

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?

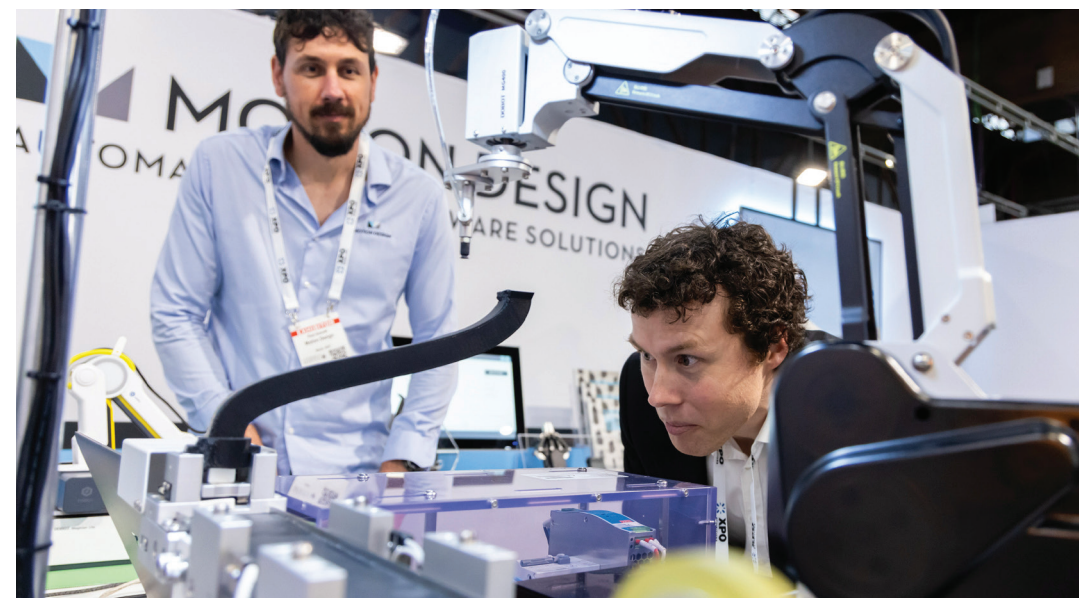
FTPT & MHL provides you with a chance to present your products and services to some of New Zealand's most influential customers. We pride ourselves on attracting high-quality visitors to our event. Key decision-makers such as company owners, directors, and general managers make up a large portion of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



Food and Beverage Sector Showcase

No matter where your business is in the food sector, we have an event to connect you face-to-face with new and existing customers and help you take your business to the next level.

With trade events for food packaging, materials, handling and logistics, hospitality, food service, and food retail, or consumer events in the food, beverage, and appliance sectors, we'll connect you with your market!



PRIMARY PRODUCTION

PROCESSING

SUPPLY CHAIN



- + B2B trade-only exhibition
 - + Food manufacturing & packaging sectors
 - + Food & beverage manufacturing products and equipment
 - + Training hubs & free to attend seminars
 - + Special features and destinations
- foodtechpacktech.co.nz

4,000+ VISITORS

- CEO / Directors
- Distribution Managers
- R&D Managers
- Food Technologists
- Purchasing & Logistics Managers

250+ EXHIBITORS

- F&B Manufacturing
- Cooking Equipment
- Packaging Equipment
- Labelling & Printing
- Food Ingredients
- Food Safety
- Distribution & Warehousing

HOSPITALITY

FOOD RETAIL

FOOD SERVICE



- + B2B trade-only exhibition
 - + Food service, food retail and hospitality sectors
 - + Cutting-edge food, drink and equipment
 - + Seminar Series
 - + Innovation showcase
 - + New Product
- finefood.co.nz

7,000+ VISITORS

- Business Owners
- General Managers
- Restaurant Managers
- Bar Managers
- Chefs
- Hospitality Staff

280+ EXHIBITORS

- Commercial Cooking
- F&B Products
- Artisan Producers
- POS Equipment
- Cleaning Services
- Hospitality Apparel
- Equipment

CONSUMER

FMCG

FOODIES



- + B2C Show
 - + Food and beverage sectors
 - + The best in culinary fare, drinks and cooking equipment
 - + Chef demos
- foodshow.co.nz

50,000+ VISITORS

- Food Lovers
- Beverage Lovers
- Business Owners
- Aspiring Chefs
- Hospo Workers
- FMCG Reps

400+ EXHIBITORS

- FMCG Businesses
- Artisan Producers
- Kitchen Equipment
- SME Retailers
- Start-ups
- International F&B
- International Producers



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
PACKTECH

MHEXPO

THE Hutchwilco NEW ZEALAND
BOAT SHOW

NZ GIFT
& HOMEWARE
FAIRS

Baby Show