

# New show director looks to the future

Liz Finlay, the new show director for The PPMA Show and Total Processing & Packaging is looking forward to working closely with the PPMA to “deliver the best possible experience for our customers, both exhibitors and visitors”.

Commenting on the future she said, ‘The current topics of carbon footprint and the long distances food travels from farm to table may well engender growth of small,



Visitors and exhibitors to PPMA Shows have the opportunity to get value from exhibitions

local production units suitable for low volume processing and packaging. The exhibitions need to tap into this and other areas of potential in the UK. We must also understand the threats and opportunities presented by globalisation, consolidation and low cost manufacturing.”

Liz continued: “The current market is one of inexorable change and our responsibility is to deliver a show which takes account of this evolution. Equally, visitors no longer have the luxury of spending several days at an exhibition. So organisers must help them quickly identify what they seek while, at the same time, enabling them to visit other related suppliers and benefit from ‘passing trade’ which is so important to exhibitors.”

She reinforced the message that the many ideas that there are for future shows must be “customer driven”.

“Managing shows is all about bringing people together in a constructive and comfortable business atmosphere. The PPMA Shows in 2005 and 2006 were great successes and the next one in 2008 will continue that positive record because of the strong support from the best suppliers in the sector for this style of event,” concluded Liz.



**Liz Finlay** has been appointed Show Director for Total Processing and Packaging and the PPMA Shows by Reed Exhibitions.

Liz has spent 25 years in sales and marketing, the last 15 with Electrolube, eventually as Deputy MD, and as a Director of its holding company H K Wentworth Ltd. The company manufactures chemicals for the electronics, ICT and rail industries.

An industrial chemist, Liz started life with Reckitt & Colman and Formica before spells with packaging adhesive manufacturers National Starch & Chemical and Swift Adhesives.

## ‘Must use the PPMA *More!*’

Only members benefit from the activities listed below – are you using the PPMA enough? Please circulate this to all departments.

### ☑ PPMA & Total Exhibitions

- Members receive discounted rates on shows
- Complimentary copy of the visitor database

### ☑ Promotional Publishing Activities

- Editorial in all PPMA publications is free for members
- Machinery Update: Free editorial in the leading machinery journal circulated to 9,000 end-users
- ‘Machinery Directory’: annual publication containing every member and their machinery range sent to the end-user community with over 1,200 classifications
- Editorial & advertising opportunities in show literature and technical guides
- Free listings on [www.ppma.co.uk](http://www.ppma.co.uk) generating sales enquiries for members with 40,000 + users a month
- ‘PPMA News’ a valuable member focused publication on business issues and solutions

### ☑ Technical Services Activities

- Seminar program on Regulatory, Technical and Business topics
- Formation of a technical sub-group with EAMA in support of Orgalime membership
- Guidance document for member compliance with WEEE directive

### ☑ International Services Activities

- Working with the UKTI and DTI to provide an overseas exhibitions program (see page 13 for events/funding)
- Inward and outward trade missions
- Sector specific international working groups, e.g. EUCHEMAP - join now!
- China office and Dragon Service to help members understand and access the China market
- In-country Indian representative available

### ☑ Membership Services Activities

- Technical support helpline: 020 8773 8111
- Business support helpline for members on tax, employment law and legal matters: 08707 454545
- Health & safety passport schemes for members
- Excellent member-only mailing opportunities to end-users via our comprehensive industry database
- Special interest member focus groups including: PharmaChem and Euchemap - join now!
- Business services for members at preferential rates on: employment issues, team management, company insurance, marketing & PR, R&D tax credit claims
- Networking: president lunches, golf and sailing days
- Annual business survey & industry guideline documents available to members only

### ☑ Process Matters

- More process seminars and enhanced content/editorial in Machinery Update and PPMA News
- Working with US Food Processing Supply Association and the Government Food Process Faraday

### ☑ Regulatory Activities

- Combating counterfeiting with EUROPAMA
- New COPAMA report: ‘market intelligence world-wide’
- Working with the Cabinet Office
- As a member of [www.EAMA.info](http://www.EAMA.info) (Engineering and Machinery Alliance), the PPMA is working to: introduce 100% capital allowances for investment, reduce Insurance Premium Tax, change Corporation Tax to aid export, incentivise training with a NI credit

*Don't miss out - To find out more call David on 020 8773 5513 now!*