

Joint press release

UIV and Ipack Ima: a new strategic agreement

New for Simef 2026, Bevertech trade fair specialising in liquid food and beverages.

Milan, 15 November 2024. [UIV](#) (Unione Italiana Vini) and [Ipack Ima](#) have sealed a major deal to open up new exhibition opportunities. The agreement was reached at SIMEI 2024, the International Exhibition of Machinery for Winemaking and Bottling, and provides for the co-organisation of a new vertical trade fair dedicated to the liquid food and beverages industry: Bevertech.

SIMEI is a leading global event dedicated to machinery and products for the production of wines, spirits, oils, and beers. In addition, Ipack Ima is the landmark event for packaging, processing, and materials technologies for a world of diverse products including soft drinks, drinking milk, mineral water, beer, functional and energy drinks, juices, baby drinks and foods, as well as soups, dressings, and sauces. These two partners aspire to operate actively in the global market with an integrated approach by building a network that brings together supply and demand, grows business development opportunities, and promotes best practices within the industry on an international scale.

The synergy between SIMEI and Ipack Ima is therefore ideal for an innovative trade fair concept centred on technological innovation, internationality, and sustainability.

Through this new partnership, Ipack Ima advances its business plan focussing on internationalisation and specialisation within vertical business communities. The goal is to deliver an exceptional exhibition experience that is integrated, internationally oriented, and tailored to globally markets.

*"We are implementing a strategy based on vertical specialisation and innovative offerings within the integrated platform of Ipack Ima. This year we have increased collaborations and forged strategic new alliances in line with the business plan and this new agreement is testament to that" said **Valerio Soli, chair of Ipack Ima** - "Our goal is to create an ecosystem of complementary specialist trade fairs that foster cross-industry synergies, acting as a catalyst for business growth".*

*"Verticality and specialisation – said **Paolo Castelletti, managing director of Unione Italiana Vini Servizi**, – are increasingly shaping the future of international trade fairs, bringing significant benefits to companies. The beverage industry finds a natural home in Italy and, obviously, wine plays a predominant role, as reflected by leading trade fair **Simef**. We are confident that this partnership will lead to new developments and opportunities for an emerging fair like ours".*

Proof of the evolutionary potential of the liquid foods and beverages industry lies in the numbers, with global estimates indicating a strong average annual growth rate in both production and technology.

Global production of beverages and liquid food is expected to reach over 1.600 billion by the end of 2024, with a forecast growth of 4.7%. Heading up the ranks is the USA with € 218.9 billion, followed by Germany with € 53.3 billion, France with € 46.2 billion, and Italy with € 40.9 billion.

In packaging machinery terms, the liquid food and beverage industry represents a global market worth € 14.9 billion, with an average annual growth rate of 2.9%. Moving on to processing and preparation machinery, this segment is forecast to reach € 23 billion worldwide by the end of 2024, with an average estimated growth rate of +5.5% (*source: Ucima/Mecs*)

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