

FOODTECH PACKTECH



FEATURING

MHEXPO
Materials Handling & Logistics

The primary showcase for food and
packaging technology in New Zealand.

Prospectus

2 - 4 September 2025

foodtechpacktech.co.nz

Why exhibit?

Hosted by XPO Exhibitions, Foodtech Packtech (FTPT) is New Zealand's premier food manufacturing, processing and packaging technology trade show, boasting over 40 years of industry influence. With the inclusion of the Materials Handling & Logistics Expo (MHL), this event is set to draw over 250 local and international exhibitors and 4,000 qualified visitors. Representing a vital component of New Zealand's rapidly growing food and beverage manufacturing sector, FTPT is essential for businesses providing products, services, or technology that contribute value to the nation's food chain.

Exhibiting at FTPT & MHL gives you the opportunity to:

- Capture the attention of new prospects ready to do business.
- Connect with customers who are prepared to dedicate their time and pay attention to you.
- Let the market know about your new products and services.

FTPT & MHL can assist you in increasing your sales and achieving a measurable and profitable return on investment (ROI).

FTPT & MHL covers advanced manufacturing products and logistics processes including:

- F&B Manufacturing
- Automation Processing Equipment
- Cooking Equipment
- Packaging Equipment
- Labeling & Printing
- Food Ingredients
- Food Safety
- Distribution & Warehousing
- Weighing and Measuring
- Scientific Instrumentation

"An excellently coordinated event that offered exceptional assistance! A great opportunity to engage with the industry and its professionals, showcase products and gain sales leads." - Exhibitor



Statistics



86%

of visitors felt Foodtech Packtech increased their company profile



250+
exhibitors

Across 4 of NZ's largest exhibition halls



\$336,005,336

Total Purchasing Power



84%

of visitors were responsible for purchasing and/or had influence



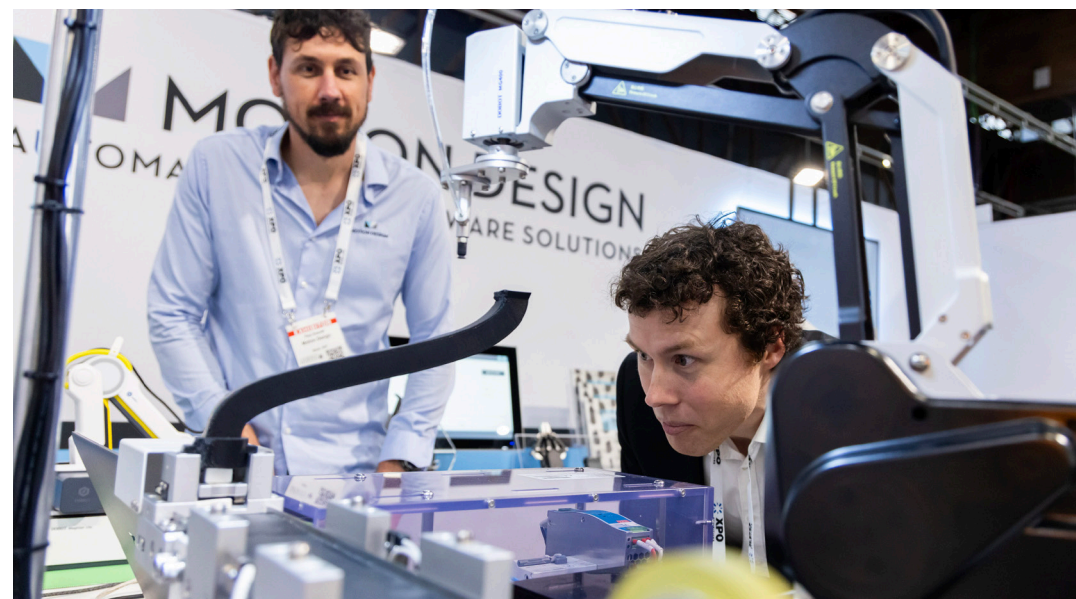
Who visits?

FTPT & MHL provides you with a chance to present your products and services to some of New Zealand's most influential customers. We pride ourselves on attracting high-quality visitors to our event. Key decision-makers such as company owners, directors, and general managers make up a large portion of the total number of visitors to previous FTPT & MHL events.

It is anticipated that visitors from the following industries will attend FTPT & MHL 2024:

- **Food and beverage business owners / manager**
- **Research & Development**
- **Product Development**
- **Food technologist**
- **Scientist**
- **Primary industries corporates**
- **Recycling**
- **Automation specialists**
- **Materials Handling and Warehousing**
- **Technologist**
- **Business Development Manager**
- **Engineer**
- **Logistics and distribution**
- **Supply chain**

"Innovative solutions featuring cutting-edge technology in the Industry were on display, along with some intriguing automation concepts. It was a fantastic opportunity to network with industry professionals, enhancing our understanding and keeping us at the forefront of emerging trends"
It is anticipated that visitors from the following industries will attend FTPT & MHL 2025" - Visitor



Who Attends?

Bringing together hundreds of local and international key decision-makers and industry leaders under one roof.

Attendees by Industry

Manufacturing
Packaging
Dairy
Logistics / Distribution
Beverage
Food processing
Wholesale
Pharmaceutical / Medical
Printing
Frozen Food
Chemicals
Supermarket
Fish or Seafood
Pet Food
Warehousing & Distribution
Logistics & Freight
Engineering

Attendees by Role

Directors
Managers
Owners
Project Managers
Managing Directors
General Managers

Sales Managers
Engineering
Operational technology
Food and beverage
Business Development Managers
Operations Managers

"Foodtech Packtech was an overall excellent experience. I would highly recommend anyone in the food manufacturing industry to come along and view what's on offer." - Visitor

Auckland
Waikato
Bay of Plenty
Canterbury
Hawke's Bay
Wellington
Northland
Manawatu-
Wanganui
Otago
Taranaki
Nelson
Marlborough
Southland
Tasman
West Coast
Gisborne



Highlights

73%

of exhibitors were satisfied FTPT/MHL met their commercial objectives

90%

of exhibitors launched a new product and service

80%

of exhibitors gathered sales leads

"I really enjoyed networking with potential contract suppliers that I was not aware of until I went to the show and now have 5+ projects to get going." - Visitor





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MHEXPO
Materials Handling & Logistics

See you in 2025

Interested in exhibiting?

2 - 4 September 2025
Auckland Showgrounds

Please get in touch:

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BOOK NOW



foodtechpacktech.co.nz



Your Brand, Your Story Amplified.

To waitohu, to korero. Whakanuia.

xpo.co.nz

BuildNZ

Facilities
Integrate»

THE NATIONAL
SAFETY SHOW

WAIKATO
HOME &
GARDEN
SHOW

HomeXPO

SOUTH
MACH



The
Food
Show

fine NEW ZEALAND
food

FOODTECH
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THE Hutchwilco NEW ZEALAND
BOAT SHOW

NZ GIFT
& HOMEWARE
FAIRS

BabyShow