

**THE PACKAGING  
EVENT FOR  
A NEW ERA.  
SCANPACK.SE**

**SCAN  
PACK®**

**GOTHENBURG  
22-25 OCT. 2024**

# WELCOME TO SCANPACK!



SCAN THE  
CODE TO  
BOOK A STAND

60  
1964 | 2024  
YEARS

## – THE GATEWAY TO THE SCANDINAVIAN PACKAGING MARKET

Every three years since 1964, stakeholders in the packaging industry head to Gothenburg to meet international and domestic suppliers at the leading trade fair – Scanpack.

In 2024, Scanpack celebrates its 60th anniversary for a reason. It's simply too important to miss. You should come too! Book your stand and become a part of the Scanpack family.

## BUYERS WILL COME:

89% of visitors have buying influence on company investments.

## BIG BUSINESS:

81% of visitors have found new suppliers at Scanpack.

## HIGH SATISFACTION:

95% of both exhibitors and visitors are satisfied with the event.

**12 899** | **397**  
participants | exhibitors (2022)

## VISITING INDUSTRIES:

Food and Beverage, Packaging, Manufacturing, Packaging Manufacturing and Materials, Logistics and Transport, Graphic Industry, Printing, Chemical Industry.

## HOT-SHOT VISITORS:

CEO/Owner, Head of Packaging, Head of Sales, Head of Business Development, Manufacturing Engineer, Head of Procurement, Head of Logistics, Head of Production.

## FIND THE PERFECT MATCH.



### MATCHMAKING TOOL

Do you find trade fairs to be the business of finding needles in a haystack? Not at Scanpack. With our clever matchmaking tool you'll get in touch with the people interested in what you have to offer. Thereby increasing the effectiveness of your participation and reducing the risk of missed opportunities.

**"We believe in meeting in person and had waited four years for this. That's why we made sure to focus on customer meetings this year. We set an ambitious goal for Scanpack, to acquire at least 300 leads. And we did. On a 10-point scale, I rate this fair 11."**

Barbro Berggren, Marketing & Communication Director, DS Smith



# 5 REASONS FOR BEING A PART OF SCANPACK →

- 1 Your customers**  
Take the chance to invite your present customers, engage with them and do business. Scanpack offers more than just the exhibition floor, with plenty of social activities to build friendly bonds and long-term business value.
- 2 Your competitors**  
Make sure you know what competition you are facing. Maintain a competitive edge by understanding what else is going on in your industry. Observe your competitors to gather the information you need to better position yourself.
- 3 Brand awareness**  
Scanpack provides a powerful platform to meet with the Scandinavian packaging industry. Take the chance to stand out from the crowd, display your latest products and establish your brand as an industry leader.
- 4 New opportunities**  
Grow your business network and attract new customers and partners. Sow seeds for future collaborations and generate quality leads to boost your sales. Make sure to use our smart Matchmaking service to increase your success rate.
- 5 Targeted audience**  
The right people will be here. Showcase your latest products, technologies and innovations to a highly targeted audience of decision makers and buyers. This is where you meet the Scandinavian packaging industry.

## THE ENTIRE VALUE CHAIN MEETING IN ONE PLACE

There are many trade fairs in the packaging industry. Some huge, others more focused. Scanpack is unique in that it offers a gateway to the Scandinavian market. Everyone is here, showcasing each step of the value chain. This is why Scanpack is a place to do business, while offering a wide overview as well as a sharp edge when it comes to innovation, sustainability, and new solutions.

## THE PACKAGING INDUSTRY HAS NEVER BEEN MORE INTERESTING

At Scanpack you can expect the major challenges of the industry to be discussed and debated. Take part in a skills-developing and inspiring programme and dive into an agenda that includes sustainability, cost-effective production, digital development and exciting new trends in packaging.



# SCANPACK WELCOMES YOU TO GOTHENBURG.

## IN THE CENTER OF EVERYTHING

You will find Scanpack at the Swedish Exhibition center in Gothenburg, easily accessible from many cities in Europe. Sweden's second biggest city isn't just the home of Volvo, the biggest port and a big logistics hub for Scandinavia. It is also one of the most sustainable cities in the world. Ever since 2016, Gothenburg has held the number 1 ranking of the Global Destination Sustainability Index. It's also a city in rapid progress and construction, as many companies in the mobility industry base their research and development centers here.

## ALL UNDER ONE ROOF

Our own facility, hotel Gothia Towers, and its three towers offers 1,200 rooms and magnificent views across the city. As a responsible meeting place, we care for both people and the environment and for many years sustainable development has been a natural part of our operations. We were the first meeting and hotel venue in Scandinavia to be certified according to ISO 20121.



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[www.scanpack.se](http://www.scanpack.se)

**BUSINESS MANAGER**

**Monika Ölund**

+46 31 708 80 82. +46 701 61 68 94  
monika.olund@svenskamassan.se

**SALES MANAGER**

**Pernilla Sandberg**

+46 31 708 82 39. +46 701 61 66 96  
pernilla.sandberg@svenskamassan.se

**SENIOR ADVISOR**

**Anna Lena Friberg**

+46 31 708 80 68. +46 708 80 80 65  
anna-lena.friberg@svenskamassan.se

**International sales representatives**

**DENMARK**

**Rud Jacobsson**

+45 70 20 20 06  
rud@korf.dk

**NORWAY, POLAND, THE BALTICS**

**Kjell Dehli**

+47 6492 7109  
kjell@scanexpo.com

**GERMANY, FRANCE, BELGIUM**

**Annette Denys**

+33 611 73 75 24  
adenys@nordnet.fr

**TURKEY**

**Baris Salur**

+90 212 909 98 59  
baris@b2b-fairs.com