

## PRESS RELEASE

February 2025

### FACHPACK welcomes new director

- **Phuong Anh Do** has been at the helm since January 2025
- **Heike Slotta** continues as Executive Director Exhibitions

A new year comes with new responsibilities at FACHPACK, the European trade fair for packaging, technology and processes. As Executive Director Exhibitions, Heike Slotta continues to have overall responsibility for the two trade fairs POWTECH TECHNOPHARM with PARTEC and FACHPACK. Her colleague Phuong Anh Do was appointed to the role of Director FACHPACK in January 2025. Over her many years at NürnbergMesse, Phuong Anh Do gained experience in the trade fair environment and packaging sector and is well-versed in the company's processes. We took the opportunity to interview her about her new position:

***Ms. Do, you are a "homegrown" talent at NürnbergMesse. What path has your career taken to date at NürnbergMesse? What experience do you bring from the exhibition management and packaging segments?***

"I've always been fascinated by trade fairs as places where ideas take shape and people come together with a shared vision. My path into the events industry began in a very traditional way with a traineeship in event management. In 2018, I then joined Heike Slotta's team in the department that manages FACHPACK alongside POWTECH TECHNOPHARM with the PARTEC scientific congress. Since then, I have been passionate about the packaging industry and its innovative strength.

For FACHPACK, I initially worked in the traditional operational areas of trade fair organisation, dealing with aspects like hall planning, customer support, and supervising the setup. In the process, I got to know the entire spectrum of the trade fair ecosystem and gained deep insights into the collaboration with a wide range of departments. Later, I was able to consolidate my experience in event design and management as a project manager for the PARTEC Congress, which takes place alongside POWTECH TECHNOPHARM.

**Veranstalter  
Organizer**  
NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
F +49 9 11 86 06-82 28  
fachpack@nuernbergmesse.de  
www.fachpack.de

**Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board**  
Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen und für Heimat  
Bavarian State Minister of Finance  
and Regional Identity

**Geschäftsführer  
CEO**  
Peter Ottmann

**Registergericht  
Registration Number**  
HRB 761 Nürnberg



**23. – 25.9.2025  
NÜRNBERG**

I am especially impressed by the packaging industry because it is in a state of constant flux – addressing issues like sustainable materials, smart technologies and innovative designs. This is why I am even more delighted to now take on the role of Director of FACHPACK. My goal is to continue to develop the fair not just as the key gathering for the sector but also as a source of inspiration for innovative ideas and alliances. I am looking forward to working with exhibitors, industry partners, associations and visitors to actively shape the future of packaging!”

***What do you like about this event and the packaging sector as such?***

“What particularly impresses me about this trade fair is its unique blend of innovation, practical solutions, and genuine encounters. This is where all kinds of people come together – from established companies to creative start-ups – to actively shape the future of packaging. The tangible energy at the fair and the passion of the exhibitors and visitors are what make FACHPACK a genuinely outstanding event. The packaging industry itself fascinates me because it is incredibly dynamic. It unites technological progress with sustainability and design – and is facing exciting challenges that we can only master collectively. It is inspiring to see how much innovative strength there is here and how companies keep developing new product packaging solutions that are smarter, more sustainable, and more efficient. The trade fair brings all this together in one place – and that’s precisely what I appreciate so much about it. I am looking forward to seeing the packaging community in September again.”

***Where do you see FACHPACK in the next few years?***

“The packaging industry is facing major changes – from increasing sustainability requirements to smart packaging solutions and digitalisation. Stricter regulations, technological innovations and changing consumer behaviours will continue to characterise the sector. It is not yet possible to predict in detail exactly what this upheaval will look like, but one thing is sure: Face-to-face dialogue and networking are essential to successfully shape this change.

And that’s exactly where FACHPACK comes in. In the next few years, it will not just continue to be a key platform for innovation but also a place where experts come together to discuss key issues and develop practical solutions. I see the fair as a hub where tradition meets innovation – with even more space for start-ups, interactive formats and exciting collaborations. My goal is to keep developing and improving the event to meet the needs of the sector and constantly inspire visitors and exhibitors alike. Because one thing is certain: The best ideas emerge from face-to-face dialogue and will continue to do so in the future.”



***What is especially important to you when it comes to the collaboration between NürnbergMesse, exhibitors and trade visitors, but also with your colleagues?***

“Approachability! It is my heartfelt wish for representatives of the sector to know that we are always listening to them and that they can always approach us, not just during advisory board meetings or during the event itself. At NürnbergMesse, we are always open to and grateful for information and suggestions. This dialogue genuinely matters to me because ultimately, it is the exhibitors and trade visitors who are the specialists on the market. Without their expertise and opinions, we cannot design FACHPACK to meet the needs of the sector. Within our teams too, we attach immense importance to open and constructive exchanges. This is why I am prioritising approachability and openness.”

**Contact for press and media**

Helen Wirries, Felicia Postler

T +49 911 86 06-80 74

[press@fachpack.de](mailto:press@fachpack.de)

All press releases, more detailed information, photos and other services for journalists and media representatives are available from:

**[www.fachpack.de/presse](http://www.fachpack.de/presse)**