



Immediate release

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IIFA Pavilion to be held at PACKAGING, PROCESSING & LOGISTICS, 16 & 17 May 2012, Citywest Dublin

The Irish International Freight Association (IIFA) will be hosting a Pavilion at PACKAGING, PROCESSING & LOGISTICS at Dublin's Citywest in May, giving its members the opportunity to take a stand under the IIFA banner and meet the country's top decision-makers across the whole spectrum of Ireland's industry.

"The Irish International Freight Association welcomes the opportunity for its members to promote their international forwarding and logistics services especially now that the country is increasing its exports at a steady rate. From now until May we will be supporting easyFairs to ensure a strong exhibitor base and the right visitor profile over the two days. We look forward to hosting the IIFA Pavilion at the exhibition," commented Colm Walsh, Chief Executive Officer of The Irish International Freight Association.

PACKAGING, PROCESSING & LOGISTICS 2012 is a complete supply chain all-Ireland event, taking place on 16 & 17 May 2012 at Dublin's Citywest Convention Centre, bringing together Ireland's key buyers and suppliers from the most important sectors of manufacturing and industry, including: food & beverage; pharmaceuticals; life sciences; medtech; chemical; and much more.

Despite the economic challenges, Ireland exports are booming, which is creating demand for additional capital expenditure in production facilities, raw materials and services.

With Ireland currently situated as Europe's second-largest exporter of medtech products and with nearly €1 billion in Irish food and drink exported the economy is seeing growth and now is the time for companies to promote themselves and gain new contracts. Indeed

freight forwarding has in recent years has undergone a massive transformation in response to the demands and opportunities presented by technology and globalisation. Logistical services, modern information and communications technologies, and total supply chain management are integral to a modern service sector now very far removed from its traditional image of warehouses and docks. IIFA full trading members are at the forefront of meeting these challenges by offering a knowledgeable and professional service to Irish industry leaders at home and abroad.

If you are interested in being involved in the IIFA Pavilion, contact Anders Kvist on 01 903 6060 or +44 (0)20 8843 8816, email Anders.Kvist@easyFairs.com or visit www.easyFairs.com/PPL2012.

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About the IIFA

The IIFA is the sole representative body and official voice of the freight forwarding sector in Ireland. Established in 1962, it currently has 100 members who collectively employ more than 3,000 people and handle more than 90% of Ireland's €148 billion international merchandise trade.

Through its membership of the Customs Consultative Committee (CCC) and Trade Facilitation Ireland (TFI) the association participates in discussions on local issues affecting international trade. Representation at international level is conducted through IIFA's membership of FIATA.

The association's overall aim is to ensure that the concerns of members and their clients are heard and acted upon, thus ensuring that the flow of physical trade between Ireland and the rest of the world is as efficient and cost-effective as possible.

For more information please see www.iifa.ie

About easyFairs

easyFairs is Europe's leading organiser of time & cost-effective trade shows. We make it time & cost-effective for professional communities to meet and do business both face-to-face and online. With headquarters in Brussels and an international network of offices, easyFairs runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom.

easyFairs brings sales-focused trade shows to the heart of buyer markets. For further information, please visit www.easyFairs.com

At a glance

Core business: Time & cost-effective sales-focused trade shows

Headquarters: Brussels, Belgium

Where we do business: easyFairs currently runs shows in Austria, Belgium, Colombia, Denmark, Finland, Germany, Ireland, The Netherlands, Norway, Poland, Russia, Spain, Sweden, Switzerland and the United Kingdom, with exhibitors from these and other countries. The company expands into new countries each year.

Employees: 210

Sectors served: Agro, Automotive, Building & Construction, Business Services, Food & Catering, Graphic & Print, ICT & Internet, Maintenance, Measurement & Control Instrumentation, Motion Control, Packaging, Pumps & Valves, Retail, Solids, Transports & Logistics, Welding.

Shows: 100+ shows in portfolio

For a list of shows see calendar on website

Website: www.easyFairs.com