the East African Community (EAC), the regional intergovernmental organization of Burundi, Kenya, Rwanda, Tanzania and Uganda. "The hands-on commitment assumed by PMMI by upgrading support into the partnership is something we are very excited about," says Ipack-Ima Spa CEO, Guido Corbella. "This agreement is going to further reinforce the sharing of strategies and goals with PMMI. It will be a crucial contribution to the growth of East Afripack and its establishment as the landmark exhibition in the East Africa market."

This partnership increases visibility and makes East Afripack attractive to the international public.

"We're very excited about this new venture and partnership with Ipack-Ima," says Charles D. Yuska, president & CEO, PMMI. "We're entering East Africa at a time when the economic landscape is changing and seeing new growth areas."

Combined, the EAC nations have a real GDP of more than \$43 billion, and East Africa's middle class has more than tripled over the last three decades. East Afripack will help Africa strengthen its growth and compete globally.

"Africa needs technology and skilled labor capable of implementing international standards. East Afripack will provide leaders in consumer goods and packaging, processing and converting machinery a chance to convene and take their industries into a new era," adds Yuska. East Afripack is organized in collaboration with the United Nations Industrial Development Organization (UNIDO), the EAC and the Ministry of Industrialization and Enterprise Development of the government of Kenya.

PMMI owns and produces the PACK EXPO family of trade shows: PACK EXPO International, PACK EXPO Las Vegas, Pharma EXPO, PACK EXPO East, EXPO PACK México and EXPO PACK Guadalajara.

Ipack-Ima is also a leading organizer of packaging and processing trade shows, including IPACK-IMA; Meat-Tech, Fruitech Innovation, DairyTech, Intralogistica Italia (in cooperation with Deutsche Messe), Converflex and Grafitalia.

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To learn more about East Afripack and how to exhibit, contact Laura Thompson, director, international trade shows, PMMI (+1.571.612.3217 or lthompson@pmmi.org [2]) or Eva Mirie, Ipack-Ima Rep. Office, Rickshaw Travels Kenya Ltd. (+254.0.788.805532 or ipackima-ea@rickshawtravels.com [3]).

About PMMI

PMMI, The Association for Packaging and Processing Technologies, is a trade association representing over 600 packaging and processing supply chain companies that provide a full range of packaging and processing machinery, materials, components and containers. PMMI actively brings buyers and sellers together through programs and events such as The PACK EXPO family of trade shows, packexpo.com, PMT Magazine, PACK EXPO Show Daily, networking events and educational programs.

PMMI organizes the PACK EXPO trade shows: PACK EXPO International, Pharma EXPO, co-located with PACK EXPO International and presented jointly with the International Society for Pharmaceutical Engineering (ISPE); PACK EXPO Las Vegas, PACK EXPO East, EXPO PACK México and EXPO PACK Guadalajara, connecting participants in the packaging and processing supply chain with their customers around the world. Coming Up: EXPO PACK México 2014, June 17-20 (Mexico City, Mexico); PACK EXPO International 2014, Nov. 2-5 (McCormick Place, Chicago); Pharma EXPO, co-located with PACK EXPO International 2014; PACK EXPO East, debuting Feb. 16-18, 2015 (Pennsylvania Convention Center, Philadelphia); EXPO PACK Guadalajara 2015, March 10-12, 2015 (Guadalajara, Jalisco, Mexico).

Learn more about PMMI and the PACK EXPO trade shows at PMMI.org [4] and Packexpo.com [5].

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Links:

[1] <https://twitter.com/PMMIorg>

[2] <mailto:lthompson@pmmi.org>

[3] <mailto:ipackima-ea@rickshawtravels.com>

[4] http://cp.mcafee.com/d/2DRPoO76QmjhOe7ef9EK6XCQrILCzBBdZx4SztBYQsIFLLfCQrlzATDzhOCedETp7fFETvd79IDkYYJNfUklj-0aR0PI9WhZnQ9rOVLk3eMDF7RvgBLbCNOdSbLILZvAnTChPzDnKnjj7cYCVtdDnXBHEShjlKqenel3PWApM06CQPqb1K_9LnLuZXTKrKr01_oDIzy1XvAWN1LbVqucKcTjsKCACVtVd5ZdwQsK9aF8F9K3zhOCqerEIL92UOeujohpp4xFMgj40VMgovv4D4NCUwMcCzAgpiyr8lrxrOXtfelejsKYCy-CMqen3LljGMsDrk746khPH2oXQjhOMYqentphTXLESRCMazYSUMmSpfy1XvAWN1LbCQQQJhOqejom6NlDd40x25mUm-xEw2SND3UQ9Omd41ykOpEw3lJlIbXGKCy2tjh05trxoCq81Hqjd40wX6iSSaCy04_ipEwpdzAPtpZk

[5] http://cp.mcafee.com/d/5fHCN8i6wUSyOqehMVNVd5MTsSztBYQsIFLI8CQrILCzBBdZVYSztAsCYYqekNNJ6X8VZd6XVEVdAWDDDBK9_2ByvM1mE6txfifG-xbundWwpS4Z8-

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