

Press release

## **FAIRS, A NEW ALLY FOR SIMEI: BEVERTECH, THE NEW TRADE FAIR EVENT DEDICATED TO THE LIQUID FOOD AND BEVERAGE SECTOR**

**FROM 17 TO 20 NOVEMBER 2026 AT FIERA MILANO, ALL TECH INNOVATION UNDER ONE ROOF**

***Thanks to the synergy between the Unione italiana vini and Ipack Ima, a unique ecosystem dedicated to production, packaging and distribution, with innovative and sustainable solutions for companies in the sector***

(Milan, 5 December 2025). From 17 to 20 November 2026, **SimeI** returns to **Fiera Milano** with a new ally. Alongside the 31st edition of the Unione italiana vini (Uiv)'s fair dedicated to technology for oenology and bottling, there will be the debut of **Bevertech**. This new trade fair stands as the only event in Italy entirely dedicated to technological solutions for the production, packaging and distribution of **Liquid Food & Beverages**, sectors for which growth is expected both in terms of consumption and innovation, with packaging technologies alone expected to reach 17 billion by 2028. As a result of the strategic synergy between SIMEI and **IPACK-IMA**, a reference event for packaging, process and materials, Bevertech was created to intercept an as yet untapped niche by offering concrete solutions for innovation, efficiency and sustainability needs of companies in the sector.

*"Bevertech aims to break down the boundaries between sectors – **Valerio Soli**, president of **Ipack Ima**, commented –: to promote a positive cross-contamination between related industries, from liquid treatment technologies to automation, from intelligent packaging to traceability and the digital and sustainable solutions that are redesigning the supply chain. It is no coincidence that we have chosen the claim 'Liquid innovation. Solid solutions'. It is an event designed for companies in the Liquid Food & Beverage sector, buyers, food technologists, distributors and operators – he concluded –, a highly qualified audience selected thanks to targeted recruitment process based on the consolidated databases of SIMEI and IPACK-IMA".*

*"In a complex and multifaceted market environment, more and more companies are opting for diversification of their offer, made possible by the growing cross-cutting nature of technology – the CEO of **Unione Italiana Vini Servizi**, **Paolo Castelletti**, underlined –. Being complementary to SIMEI is therefore a fundamental added value: the two events running together gives rise to a unique ecosystem, in which consolidated expertise in oenological production and bottling is intertwined with innovations and solutions from other sectors, thus creating new opportunities for networking and commercial development. This is a new proposal, which paves the way for unprecedented prospects and further growth opportunities for our companies".*

According to data from the **IPACK-IMA Monitor**, the Liquid Food & Beverage sector records interesting growth rates on the production front – supported in particular by the global consumption of Liquid Food, expected to grow by 2.8% per year between 2025 and 2028 – and on the technology front too. While an average compound annual growth rate (CAGR 2025-2028) of +4.2% until 2028 is expected for liquid food and beverage packaging materials, a CAGR (2024-2028) of +4% is expected for the sector's packaging technologies, which should bring the market value to 16.9 billion in the next 3 years (it was 13.9 in 2023).