



TOKYO PACK 2022
PRESS RELEASE
For immediate release
November 2021

We are open for business...

STEP INTO A NEW PACKAGING ERA ~ the future starts here!

The Tokyo International Packaging Exhibition **TOKYO PACK 2022** is scheduled to run at Tokyo Big Sight from Wednesday 12 to Friday 14 October, sponsored and hosted by the Japan Packaging Institute (JPI).

TOKYO PACK has returned on a two-yearly cycle since 1966 and is delighted to be celebrating its 29th event as the biggest gathering of international packaging industry representatives in Japan.

TOKYO PACK has grown into a notable packaging science, technology and design show with international appeal and global relevance, thanks to its mission to focus on the most critical issues that affect society and Nature's ecosystems and, increasingly, the planet and humanity. Together, the exhibition and a varied seminar programme set out to shine a spotlight on how packaging and the packaging industry can contribute towards a brighter, better future.

The next decade, like no other before it, will be decisive and consequential for the generations that follow ours. What happens next relies on our generation having an immediate responsible response to the present climate crisis.

Each edition of **TOKYO PACK** is assigned a timely and topical theme and for **TOKYO PACK 2022** it comes in the form of a call to action:

“Step into a new packaging era - the future starts here!”

It reminds us that the future starts today.

The **TOKYO PACK 2022** team is thrilled at the prospect of delivering a physical exhibition that will bring all the benefits of real-life human interaction and a complete sensory experience. There is no substitute for a live showcase of our industry's best endeavours that aspire to meet the needs of people and the planet today and into the future.

TOKYO PACK 2022 will return to entertain as well as inform show-goers whose presence in their many thousands – daily in excess of 15,000 visitors* - transforms the Tokyo Big Sight arena into an exciting work environment buzzing with atmosphere and creative energy: a dynamic setting for getting business done, forging new relationships and building collaborative networks that innovate and bring about change.

A highly regarded packaging industry calendar fixture for the Asia region, **TOKYO PACK 2022** will see the whole supply chain represented and gathered under one roof, to be part of the big conversation on the future of packaging and the future of the industry itself.

This is where industry 'firsts' get unveiled, trendsetters in design and best-in-class technologies that will go on to win their developers accolades. This is where early adopters come to witness important launches, and where the market is introduced to the year's top commercial successes and award-winners.

The eyes of the world are on circularity, conserving natural resources and interconnected systems that create viable circular economies within industries and supply chains. **TOKYO PACK 2022** returns as the catalyst that kickstarts inspired and inspiring projects and drives forward environmental initiatives that grow

into enterprises that will make a genuine, positive difference.

Here is what loyal regular show-goers and first timers can expect from their *total experience* at **TOKYOPACK 2022**

- in-person discussions on the future of your industry with experts in packaging science and technology
- one-to-one conversations that could transform the future of your company and your career
- a rewarding live-audience experience of introductions to game-changing technologies and visionary strategies that reach for a better, more sustainable future
- renewing bonds with your associates and colleagues face-to-face over a quick coffee or extended lunch
- a host of opportunities to engage with like-minded professionals and explore the possibilities of a future collaboration that could deliver the next big game-changer

Home of Japanese packaging technology and science, **TOKYO PACK 2022** will showcase opportunities to raise standards of packaging production and use, including distribution, sales and recycling. And, importantly, preparations are in full swing for a welcome return to its usual October slot in the world's packaging tradeshow event calendar.

To give themselves an added advantage, prospective exhibitors should act quickly to secure a prime position on the exhibition floor. The application deadline is 9 May.

Despite a difficult backdrop for **TOKYO PACK 2021**, undeterred loyal exhibitors gave it a good approval rating. Via a *post-show exhibitor questionnaire*** , some reported signing contracts during the exhibition period. Visitor numbers to booths met or went beyond expectations for two-thirds of the respondents. Nearly 60% (59.2%) made contact with "many new customers". The majority rated the exhibitor experience positively, with 'completely satisfied' and 'satisfied' responses totalling almost 60% (58.1%) and a further 30% selected a neutral response. More than 70% (71.6%) confirmed they "definitely" would rebook for the following edition or they "probably" would rebook.

TOKYO PACK 2022 is where to sow seeds for scalable projects that combine inspired ideas with technical expertise.

A decisive next decade for the planet begins *today* ... and the industry must act *now!*

"Step into a new packaging era - the future starts here!"

*based on 2018 figure

**see website for details

TOKYO PACK 2018

- 62,488 registered visitors in total attended the four-day show
- 700 exhibitors in total
- 153 exhibitors came from overseas
- 2,609 booths were occupied, record-breaking for TOKYO PACK

Contact for further information

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