

# FOODTECH PACKTECH

FEATURING

**MH**EXPO  
Materials Handling & Logistics

## Post Show Report

19 - 21 September 2023



# Foodtech Packtech - a Great Success!

Foodtech Packtech 2023, in conjunction with the Materials Handling & Logistics Expo, marked a significant gathering of industry innovators, experts, and cutting-edge solutions. Both locally and globally, the importance of aspects such as freight, food safety, traceability, environmental considerations, and security has grown, drawing the attention of consumers and governments alike.

These events play a crucial role in the intricate supply chain of these industries. This year the event was supported by the NZ Institute of Food Science & Technology, the Australian Institute of Packaging, The Packaging Forum, The NZ Food Innovation Network, New Zealand Food Safety, Plastics NZ and Callaghan Innovation.

Highlights included pioneering features in the realms of automation and technological innovations. Industry-driven seminars, the Business Growth Hub, and over 45 industry speakers, and various other offerings ensured that there was something for everyone in attendance. A noteworthy addition this year was 'The Pantry,' which offered the ultimate food ingredient experience.

With New Zealand's strong reputation for food and beverages on both local and global levels, the event provided a valuable opportunity for attendees to optimize their supply chain potential by connecting with experts in the field. To the thousands of attendees, thank you for being a part of this fantastic experience, and we eagerly anticipate welcoming you back to FTPT and the MHL expo in 2025.





## 2023 KEY HIGHLIGHTS

**3,426**

Trade buyers

**247**

Exhibitors



**84%**

of visitors were responsible for purchasing and/or had influence



Seminar Series with

**45+ speakers**





## VISITOR RESULTS

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**4 / 5**

Overall visitor satisfaction

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**83%**

of visitors agree it is a 'must attend' event

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**91%**

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

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**95%**

of visitors intend to visit FTPT/MHL in 2025!

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**93%**

of visitors were satisfied with their overall show experience

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## ROLES WITHIN INDUSTRY

### Job Function

|   |       |
|---|-------|
| CEO/Owner/Director/Manager  | 32.1% |
| Operations Manager/Product Manager/Project Manager                                      | 27.5% |
| Research & Development/Product Development/<br>Food technologist/Scientist/Technologist | 19.3% |
| Sales Manager/Account Manager/<br>Business Development Manager                          | 9.9%  |
| Engineer/Engineering Manager/Sales Engineer   | 9.1%  |
| Other   | 1.8%  |





## VISITOR TESTIMONIALS



"We were blown away with the technology out there. Every part of the industry has been thought of and represented. We realize now what small fries we are - but every person we talked to spoke to us with interest."

"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. I really enjoyed the diversity of machinery, ingredients and packaging on offer."

"Really enjoyed it. Met a lot of exhibitors who are currently supplying machinery to us that we have on order. One of our new machines was on display at the expo as it was early from Japan and our staff could see it for the first time. I met companies that we had just ordered a machine off and that was nice for both of us to meet in person."

"This was our first time visiting the Foodtech Packtech trade show and it did not disappoint, so many suppliers all under one roof. There was definitely something there for everyone and it was awesome to see the exhibitors showcasing their products and machinery."

"I loved networking with professionals - I was pleased to see latest tech and industry trends - I was thrilled to attend a professional gathering of that nature."

"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."

"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"





## EXHIBITOR KEY FINDINGS

**86%**

of exhibitors felt Foodtech Packtech increased their company profile

**80%**

of exhibitors gathered sales leads

**75%**

of exhibitors were satisfied with the quality of visitors

**90%**

of exhibitors launched a new product and service

**80%**

of exhibitors promoted new products and services

**73%**

of exhibitors were satisfied FTPT/MHL met their commercial objectives





## EXHIBITOR TESTIMONIALS



"Foodtech Packtech gave our company the opportunity to network with our existing food and beverage customers, new customers, suppliers and research bodies in a one stop shop environment. The value of this event included generating quality leads with existing and new customers, from a cost perspective saved the company in travel and time, and from a sustainable viewpoint reduced our carbon footprint had we traveled to each and every visitor."

"Being such a young company, the show has helped us to push our brand into the industry. It gives us the opportunity to get in front of decision-makers of companies and gives us a significant base of leads to follow up on."

"Foodtech / Packtech was a fantastic opportunity for us to display the very best in our product range, whilst also giving us the chance to network and build strong connections with other businesses in our industry and help shape the future of the Food Processing and Packaging field."

"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."

"The show was great, good to see so many members of the industry in the same place after covid."





## EXHIBITOR VIDEO TESTIMONIALS

This year we interviewed exhibitors to find out more about their business and why Foodtech Packtech is valuable to their business. Exhibitors included TNA, CSL and JTP.

[CLICK TO VIEW INTERVIEW WITH TNA](#)

[CLICK TO VIEW INTERVIEW WITH CSL](#)

[CLICK TO VIEW INTERVIEW WITH JTP](#)





## MARKETING RESULTS

This year our marketing efforts have yielded impressive results across multiple platforms. We have focused on featuring exhibitors new technology pre event to entice visitors, re sharing exhibitors content throughout the event and placing appropriate spend behind ads to ensure we reach the correct audience. By doing so this has expanded the online presence and increased connection effectively.

### Website

From Jan 1st - 24th September  
6,242 visitors

### Social Media

#### Facebook (Jan 1st - 24th September)

|                         |            |
|-------------------------|------------|
| Followers .....         | 2,038      |
| Total Impressions ..... | 28,471,100 |
| Total Reach .....       | 2,391,643  |
| Total Engagement .....  | 214,234    |

#### Linkedin

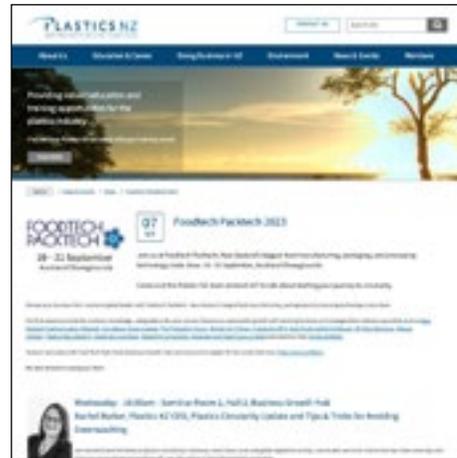
#### (Jan 1st - 24th September)

|                         |         |
|-------------------------|---------|
| Followers .....         | 828     |
| Total Impressions ..... | 335,109 |
| Total Engagement .....  | 5249    |





**MEDIA COVERAGE**





**PUBLICATIONS**

**FOODTECH  
PACKTECH**

**19 – 21 September 2023**  
Auckland Showgrounds

**Register to attend for FREE today!**

**Featuring Materials Handling & Logistics Expo**

**New Zealand's largest food manufacturing, packaging, processing technology & logistics trade event.**

- Connect with over 225 new and existing suppliers
- Discover the latest innovative solutions
- Attend seminars and workshops
- Network with industry specialist

**Solutions start when you know your options.**  
Unlock the power of possibilities by exploring them all under one roof.  
Register to attend for FREE!

PROUDLY SUPPORTED BY:

**Register to attend for FREE now!**  
[foodtechpacktech.co.nz](http://foodtechpacktech.co.nz) | [mhlexpo.co.nz](http://mhlexpo.co.nz)

**REGISTER NOW!**

FMCG Business Full Page Ad

**FOODTECH  
PACKTECH**

**19 - 21 September 2023**  
Auckland Showgrounds

**New Zealand's largest food manufacturing, packaging, processing technology & logistics trade show.**

- 250+ exhibitors
- 3 full days of seminars and workshops
- Thousand of new products
- Network with suppliers, colleagues and friends
- Free to attend

**82%** of visitors met their objective of looking for new/ alternative suppliers.

**77%** of visitors were satisfied with their overall show experience

**91%** of visitors intend to visit Foodtech Packtech in 2023!

**Interested in exhibiting?**  
Limited spaces left. Don't miss out, contact us today.  
Deb Halmes  
Exhibition Sales Manager  
[deb@xpo.co.nz](mailto:deb@xpo.co.nz)  
021 487 552

**"A great industry event - enjoyed meeting all the suppliers and learning about the new innovations coming through to improve the industry."**

FOODTECH PACKTECH 2023 PROUDLY SUPPORTED BY:

**4,000+ visitors**  
R&D Specialists | Food Technologist | Quality Control Manager | Purchasing Manager  
Logistics Manager | CEO General Manager | Director | MD | Distribution Manager

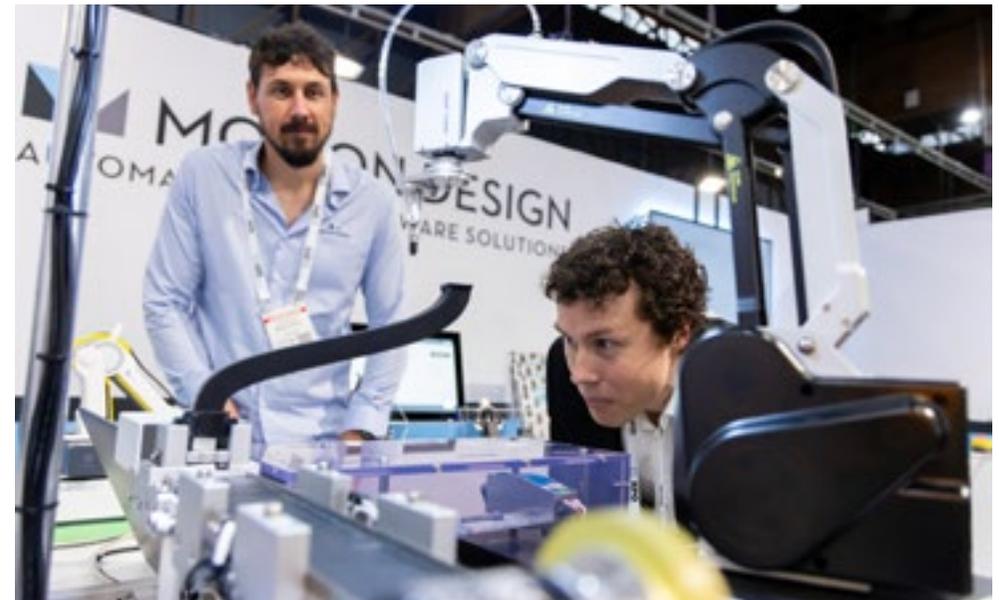
**Register today at [foodtechpacktech.co.nz](http://foodtechpacktech.co.nz)**

**REGISTER NOW!**

Food Technology Magazine Double Page Ad



PROUDLY SUPPORTED BY:





**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](http://foodtechpacktech.co.nz)



# Your Brand, Your Story Amplified

[xpo.co.nz](http://xpo.co.nz)

BabyShow

MLEXPO

BuildNZ

SOUTH  
MACH

The  
Food  
Show

THE NATIONAL  
SAFETY SHOW

*fine* NEW ZEALAND  
*food*

FOODTECH  
PACKTECH

WAIKATO  
HOME &  
GARDEN  
SHOW

EMEX

Facilities  
Integrate

THE Hutchwilco NEW ZEALAND  
BOAT SHOW

NZ GIFT  
& HOMEWARE  
FAIRS

HomeXPO