EMPACK
THE FUTURE OF PACKAGING

22-23 SEPT 2026
Flanders Expo
Ghent



POST SHOW REPORT 2026

samen met:

TRANSPORT & LOGISTICS
LET'S MOVE THE FUTURE FORWARD

01 CONCEPT

- 3th edition in **Flanders Expo** in Ghent
- Ghent, strong growing **economic hub** in Flanders
- Focus on **food** and **beverage** industry
- Co-location with **Transport & Logistics**
- Complete **end-to-end supply chain solutions,** from **packaging to delivery**

5637
Unique visitors

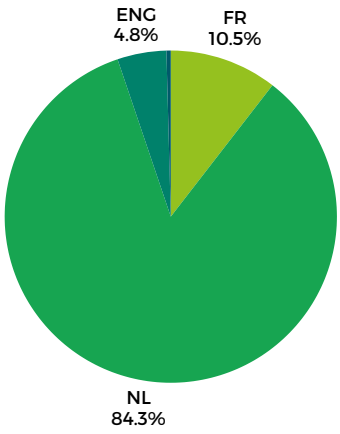
6589
Professionals
(incl. stand personnel)

220
Exhibitors and Partners

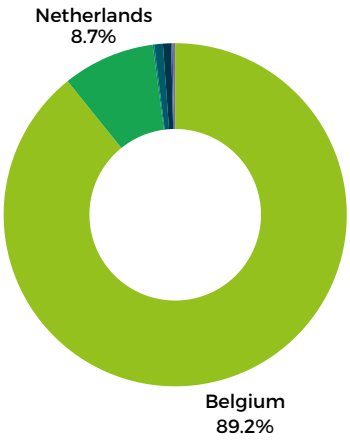


02 VISITOR PROFILE

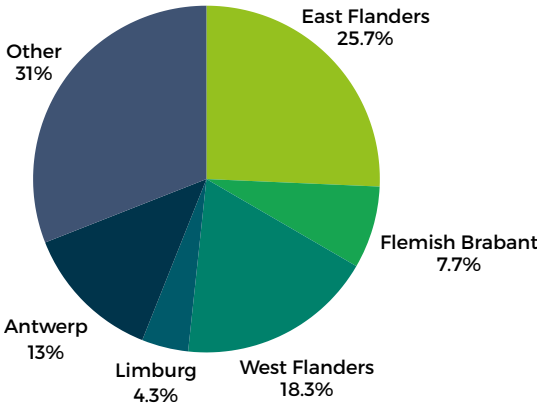
Language



Country



Provinces

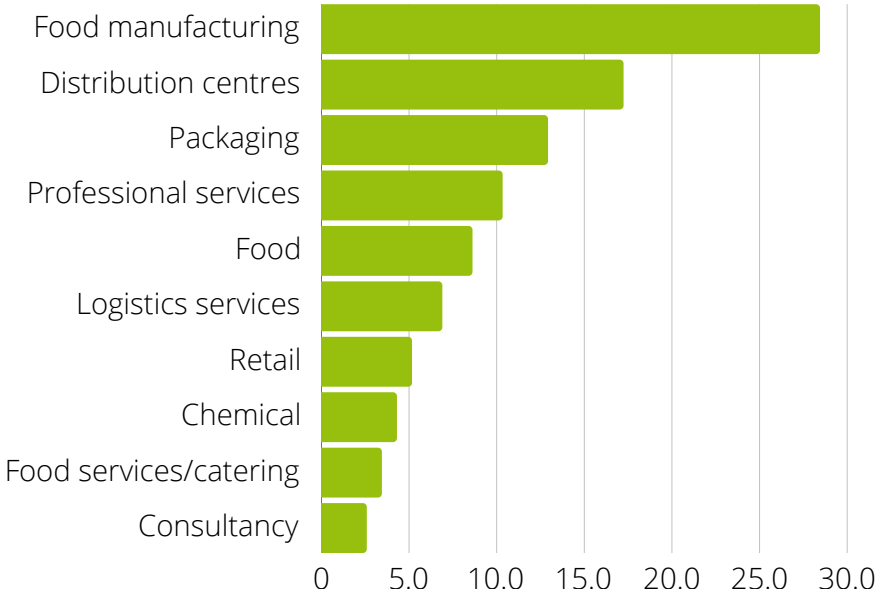




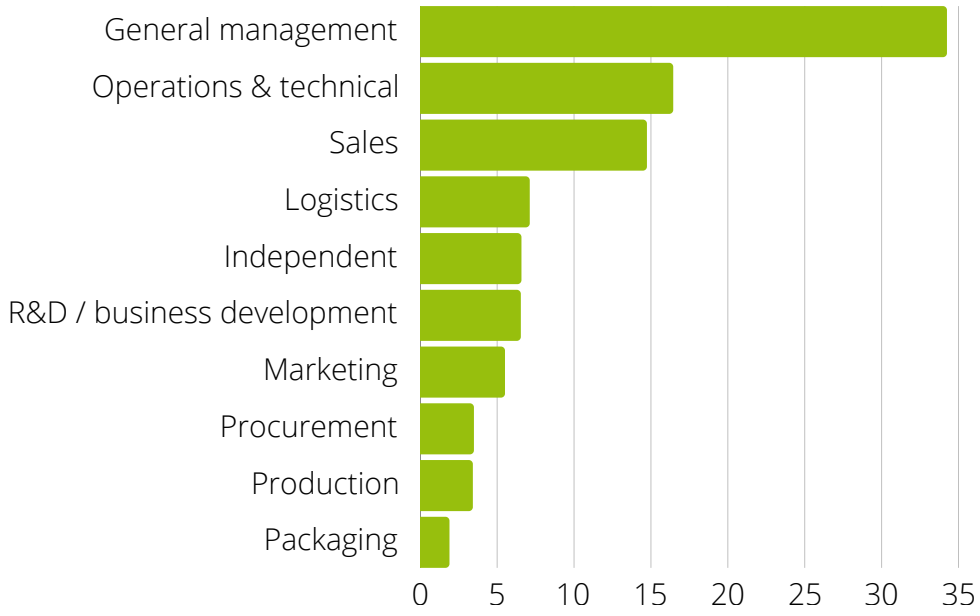
> I found the fair very interesting for exploring new techniques and devices with a view to investing in the future.
>
> VISITOR

02 VISITOR PROFILE

Top 10 Industry



Top 10 Functions



> Very good mix of networking, further training and information gathering.
>
> VISITOR

03 MEET OUR VISITORS



Lotte Krekels
Packaging Manager, Carrefour Belgium

Lotte heads up the packaging department at Carrefour Belgium and works on more than 1,000 projects per year, always with a focus on sustainability and innovation. At Empack, she is looking for new materials, recyclable designs and circular systems to reduce Carrefour's ecological footprint.

Packaging is an opportunity to strengthen brand loyalty and contribute to a better world.

Ernie Saliën
Equipment & Project Engineer, Pfizer NV

For Ernie, Empack is the ideal place to maintain his professional network and stay up to date on new technologies and methods in the sector. The trade fair helps him discover relevant solutions and innovations that he can immediately apply to current or new projects.



Get on the floor and listen to people and machines; they will tell you what you need to improve.



Bobille Gwenaël
Material System Manager, Proctor & Gamble

Gwenaël plays a crucial role in optimising the supply chain and efficiently managing raw materials at Procter & Gamble. Empack offers Gwenaël a moment of inspiration: in just one day, it provides valuable insights into sustainability, automation and design.

Effective material management forms the backbone of every operation: it guarantees production continuity and promotes sustainability and cost savings.

04 VISITOR SURVEY

64%

of visitors feel this show is a “must attend”

67%

of the visitors will revisit the show

Reasons to visit

- Networking 57%
- Transactional 75%
- Educational 80%

> It was a very informative event , a lot of packaging companies from industrial to manual packaging showcased. Good job!

Visitor

EXHIBITOR PROFILE 05

52%

of the exhibitors signed for the next edition in 2028 in Ghent (2 years before event)

74%

Exhibitor rate their participation as important



Reasons to exhibit

- To meet new customers and gain new leads | 92%
- Brand awereness | 85%
- To meet customers and sell products/services | 81%
- To strengthen the relationship with existing customers | 71%

> Empack is important for us to showcase our new machines, network, and understand market trends and customer priorities.
>
> Scott Automation • Exhibitor

06 SMART BADGE & EASYFAIRS-APP

75
Avarage leads per exhibitor (Visit Connect + Smart Badge)

27%
used the Easyfairs-app

2083
leads in total during the show







SEMINARS 07

+23
Sessions

+31
Keynote speakers

+750
visitors followed 1 or more sessions









08 THE CONFERENCE PROGRAM 22 SEPT 2026






- In-line kwaliteitscontrole van verpakking **Flanders Make**
- Herbruikbare verpakkingen in voeding & zorg **UAntwerpen**
- Het FSC logo als Brand Builder **FSC Belgium**
- PFAS **IBE-BVI**
- Verpakkingsdata zonder kopzorgen **GS1 Belgium & Luxembourg**
- Packaging Waste Regulation: wat verandert er? **FEVIA**
- Alle verpakkingen recycleerbaar tegen 2030 **Fost Plus**
- De impact van PPWR op transportverpakkingen **Valipac**
- Je bedrijf PPWR-proof maken: hoe begin je eraan? **Carrefour**
- Pooling van emballage **HB RTS**
- implementatie van het PPWR **SEC Newgate EU**
- AI tussen operator, machine & productiedata **VIGC**
- Green claims & brand engagement **LUCA**
- Verpakkingen uit vouwkarton **PACK4FOOD & FILPAP/ECMA**
- Verpakkingsvrouw van België 2026: uitreiking **NVC**
- Opleiding FSC Chain of Custody certificering **FSC**

THE CONFERENCE PROGRAM 23 SEPT 2026 09









Onderzoeksprojecten **MULTIREC, BEFORE; LEAK Integrity MPR&S**

Herbruikbare verpakkingen
KU Leuven

Impact van verpakking op sensorische kwaliteit
SENSTECH

Transportsimulatie
IBE-BVI

AI voor jouw packaging team: compliance schaalbaar
Pauline Rosenberg & Remy Besseling

R-EU-CYCLE: oplossingen voor PPWR
Wagralim

CO_2-strategie met Treecological
Marlies Vermeire & Tillia Esteamans

Van acceptatie naar ontwerp: slimme POS-displays
Arteveldehogeschool

Voedingsverpakkingen uit vouwkarton
An Vermeulen & Jan Cardon

Packaging essentials: basiskennis voor professionals
PACK4FOOD

Workshop: herbruikbare verpakking implementeren
Els Du Bois & Sarah Van Vlierberghe

10 KNOWLEDGE & EXPERIENCE



Vouwkarton Paviljoen



Service Pack Pavillion



Partner Village



Innovation Gallery



Pack Stage 1



Pack Stage 2

NETWORKING 11



Afterwork Drink



Logilounge



ING VIP Area



Coffee Corner

12 CELEBRATION



THE PACKAGING WOMAN AWARD

The Belgian Packaging Woman Award celebrates female talent and leadership in the packaging industry in collaboration with NVC & SAGE.



THE PACKAGING & LABEL AWARDS

The Packaging & Label Awards recognise groundbreaking innovations, creativity and entrepreneurship in Belgium's packaging industry. Powered by Grafisch Nieuws. (PM GROUP)



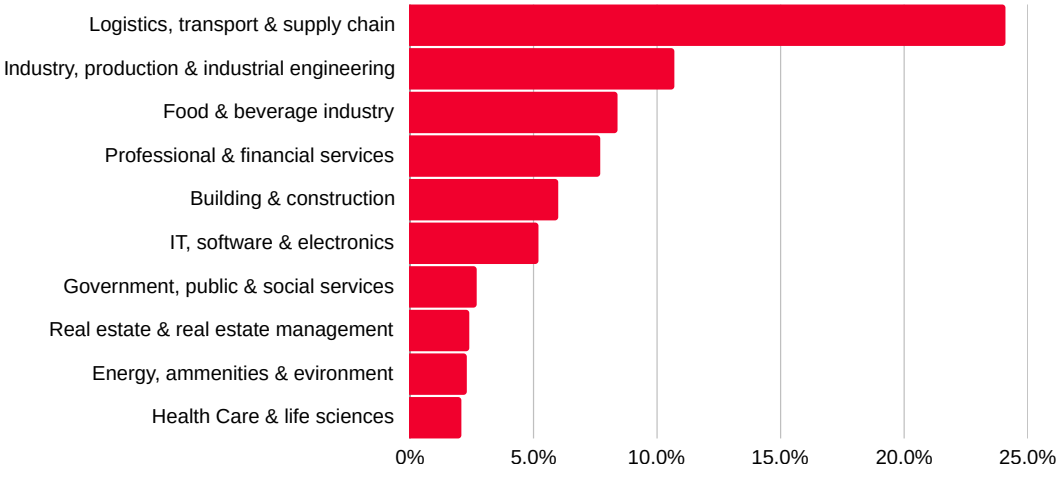
THE MARKETING AWARDS

The Marketing Award recognizes and celebrates outstanding marketing achievements.

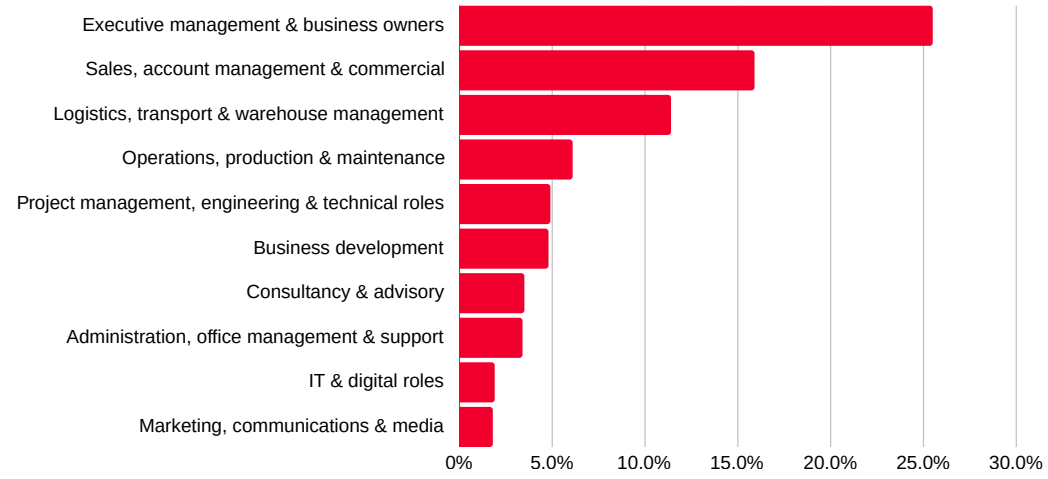
TRANSPORT & LOGISTICS
LET'S MOVE THE FUTURE FORWARD

CO-LOCATION 13

Top 10 Industry



Top 10 Functions





+220 Exhibitors & partners

Focus on food and beverage

Entire supply chain from packaging to logistics

14 ESG

4ever green

valipac
VOOR EEN DUURZAME TOEKOMST

REuse lab
Powered by UAntwerp

Packaging Woman Award



Donation of € 2,828 for a tree-planting initiative with:

BOS+



Focus on Sustainability in partnerships, content program and exhibitors





> A very pleasant fair with friendly exhibitors. The combination with the Transport & Logistics fair is also good.

MARKETING
PRINT & PROMOTION

15







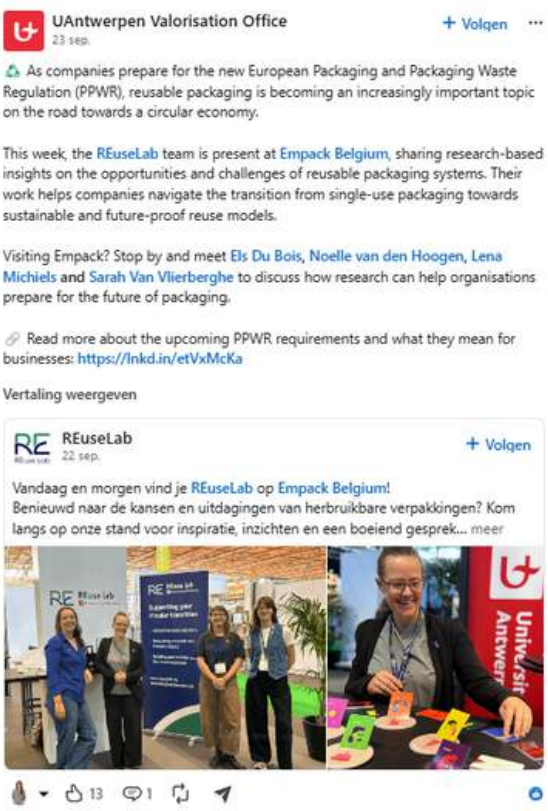




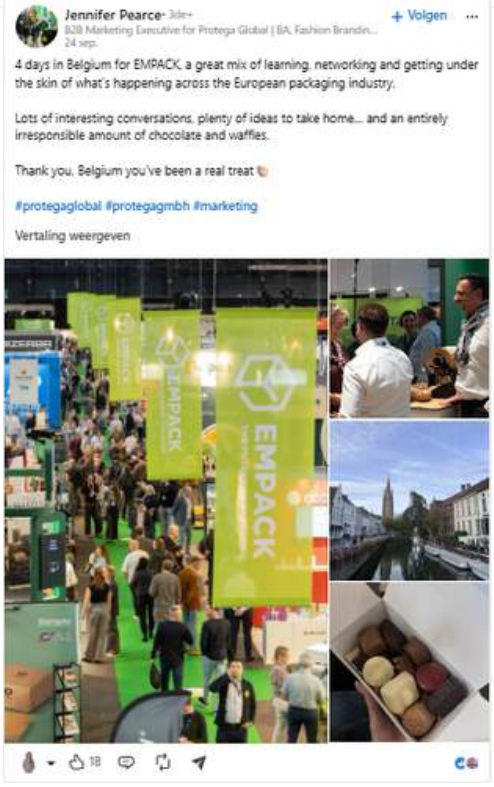


16 MARKETING
SOCIALS

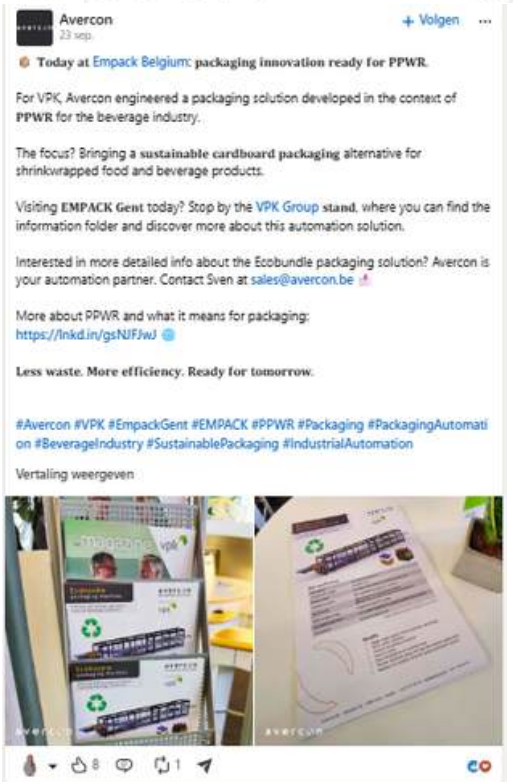












MARKETING
MEDIA & ADVERTISING
17

- Packonline
- Grafisch Nieuws
- Verpakking & Label Magazine
- Motion Control
- Foodprocess
- Gondola
- Verpakkings Management
- FoodTec
- Industrial Automation
- Pakkracht
- Engineeringnet

18 MARKETING STRATEGIC PARTNERS

Thank you for the great collaboration

Educational institutions:

Federations, sector organizations, and networks:

Social and environmental organizations:

NEXT EDITIONS 19

Mechelen 2027

EMPACK
THE FUTURE OF PACKAGING

27- 28 | 10 | 2027

Nekkerhal Mechelen

Ghent 2028

in co-location with:

EMPACK
THE FUTURE OF PACKAGING

19 - 20 | 09 | 2028

Flanders Expo Ghent

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