

CASE STUDY

**DIGITAL TRANSFORMATION
PORTUGAL PRINT PACKAGING
AND LABELLING 2025**





INTRODUCTION

Portugal Print Packaging & Labeling 2025 has established itself as one of the benchmark events in the printing, packaging and labeling sector. With consistent growth over the last few years, the 2025 edition stood out not only for the increase in the number of participants, but also for the wider adoption of technological solutions that optimized the experience of visitors and exhibitors.



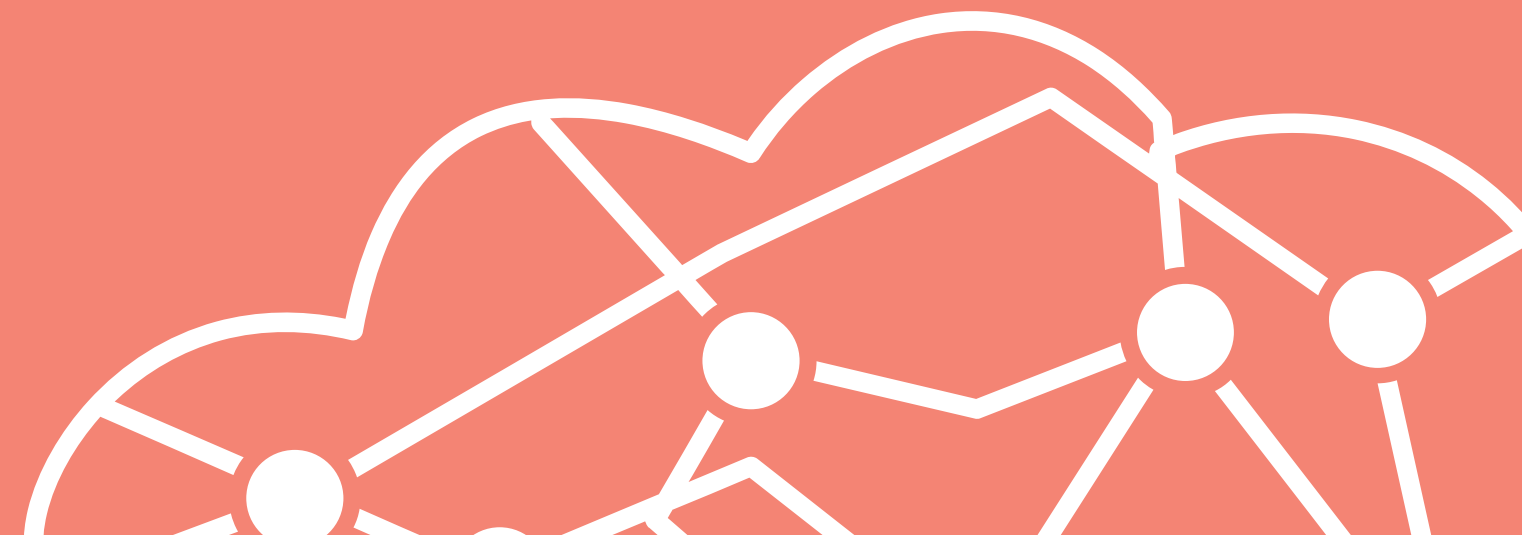
THE EVENT'S EVOLUTION

Data from recent years shows significant growth in the main indicators:



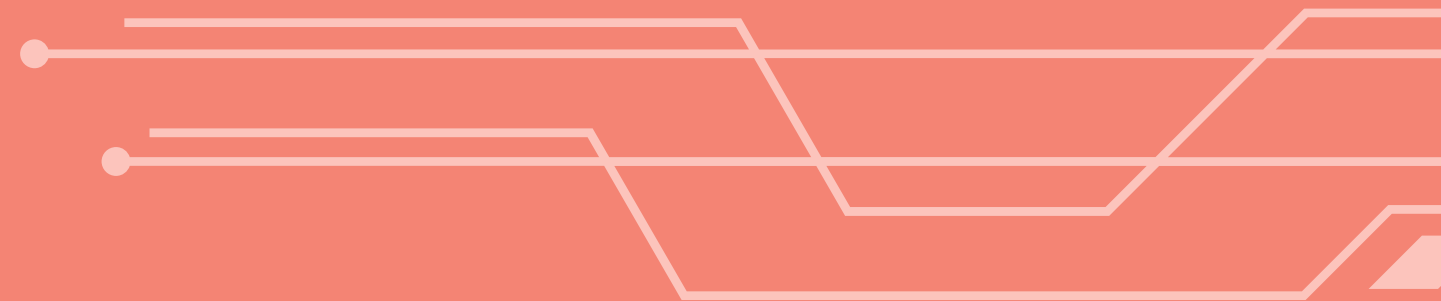
THE IMPACT OF TECHNOLOGY ON THE PARTICIPANT EXPERIENCE

The introduction and expansion of the use of smart badges and beamers were key factors in the success of this edition. These solutions allowed for a more fluid interaction between exhibitors and visitors, facilitating the exchange of contacts and the collection of qualified leads.



1. NUMBER OF REGISTERED PARTICIPANTS:

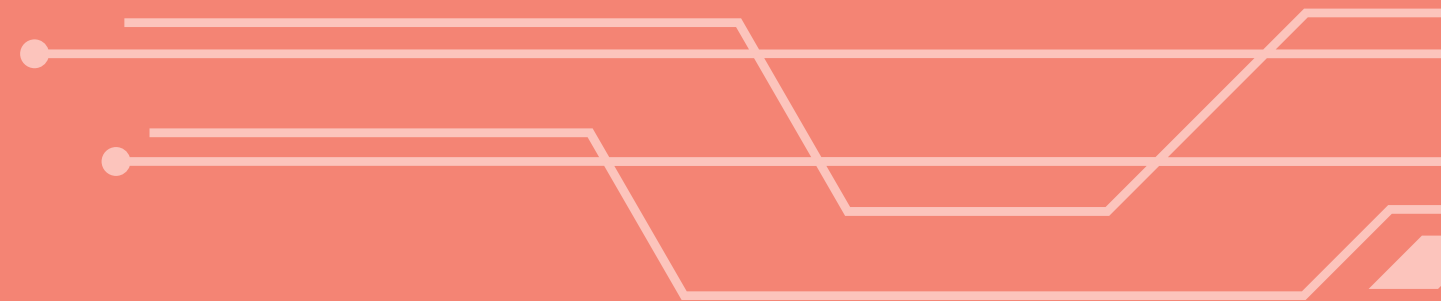
**+25% IN 2025
VS 2022**



2. NUMBER OF PARTICIPANTS WITH SMART BADGES:

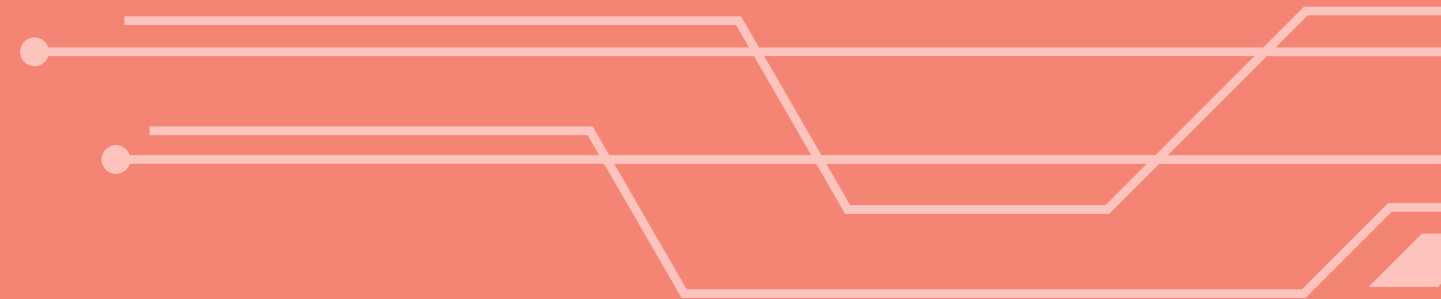
+14% IN 2025

VS 2022



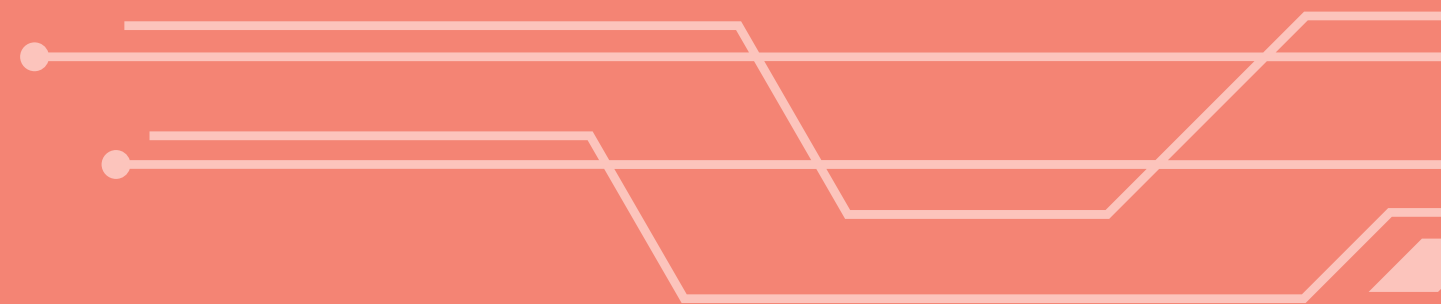
3. NUMBER OF COMPANIES WITH BEAMERS:

**+34% IN 2025
VS 2022**



4. NUMBER OF CONTACTS SHARED:

**+81% IN 2025
VS 2022**



TECH SOLUTIONS



SMART BADGES

The increase in the number of participants demonstrated the growing acceptance of this technology, which simplifies networking and allows you to aggregate information from the companies you interact with.

VISITORS EXPERIENCE



SMART BADGES



BEAMER



BOOKLET



TECH SOLUTIONS



BEAMERS

The increase in the number of companies using this solution reflects its effectiveness in digitizing visitor engagement, allowing leads to be captured instantly and integrated with the exhibitors' systems.

EXHIBITORS EXPERIENCE



SMART BADGES



BEAMER



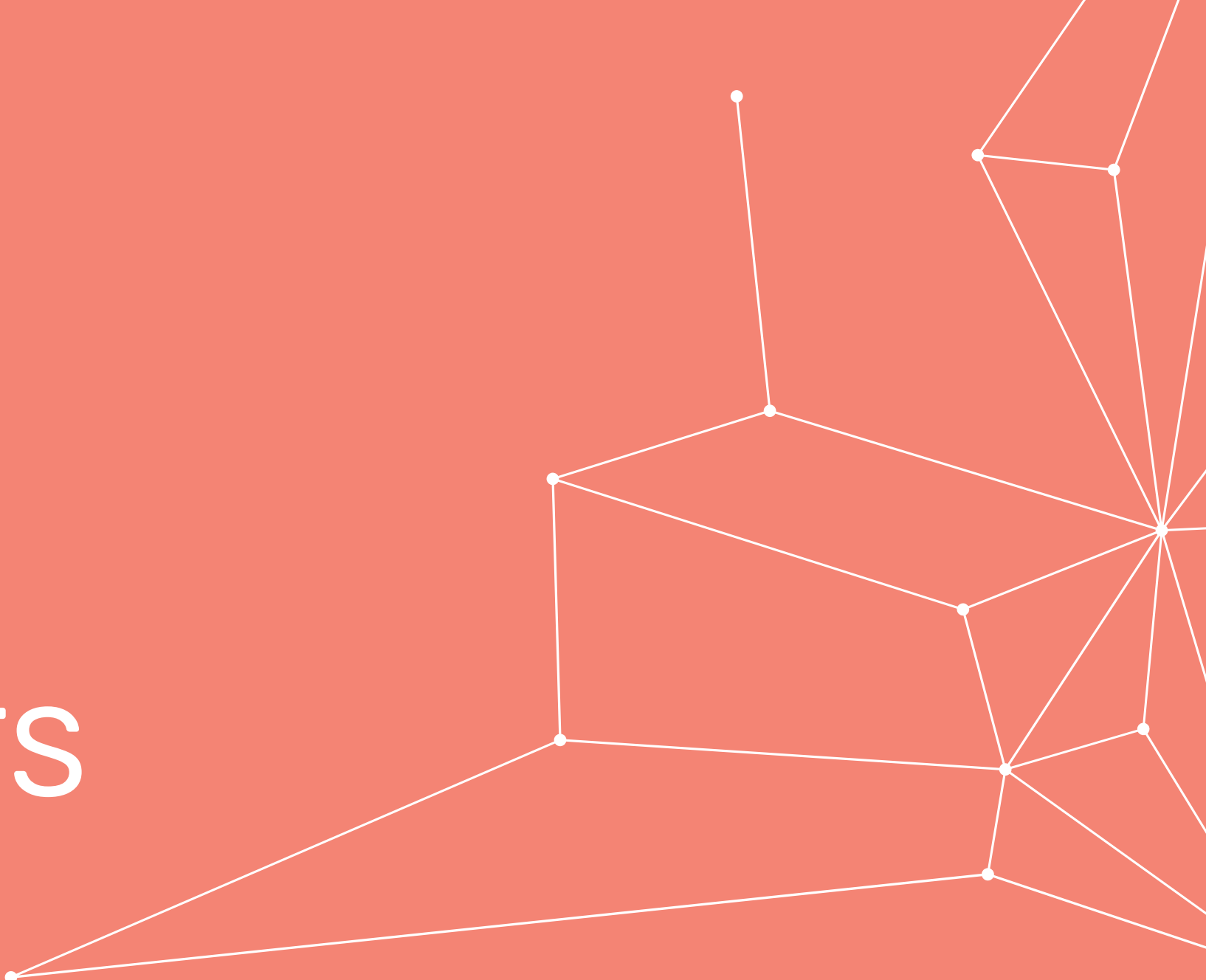
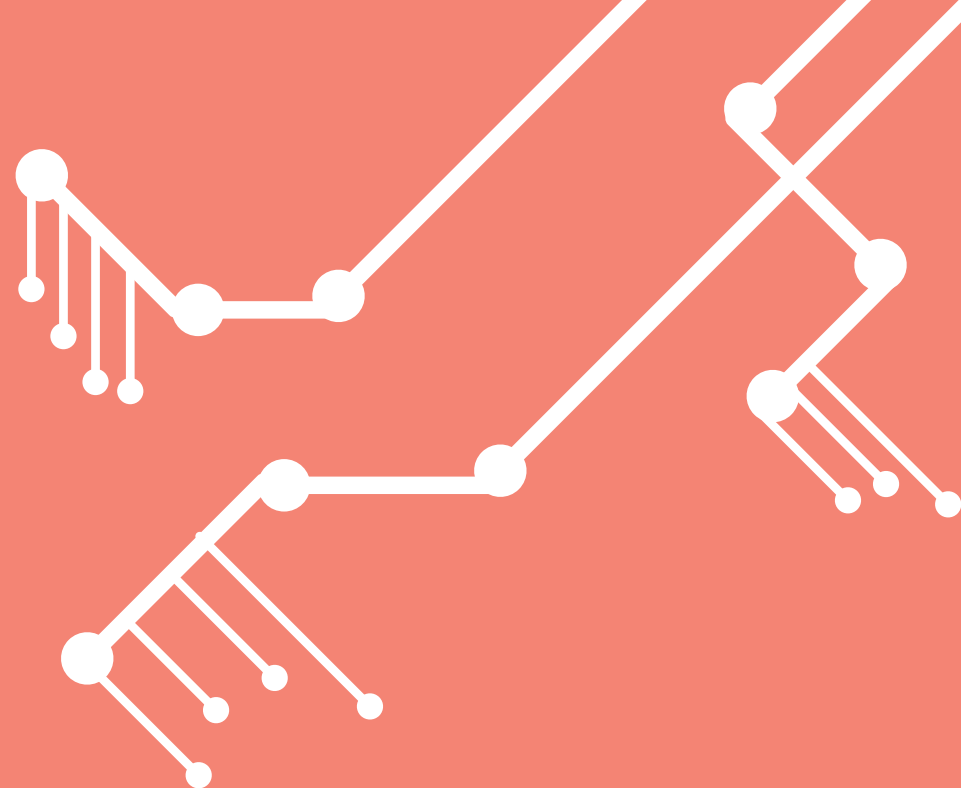
DATABASE



RESULTS AND BENEFITS FOR THE SECTOR

The adoption of these tools resulted in a more dynamic and productive environment for all those involved in the event. The ease with which contacts were exchanged, as evidenced by the significant increase in this indicator, showed that digitalization not only improves the experience for visitors, but also maximizes business opportunities for exhibitors.





RESULTS AND BENEFITS FOR THE SECTOR

The sustained growth of Portugal Print Packaging and Labeling 2025 demonstrates that technological innovation plays an essential role in the evolution of industry events. With an approach increasingly geared towards digitalization and the user experience, the 2025 edition reinforced the event's status as an indispensable meeting point for the industry.





CONCLUSION

The trajectory of Portugal Print Packaging and Labelling between 2022 and 2025 illustrates how the strategic adoption of technology can boost the growth and efficiency of events. The introduction of digital solutions not only improved the participants' experience, but also boosted lead generation and business opportunities, consolidating the event as a success story in the sector



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