

Uflex Outlines MEA Flexible Packaging Strategy at Interpack 2026

Interviewed by Marwa Ramadan at interpack 2026, UFlex's Apoorvshree Chaturvedi and Anantshree Chaturvedi discuss MEA growth, integrated packaging capabilities, recycling investments, sustainable films and supply chain resilience.



Marwa Ramadan with UFlex Team during the interview with Packaging MEA at Interpack 2026

At Interpack 2026, Packaging MEA spoke with Apoorvshree Chaturvedi, Director – Global Operations, and Anantshree Chaturvedi, Vice Chairman of UFlex, about growth opportunities in the Middle East and Africa, sustainability investments and the future of flexible packaging.

Q: How strategic is the MEA region to UFlex's long-term growth plans?

Apoorvshree Chaturvedi: The region is extremely important for us. The Middle East remains a major petrochemical hub with strong feedstock availability, energy resources and growing renewable energy investments.

Since packaging films are closely linked to petrochemical supply chains, proximity to these resources is strategically valuable.

We already have a strong presence in Egypt and Nigeria. Egypt serves as a bridge between

Africa and the Middle East, while Nigeria's industrial growth offers significant long-term opportunities. As these markets develop, demand for packaging materials and converting capabilities will continue to rise.

Q: How does UFlex's integrated model benefit customers?

Anantshree Chaturvedi: Integration allows us to develop, test and validate products internally before commercial launch. This reduces risk for customers and accelerates adoption.

The model also enables faster technical support. If a customer faces challenges involving printability, coatings or substrate performance, we can quickly bring together expertise from across our businesses to identify solutions. Another advantage is rapid knowledge transfer. Innovations developed in one division can be shared across the organisation, helping improve products and services while delivering greater value to customers.

Q: How is UFlex translating sustainability commitments into practical solutions for MEA customers?

Apoorvshree Chaturvedi: Sustainability should not be limited to developed markets. We have invested heavily in recycling infrastructure, particularly in Egypt, where we produce post-consumer recycled materials and are developing supply chains for PCR polyester and polypropylene.

Many converters in the region serve multinational brands with global sustainability targets.

By investing in recycling, PCR materials and mono-material packaging technologies, we help local converters remain competitive and participate in global supply chains. Our CPP film capacity in Dubai also supports the shift towards recyclable mono-material structures.

Q: How can sustainability be aligned with affordability?
Anantshree Chaturvedi:

We encourage customers to view sustainability as a business opportunity rather than simply a compliance requirement.

The key question is whether sustainable packaging can help win new contracts, access new markets or strengthen customer relationships.

While recycled materials currently involve additional collection and processing costs, those economics will improve as recycling infrastructure scales. Sustainability should therefore be viewed as a long-term growth opportunity.

Q: What trends will shape the future of flexible packaging in MEA?

Apoorvshree Chaturvedi: We expect continued growth in high-performance recyclable films, mono-material structures, spouted pouches, resealable formats and enhanced barrier packaging. Brand owners increasingly require packaging that combines functionality, convenience and sustainability, creating opportunities for converters to invest in more advanced technologies.

Q: What is UFlex's vision for the region?

Anantshree Chaturvedi: UFlex remains focused on expanding capacity, strengthening supply-chain resilience and delivering practical innovation.

Our goal is to help converters and brand owners meet evolving market demands while advancing sustainability objectives across the MEA region. ■