

Press Release | October, 2018

All in Print China 2018
Shanghai New International Expo Centre
Shanghai, China, 24 - 28 Oct, 2018

All in Print China 2018 Opens Its Doors with Thousands of Brands to Compose the Best Symphony in the Printing Industry

Under the guidance of the Ministry of Industry and the Ministry of Commerce and other government departments, with the participation of exhibitors in various fields of printing and packaging, with the support of peers from all walks of life, the 7th All in Print China (AIP 2018) was held in Shanghai New International Expo Center in the morning on 24th October. 300 guests attended the Opening Ceremony of AIP 2018. Zhou Huilin, member of the Standing Committee of the Shanghai Municipal Committee and Minister of Propaganda Department, opened the event by welcoming professionals from the printing industry from around the world on behalf of Shanghai. Wang Yanbin, Chairman of China Printing Technology Association; Kong Fanxin, Deputy General Manager of China Guoxin Holdings Co., Ltd., and Mr. Axel Bartkus, the General Manager of Messe Düsseldorf (Shanghai) Co., Ltd., delivered speeches on behalf of the organizers. Yan Xiaohong, Deputy Director of the Cultural History and Learning Committee of the Chinese People's Political Consultative Conference, announced the grand opening of AIP 2018. Liu Xiaokai, former Director of the Printing and Distribution Department of the State Administration of Press, Publication, Radio, Film and Television; Jiang Maoning, Director of the Import Management Department; Feng Hongsheng, Deputy Director of the Digital Publishing Department; Wang Yayuan, Vice Minister of the Propaganda Department of the Shanghai Municipal Committee; Xu Jiong, Director of the Shanghai Press and Publication Bureau; Peng Weiguo, Deputy Director of the Shanghai Press and Publication Bureau; Jiang Jianmin, Director of the Research Department of the Publishing Department of the Propaganda Department; Lu Zhou, former Director of the Printing and Copying Division of the Printing and Distribution Department of the State Administration of Press, Publication, Radio, Film and Television; Zhao Jie, Director of the Law Enforcement Supervision Department of the Copyright Administration Department; Xu Jianguo, Chairman of the China Printing and Equipment Industry Association; Wu Wenxiang, Honorary Chairman of the China Printing Technology Association; Chu Tingliang, Executive Vice Chairman of the China Printing Technology Association; Wang Li, Vice President of China Packaging Federation; Sun Baolin, Director of China Printing Museum; Gao Jinhong, Party Secretary of Beijing Printing Institute; Li Xinli, President of Shanghai Printing Industry Association; Zhao Pengfei, Director of China Institute of Printing Science and Technology; Chang Xiaoxia, General Manager of Beijing Keyin Media Culture Co., Ltd., and other honored guests attended the ceremony.



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SNIEC · Shanghai China
2018年10月24-28日
October 24-28, 2018
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The Printing Technology Association of China



中国印刷科学技术研究院
China Academy of Printing Technology



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Chen Yan, Director and General Manager of China Cultural Industry Development Group, presided over the Opening Ceremony.



(Opening Ceremony)



(Mr. Zhou Huilin)



(Ms. Wang Yanbin)



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(Mr. Kong Fanxin)



(Mr. Axel Bartkus)



(Mr. Yan Xiaohong)

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(Ms. Chen Yan)

Representatives from printing associations and organizations from the United States, Germany, Japan, South Korea, Australia, India, Philippines, Malaysia, Singapore along with representatives from associations in Hong Kong, Macau, and Taiwan Region; representatives of printing authorities and industry associations in various provinces and cities in China; domestic and international media, and the exhibitors themselves witnessed the grand opening of AIP 2018.

The exhibition continues to expand and grow in scale

At present, the Chinese economy is at an important historical node of transformation and expansion. AIP is an important exhibition brand to promote the development of China's printing industry during the 13th Five-Year Plan period. As a key guiding project of the printing industry, in 2018 government departments have been dedicated and have taken it upon themselves as a major mission to inspire the printing industry to create a new strong dynamic energy with intelligent manufacturing as a vision.

Since its inception in 2003, AIP has witnessed and promoted the transformation and growth of the printing and packaging industry in not just China, but around the world. The scale of the AIP exhibition continues to grow and the scale of this exhibition has been upgraded once again. This year the total exhibition area is 110,000 square meters, which is 34% higher than previous exhibition. It has once again set a record for the scale of the exhibition, by becoming the world's largest printing comprehensive exhibition in 2018. The theme of this year's exhibition is "Enter the Era of Intelligent Printing", focusing on the intelligent trend of the printing and packaging industry. A total of 1,030 leading local Chinese and foreign brands have joined hands to showcase their innovative products, materials, cutting edge technology and leading solutions to the upstream and downstream supply chain of the printing and packaging industry. From October 24th to October 28th, the five-day exhibition is expected to attract more than 100,000 professional visitors from home and abroad.

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The 1,030 exhibitors of AIP 2018 are from 17 countries and regions, including China, Canada, United Arab Emirates, Germany, India, Iran, Italy, Japan, Korea, Malaysia, Netherlands, Spain, Turkey, United Kingdom, United States, Hong Kong, and Taiwan. There is a high proportion of international exhibitors which make up around 30% of the total exhibitor base. There are international and regional pavilions at N2, N3 and N5 with distinctive features, for visitors to interact with these international exhibitors from Germany, Italy, the United States, Taiwan and many other countries.

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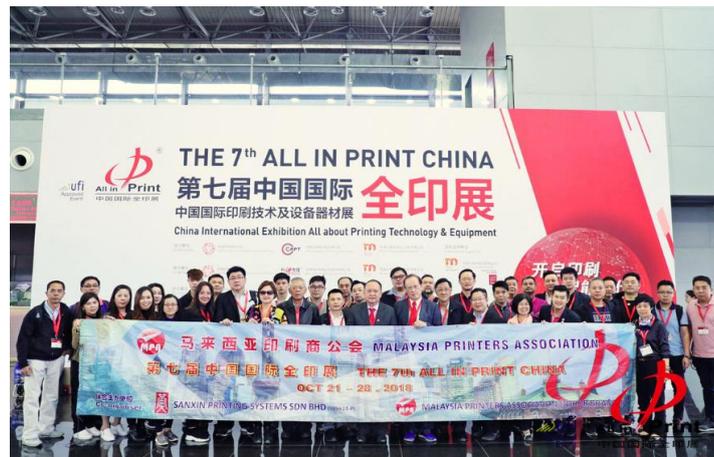
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Thanks to the support of 108 overseas agents, 65 professional media agencies from around the world, more than 140 associations from around the world, and 365 days of continuous promotion on the official website, official micro-blogging site, EDM's, road shows, and big data marketing; AIP 2018 attracted more than 50 overseas buyer delegations from 22 countries including Australia, Canada, France, Japan, South Korea, Portugal, Russia, India, Philippines, Malaysia and Thailand; as well as more than 100 regional associations and corporate groups from different provinces and cities of China.

Clear and well-designed floor plan with highlighted zones

The floor plan of this exhibition is clear and well designed, covering the entire field of printing and also highlighting innovative features. According to the

theme of the exhibition, the floor plan has been upgraded to “7+3” mode, including 7 classic theme pavilions: “Digital Printing & Pre-press”, “Comprehensive Printing”, “Post-press Converting”, “Packaging Equipment”, “Label Industry”, “Ink & Innovative Materials”, “Comprehensive Packaging”; and three new special zones: “Flexible packaging Equipment”, “Corrugated Box Equipment” and “Printing Equipment”. The clear floor plan creates a more comprehensive, professional and efficient experience for the visitors.

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The event attracted a really big crowd on the first day. The two featured theme zones in Hall N2 and E4 were the most visited. The “Intelligent Factory” at Hall N2 was initiated by Corey and supported by AIP. Nine well-known brands such as Corey, Dazu Guanhua, Huayue, Guangming, Precision, Otto, Zhongbo, Wanbang and Yiyin, were the first initiators in the industry who worked together and brought a complete intelligent printing manufacturing production line to the exhibition hall; allowing the audience to have a complete and more intimate experience of the technology and charm of the smart printing factory.

The “high quality content” of “Inno Lab” in Hall E4 was a big crowd puller and with a lot of visitors hang around that area. The “Innovative Products Zone” brought together a large number of award-winning digital printing, flexible packaging, labeling and printing products; representing the highest level of printing technology in China. The “frontier technology zone” showcased the combination of various printed matter, packaging products and AR / VR technology. The 3D printing zone showcased equipment, consumables, finished products, as well as anti-counterfeiting, temperature sensing, photo-sensitive and other functional printing Products. Intelligent Factory “Inno Lab” is the platform to launch the latest innovative technologies and products at AIP. In the “Intelligent Manufacturing Launch Conference” held on the 24th afternoon, 9 high-quality technology releases enthralled the audience. Over the next few days, “Inno Lab” will also bring a number of technical exchanges and conferences including the “Global Label Summit Forum”.

Chinese and foreign brands gather together, many new products released

Many international brands gathered at the exhibition including HP, Ricoh, Bobst, Fujifilm, Epson, Komori, W&H, Flint, Screen, DuPont, Esko who are on display; with innovative exhibits and cutting-edge technology, attracting large number of visitors. The Made-in-China Group also made a good appearance, with brands like UP Group, Sino-German Group and Evergreen who were all very impressive with their large-exhibiting areas and rich innovation exhibits. Brands such as Founder, Lekai Huaguang, Corey, Dazu Guan Hua, Yaoke, Guowang, Guangming, Zhengbo, Fangbang, Qiangbang, Sun, Yugang, Zhengtu, Lingyun and Huaxia also demonstrated the latest solutions in the printing industry, highlighting the power of Made-in-China.

Many well-known brands have chosen AIP to launch their latest products and solutions globally and in China. Bobst today unveiled a new world-class die-cutting machine SP106E at AIP 2018, which was a huge success with the audience. For the first time, HP exhibited the new 12,000HDFM of the HP Indigo series in China, using HP Indigo's leading high-definition imaging technology, which is indeed powerful. Ricoh entertained the visitors with a variety of application scenarios at the booth, which fully demonstrated the powerful color performance of the new machine RICOH Pro C7200X launched in China. UV flat was also unveiled, which can easily print on many special materials including tile, glass and wood. Founder launched a new government official document intelligent printing production system. Brands such as Yao Ke, Dragan, Zhongjing Printing Machine, Yutian Xingye, Zhejiang Rongjian, Yantai Jinbao, Foshan Tianzheng, Beijing Gongxin, Kangfei Adhesive, Ditian, Shanghai Chaohan, Shengshi Jingyuan also launched their latest products, world-class technologies, leading equipment and solutions for the on-site professional visitors, to illuminate the broader development of the Blue Ocean.

More than just an exhibition space, attendees exchange ideas at high-end forums

The excitement of this year's AIP is not only in the exhibition halls of the New International Expo Center. During the exhibition period, Shanghai has become the center of the world's printing and packaging industry, displaying high-end trends and enabling technology exchange. On the 22nd, the World Printing and Communication Forum Council 2018 was held in Shanghai. On the 23rd, the World Printing and Communication Forum 2018 returned to China and joined hands with the China Printing Forum, which was conducted with very high standards. This was a deep confrontation in the global printing industry, bringing together industry experts from China, the United States, the European Union, Japan, India, Australia, etc., to exchange the latest cutting-edge trends and information in the development of the printing industry in various countries. At the same time, China's outstanding representative institutions and corporate guests, coming from a wide range of professional backgrounds, also shared their valuable experience of enterprise transformation and expansion; bringing to the audience valuable information and an international vision. During the entire exhibition period, there will be more than 60 technical exchanges, product launches and other types of activities - on the 24th, the smart manufacturing conference; on the 25th, the label technology summit forum; on the 26th, the digital printing summit forum, and last but not least, the packaging and printing forum.



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Messe Düsseldorf (Shanghai) Co., Ltd.

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(Launching Ceremony of IPINT)



The 7th All in Print China has opened its curtains, and this grandeur will last for the next four days. Industry players who have not yet visited this exhibition, must not miss the carnival of the global printers, with a variety of innovative products and applications on display. It will definitely leave you enthralled and make sure your time spent is worthwhile.

- End -

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主办单位 Organized by:



中国印刷技术协会
The Printing Technology Association of China



中国印刷科学技术研究院
China Academy of Printing Technology



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