



Eurasia's first and unique flexible packaging fair PACK-IST was introduced at Interpack

Eurasia's first and unique flexible packaging fair PACK-IST that will be held on 02-05 April 2015 was introduced at Interpack 2014 which is the most important exhibitions in the international arena of packaging industry. PACK-IST which is organizing jointly by Yagmur Fuarçılık and FASD aims to flexible packaging industry that developing in our country provide to reach a larger market by promoting the international arena.

Interpack 2014 was characterized by an outstanding atmosphere prevailing amongst the approx. 2,700 exhibitors and 175,000 visitors in the 19 halls of the completely booked Düsseldorf Exhibition Centre. The signs for this were already apparent at a very early stage of the world's most important trade fair for the packaging sector and its associated process industries. The exhibitors at Interpack 2014 met with numerous high-ranking visitors from all over the world already from the start of the trade fair. Many companies experienced such a rush that their stands reached their capacity limits several times. Visitor interest and qualification as well as their willingness to invest is said to have been clearly higher yet again than at the already excellent previous event. A great many exhibitors rated the concrete business deals and sales concluded – part of which were absolutely spontaneous – as particularly positive.

Yağmur Fuarçılık continues rapidly promotional activities of PACK-IST 2015

In recent years Turkey packaging industry is a fastest growing sector. In recent years Turkey Packaging Industry is the fastest growing sectors. Although the packaging industry decreased 5% in 2009, after 2010 growth with 17,6 % the sector entered a recovery period. Rapid urbanization, population growth, rising living standards, the increase of women's at working life, changes in consumers habits, along with spread of shopping centers increase of retail shopping trends, increase in the demand for consumer products and increasing of exporting are the key

factors of the sector's rapid development.

Yağmur Fuarçılık and FASD provide PACK-IST Fair organization since 2012 for rapidly growing flexible packaging industry in our country for the purpose of promoting and branding throughout the world. PACK-IST brings together a plurality of flexible packaging manufacturers and suppliers which owned a variety of products in the field of innovation and technology on a global scale with a strong brand platform aims to reach the level. In accordance Yagmur Fuarçılık and FASD officials were visited the Interpack 2014 for introduce PACK-IST 2015 Flexible Packaging Fair Trade Fair which will be held for third times in 2015. To introduce the PACK-IST Fair brochures and roll-ups were placed to FASD members who participated to Interpack 2014.

Full support to PACK-IST from FASD Board of Directors

Bak Ambalaj Sanayi ve Ticaret A.Ş., Baran Ambalaj Sanayi ve Ticaret A.Ş., Bareks Plastic Film Extrusion Inc, Elif Plastik Ambalaj Sanayi ve Ticaret A.Ş., Intermat Ambalaj ve Matbaacılık Sanayi ve Ticaret A.Ş., Naksan Plastik ve Enerji Sanayi ve Ticaret, Pilenpak Ambalaj Sanayi ve Ticaret A.Ş., Polinas Plastik Sanayi ve Ticaret A.Ş., Sümer Plastik Kağıt ve Sanayi Ticaret A.Ş ve Süper Film which are Board of Directors Members Companies of FASD. They informed the visitors with brochures and roll-ups for introduced the PACK-IST 2015 at their stands.

Mostly discussed with the flexible packaging industry engaged in manufacturing firms are being targeted in the promotion with the participating companies, and was given information about Turkey market development and PACK-IST fair market impact and importance to the authorized persons.

One of the most important pillars of the success of the fair is the sector's size and width of export capacity in Turkey. Flexible packaging production and sale reached 5,5 Million Euro in 2012. Currently 6.5 million Euro are estimated to have a value of production of flexible packaging accounted for four of forty per cent of the total packaging consumption. 45 percent of production is exported. Eight percent on average in 2012, the center of attraction for investors is generating growing industries in the world.