

Joint Press Release

UIV and Ipack Ima: a new strategic agreement

*On the occasion of SIMEI 2026, Beverttech to be launched,
the trade fair specialising in the Liquid Food & Beverage sector.*

(Milan, 15 November 2024). The UIV-Unione Italiana Vini and Ipack Ima have signed a strategic agreement aimed at opening up new exhibition opportunities. Signed on the occasion of SIMEI 2024, the International Exhibition of Winemaking and Bottling Machinery, the agreement provides for the co-organisation of a new vertical fair focussing on the Liquid Food & Beverage sector: Beverttech.

SIMEI has demonstrated its global leadership as an event dedicated to machinery and products for wine, spirits, oil and beer. Complementary to SimeI, Ipack Ima is the reference point for packaging, processing and materials technologies for a varied universe of products that includes soft drinks, drinking milk, soft drinks, mineral waters, beer, functional & energy drinks, juices, baby drinks and baby foods, as well as soups, dressings and sauces. Together, these two forces aim to oversee a global market in an integrated way, by consolidating a network favouring the match between supply and demand, increasing development opportunities for companies and promoting the best practices of the sector at an international level.

The synergy between SIMEI and Ipack Ima is therefore ideal for an innovative exhibition proposal centred on technological innovation, internationality and sustainability.

With this new partnership, Ipack Ima continues in the implementation of the industrial plan of internationalisation and specialisation in vertical business communities, which aims to offer an exhibition proposal showing excellence, one that is integrated and international in scope, targeting global markets.

"Verticality and innovation of the offer on the Ipack Ima integrated platform, this is the action we are implementing. *This year, we have strengthened collaborations and set up new strategic alliances, consistent with the business plan and this new agreement is testimony to this.* - Valerio Soli, president of Ipack Ima stated - Our goal is to become an ecosystem of specialised and complementary fairs capable of promoting contaminations that act as business accelerators".

"Verticality and specialisation – said the CEO of Unione Italiana Vini Servizi, Paolo Castelletti - increasingly represent the future of international business fairs, to the benefit of companies. The beverage industry is an industry that finds a natural place in Italy and cannot ignore the wine sector strongly represented in a leading trade fair such as SIMEI. We are very confident in this partnership that allows for new developments and opportunities for a growing fair like ours".

Proof of the development potential of the Liquid Food & Beverage sector is the data, which globally estimates a high average annual growth rate, both in terms of production and technologies.

Worldwide, in fact, the production of beverages and liquid food will reach a value of over 1,600 billion euro by the end of 2024, with a growth forecast of + 4.7%. In the lead, the US accounting for 218.9 billion euro, followed by Germany with 53.3 billion, France with 46.2 billion and Italy with 40.9 billion.

As far as packaging machinery is concerned, the liquid foods and beverages sector is a global market worth 14.9 billion, with an average annual growth of +2.9. In terms of the processing and preparation machinery segment, the value will stand at 23 billion euro worldwide at the end of 2024, with an average growth estimate of +5.5%. (source: Ucima/MECS)

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