

Milan, June 13, 2022  
MM/sa

## PRESS RELEASE

### OVER 20 THOUSAND VISITORS AT THE FIRST EDITION OF GREENPLAST

***Broadly positive balance** for the first edition of **Greenplast**, the exhibition-convention which took place at Fiera Milano Rho from the 3rd to the 6th of May 2022, dedicated to materials, technologies, and transformation processes for plastics and rubber, with focus sections on sustainability, materials recovery, recycling, and energy efficiency.*

**Greenplast**, the trade fair organized by Promoplast srl and staged in its first edition at Fiera Milano Rho-Però from the 3rd to the 6th of May 2022 was a resounding success. In **6,000 square metres** of net exhibition space, the fair hosted **170 exhibitors** who showcased the **most advanced solutions** in terms of materials, production processes, machinery, and services for a more sustainable plastics and rubber industry working toward a circular economy. The first edition was attended by **over 20,000 visitors from 55 countries**, greatly exceeding expectations, and by **highly qualified buyers**, who were quite interested in the innovations presented at the fair.

The exhibitors expressed their enormous satisfaction, positively impressed by the sensitivity and awareness of operators regarding the focus themes offered by the fair, which represent the present and the future of the plastics and rubber industry.

The exhibition was also enriched in terms of content, hosting several events from the third edition of **Packaging Speaks Green**, the international forum dedicated to the development of the culture of sustainability and circular economy in the plastics and packaging industries. Over 400 operators took part in the various sessions of the event: pharma, beauty & chemicals, plastics and recycling, save food, food & beverage. The event was sponsored by Amoplast and Ucima, associations representing Italian manufacturers of plastics and rubber processing machinery and of packaging machinery, respectively.

**Greenplast** took place in conjunction with three other leading in industrial machinery engineering fairs making up the network **The Innovation Alliance: Ipack-Ima, Print4All, and Intralogistica Italia**. Together, the four events attracted over **90,000 professional operators**, who were given a privileged view of **an exhaustive overview of technology relating to the industry**. The success convinced the organizers of the four fairs to plan the next edition **from the 27th to the 30th of May 2025**.

In the meantime, the organizational machinery of **Plast**, the long-running international event for the plastics and rubber industry organized by Promoplast srl, is already in motion: after the forced interruption caused by the pandemic, the 19th edition will take place in Milan **from the 5th to the 8th of September 2023**. **Over 30,000 square metres of exhibition space have already been confirmed** by the exhibitors who want to guarantee their participation in **Plast 2023**. New applicants may submit their requests starting in July 2022.