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**The Total Packaging,
Processing and Supply Chain Event**





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World Packaging Day!

The event was celebrated by IIP at Hyderabad on 24 March 2012.



The Indian Institute of Packaging, Hyderabad centre was inaugurated on 24th March, 2006 with the Chief Guest being the then WPO President Keith Pearson. Ever since, the anniversary is being celebrated as Packaging Day and now with the initiation of IIP Alumni President, Karna, it is decided that this day should be celebrated as World Packaging Day. Thousands of packaging professionals, current students and various packaging industrialists pledged their support towards this cause.

For the first time in history, Pack Walk (March for Packaging) was performed by around 500 packaging students and professionals on 24th March, 2012. The flag off for the March was done by Kasu Venkat Krishna Reddy, Hon'ble Minister for Co-operation, who was the chief guest for the occasion. Several plastics, corrugated boxes and machinery manufacturers associations supported the event.

Kasu Venkat Krishna Reddy said that the packaging industry plays a very important role in industrial & economical development of the country. "In the era of retail world, packaging not only protects the product but also plays a vital role in terms of attraction, communication and brand promotion. It also gives value addition, brings cost reduction and enhances the shelf life of any commodity goods," he added.

V.S. Raju, President, Federation of AP Chamber of Commerce and Industry (FAPCII); Chakravarthi AVPS, Chairman, Indian Institute of Packaging- Hyderabad; N.C. Saha, Chairman, IIP alumni and other dignitaries took part in this Pack Walk. "The Indian packaging industry is growing at 14-15% annually, and this growth rate is expected to double in the next two years. Indian Packaging industry is USD 14 billion and growing at more than 15% p.a. These figures indicate towards a change in the industrial and consumer set up," said V.S. Raju.

The event became a grand success, in a sense it evoked great response from general public, and succeeded in creating awareness on Packaging. On the same evening, the anniversary was celebrated with a cake cutting ceremony. An interactive summit of users and vendors of packaging, attended by more than 250 delegates, was also organised on the occasion.

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[Back](#)