

### FEATURING **MH**EXPO Materials Handling & Logistics

**Foodtech Packtech 2021 featuring the Materials Handling & Logistics Expo plays an important role in New Zealand's recovery.**

Locally and globally the freight, food safety, traceability, environment and security have become increasingly relevant to consumers and governments. Foodtech Packtech (FTPT) and the Materials Handling & Logistics Expo (MHL) play an important role in that supply chain.

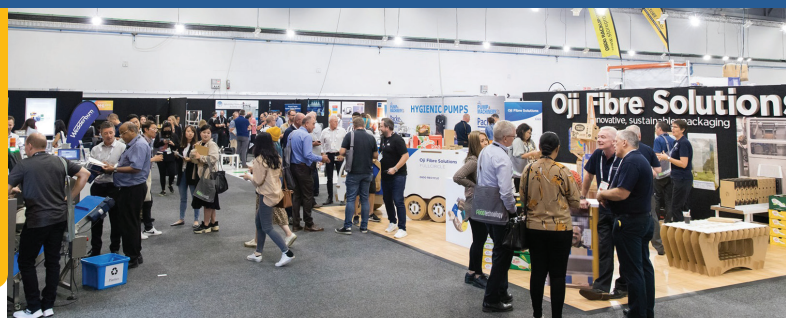
This year's event saw the introduction of industry leading features in the design and digital space. Industry led seminars, Business Growth Hub, keynote speakers and so much more ensured there was something for all that attended.

After a year without industry tradeshow, the floor was buzzing with excitement as almost 3800 industry visitors and 210 leading suppliers filled the ASB Showgrounds.

With borders closed, local technology and suppliers with a New Zealand presence were allowed to shine, highlighting the innovation available in visitors' own back yard. As visitors took advantage of the local and global trust in New Zealand food and beverages, the event provided them with the opportunity to optimise their full supply chain potential by connecting with the experts.

For the thousands of you who attended – thank you. We certainly hope it was a fantastic experience and we look forward to welcoming you all back to FTPT and the MHL expo in 2022.

Attracting **210 EXHIBITORS** and attended by almost **3,800 VISITORS** across 3 days, the show once again demonstrated its position as the industry's must attend event. Be sure to follow up on those leads and see you next year!



**3,778\***  
VISITORS



**210**  
EXHIBITORS

**SEMINAR SERIES  
WITH OVER 40  
SPEAKERS**

**DfAM  
COURSE**



**DIGITAL LEAN  
INTRODUCTORY  
WORKSHOP**



**INDUSTRY 4.0  
DEMONSTRATION  
NETWORK**

## VISITOR SURVEY KEY FINDINGS\*



**77%**

of visitors were satisfied with their overall show experience



**82%**

of visitors met their objective of looking for new/alternative suppliers



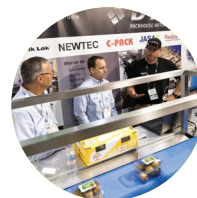
**70%**

of visitors agree it is a must attend event



**70%**

of visitors hold direct authority or influence buying decisions



**91%**

of visitors intend to visit FTPT/MHL in 2022!

*"A great industry event and enjoyed meeting all the vendors and learning of the new innovations coming through to improve the industry. I have met some great future business partners."*

*"I enjoy FTPT as it enables me to look at what options are out there for solutions to my problems. It also allows me to see what alternatives are out there and available to me"*

*"Show was great to visit. We came away with great insights on how far technology has moved forward."*

*"It's valuable being able to keep up to date with the latest market trends as this will serve dividends when it comes to making long term strategy plans."*

*"Fantastic show & extremely well organised. Large plethora of exhibits in a multitude of different niches of the industry. Coming back again for sure!"*

## EXHIBITOR SURVEY KEY FINDINGS\*



**82%**

of exhibitors increased their company profile



**86%**

of exhibitors gathered sales leads



**83%**

of exhibitors promoted new products and services



**70%**

of exhibitors were satisfied with the quality of visitors



**92%**

of exhibitors launched a new product and service



**83%**

of exhibitors were satisfied FTPT/MHL met their commercial objectives

*"Great opportunity to connect and reconnect with potential customers and partners."*

*"This was our first time displaying our product and found it was a great investment."*

*"After a year of not being able to freely have real face to face contact with potential and existing clients, it was like a breathe of fresh air to finally be able to interact with real people again."*

*"The best industry event in the country, FTPT is permanently on our calendar and attracts business leaders and contacts you don't often get to see, providing breakthrough networking opportunities."*

## FOODTECH PACKTECH AND MHL EXPO 2022

FTPT and the MHL Expo returns **20-22 September 2022**. We do hope you can join us again so be sure to lock the dates into your diary now.

**Interested in exhibiting?** We're very busy with rebookings so if you wish to join us be sure to lock in your space now to avoid missing out.

Please contact: Exhibition Sales Manager Deb Haimes on (09) 976 8367 / 021 487 522 deb@xpo.co.nz

FOODtechnology



Auckland Unlimited

CallaghanInnovation  
New Zealand's Innovation Agency

FMCG  
BUSINESS

Food  
New Zealand

NZ Food Manufacturer

