

Press release

BEVERTECH AND IPACK-IMA: THE INCOMING AND INTERNATIONALISATION PROGRAMME STARTS FROM WEST AFRICA

STRATEGIC DELEGATION OF BUYERS FOR THE B2B DAY AND VISITS TO COMPANIES

(Milan, 19 February 2026). The Bevertech and Ipack Ima internationalisation programme kicks off in West Africa. From yesterday to today (18-19 February), a delegation of buyers and operators selected from Ghana, Nigeria, Senegal, Ivory Coast and Guinea have come to Italy to meet more than 40 Italian companies specialising in packaging and food processing technologies in the Liquid Food & Beverage and Grain Based Food sectors. Developed in collaboration with UCIMA (Italian Packaging Machinery Manufacturers' Association) and ITA - Italian Trade Agency, the Incoming event is divided into a first day focussing on networking and B2B meetings, hosted yesterday at the Phi Hotel Canalgrande in Modena, followed today by a series of visits to companies in the sector, divided into two themed routes, one for beverages and the other for cereal-based products.

"This is the first date on the way towards Bevertech - Simone Castelli, CEO of Ipack Ima, explained. The latter, together with Unione italiana vini's SIMEI (Fiera Milano, from 17 to 20 November 2026), *is organising the first edition of the new trade fair event dedicated to technological solutions for the production, packaging and distribution of Liquid Food & Beverage. The trade fair is in fact designed not only as an international showcase for Italian technological solutions - boasting undisputed excellence in the production of technologies for packaging, process and materials - but also as a specialised platform driving networking and collaborative innovation. In this sense - Castelli continued - we consider it strategic to support and encourage continuous relationships with qualified operators from strategic areas such as West Africa, where the demand for processing and packaging solutions is evolving rapidly*". The selected African area is in fact characterised by rapid demographic and urban growth, accompanied by the development of large-scale distribution and agricultural production (+70% of the area cultivated between 2010 and 2022), with a regional food demand that, according to OECD estimates, is expected to reach 480 billion USD by 2030.

The series of factory tours, which involves companies such as Robopac, Galdi and Frau Group for Liquid Food & Beverage and Cepi, ICA and Axor for Grain Based Food, closes the first phase of the promotion and internationalisation programme for retaining qualified foreign operators ahead of SIMEI and Bevertech, to then pass the baton to Ipack-Ima, due to take place from 29 May to 1 June 2028 at Fiera Milano.

Bevertech is the new trade fair event entirely dedicated to technologies for the production, packaging and distribution of Liquid Food & Beverage, a sector that – according to data from Ipack-Ima Monitor – is expected to be worth 16.9 billion over the next 3 years (it was 13.9 in 2023). Taking place alongside SIMEI from 17 to 20 November 2026 at Fiera Milano, Bevertech stems directly from the synergy between UIV and Ipack Ima and acts as a strategic, cross-functional hub to intercept and enhance Italian technological innovation in an integrated ecosystem for automation, packaging, traceability and sustainable solutions for a rapidly evolving market.

For updates and news on the event, please subscribe to the official newsletter:
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