

**PACKAGING  
AND  
PRINTING** for the  
**FUTURE**

6th International Packaging and  
Printing Exhibition for Asia  
**20 – 23 Sep 2017**  
BITEC • Bangkok



**Post Show Report**

[www.pack-print.de](http://www.pack-print.de)

**PACK PRINT INTERNATIONAL 2017 continues stellar performance as Southeast Asia's leading exhibition for packaging and printing sectors**



The 6th International Packaging and Printing Exhibition for Asia, officially opened by Dr Somchai Harnhirun, Permanent Secretary, Ministry of Industry, welcomed a **record-breaking 17,452 visitors from 58 countries** this year from a wide range of end-user industries. With **300 exhibitors from 25 countries and national groups from Germany, Japan, Taiwan, China, Thailand, and for the first time, Singapore**, the bustling show floor included brand names from around the world as well as some of the best local players, all bringing to the forefront the future ready theme of packaging and printing 4.0.

“ This year we saw high-quality visitors and noticeably higher demand across all the application sectors with many deals secured on the show floor. From the Labelling zone, Automation and Robotics Pavilion to the One Stop Pack & Print Pavilion introduced this year, we saw very encouraging uptakes and will continue to fine tune this winning formula to reflect industry trends and demand. ”

**Gernot Ringling**  
Managing Director,  
Messe Düsseldorf Asia

Reaffirming the exhibition as the procurement platform of choice, PACK PRINT INTERNATIONAL 2017 registered successful machine and equipment sales onsite with companies such as Fujifilm, HP, BPS United, Cyber SM, Wanjin Trading, Guangzhou Yue An Import & Export, Sansin securing business deals at the exhibition.

A tripartite collaboration between The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia, the exhibition which closed on 23 September 2017 in Bangkok, also included the signing of a Partnership Agreement, which marked continued cooperation and enhanced editions of PACK PRINT INTERNATIONAL between the three parties.

Officially supported by :

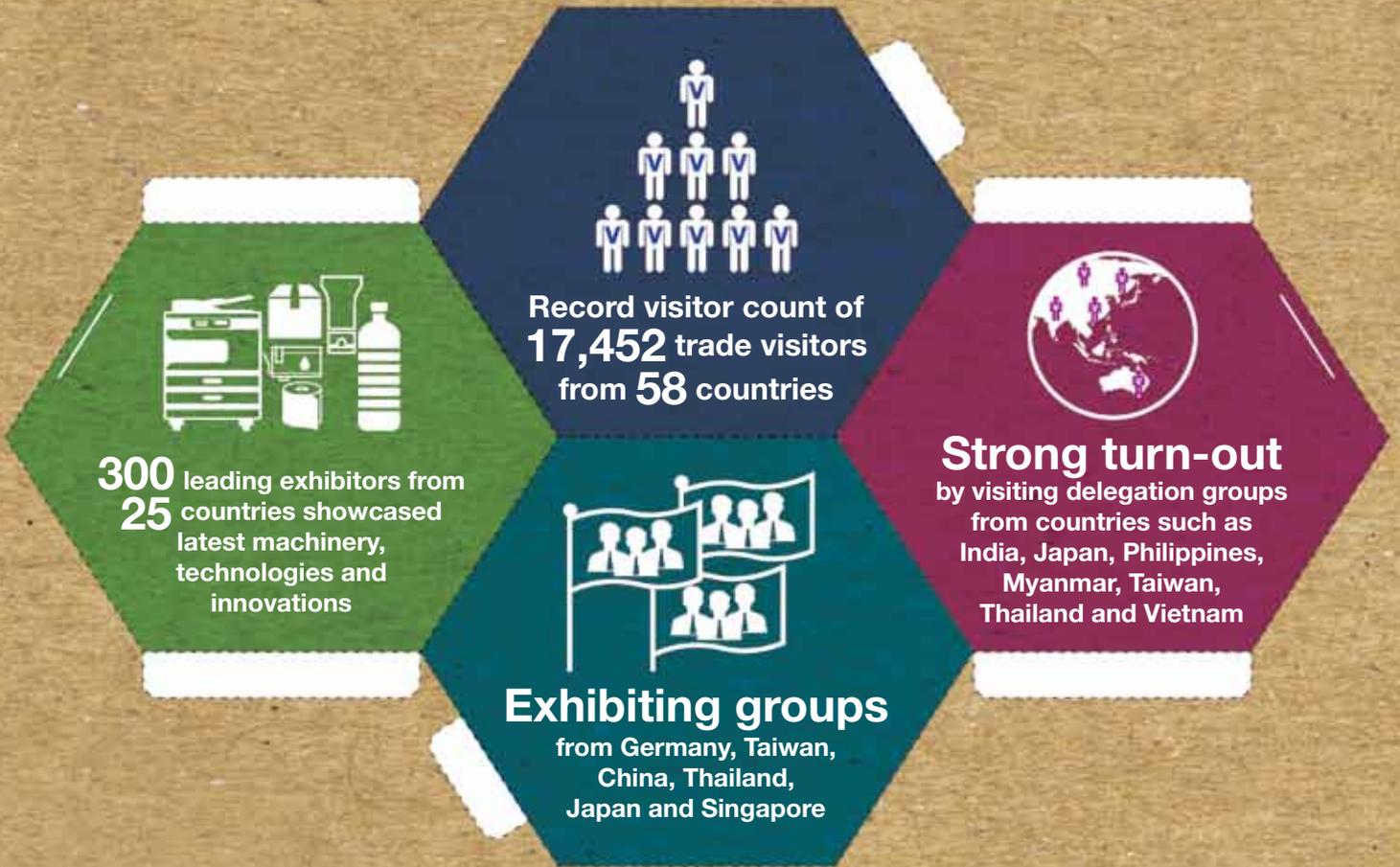
Jointly organized by :



Messe Düsseldorf / Organizer of:



# WHAT MAKES PACK PRINT INTERNATIONAL 2017 SOUTHEAST ASIA'S NO. 1 PACKAGING AND PRINTING EXHIBITION



## FACTS & FIGURES



*\*compiled from PACK PRINT INTERNATIONAL 2017 Exhibitors & Visitors survey*



**93%** of exhibitors received successful sales enquiries and leads



**85%** of exhibitors indicated that Thailand is currently the most important SEA market for their business



**80%** of exhibitors rated PACK PRINT INTERNATIONAL as the exhibition of choice



A **20%** increase in visitor attendance over the 2015 edition



**90%** of visitors were satisfied with their visit to the exhibition



Over **90%** found their visit beneficial



**91%** of visitors indicated they will visit the next edition of PACK PRINT INTERNATIONAL in 2019

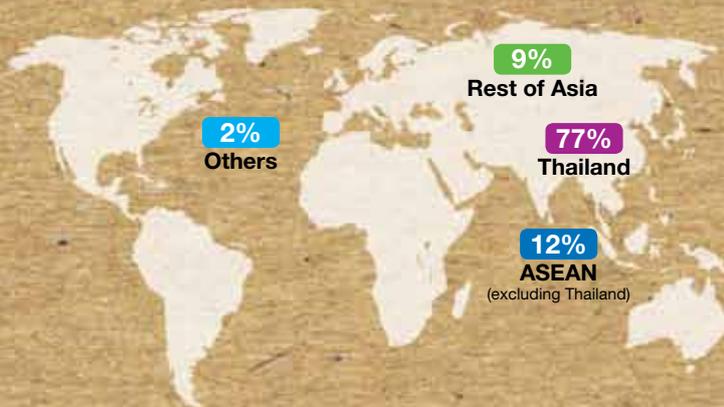
### Top 5 participation objectives

- Maintain corporate presence
- Assess market potential
- Opening new markets
- Showcase products and services
- Network with existing and potential customers

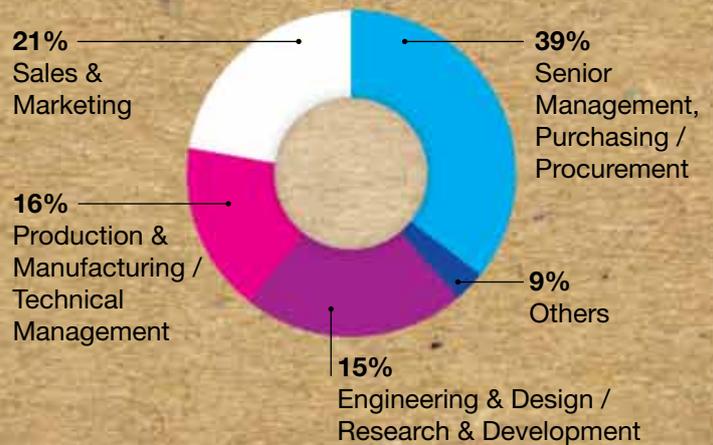
# WHO WERE THE VISITORS AT PACK PRINT INTERNATIONAL 2017?

- Must-visit sourcing event for machine distributors, packaging and printing service providers, licensing manufacturers and finished goods producers
- Visitor profile ranged from retail, creative agencies, labelling and packaging to various application sectors including **cosmetics, food and beverage production, pharmaceuticals and multinational FMCG brands** such as C.P. Intertrade, Merck, Siam Winery, Oishi, Dole, Reckitt Benckiser, Dutchmill, Friesland Campina, Ichitan, Malee, Taokaenoi, Osotspa, Monde Nissin, Nestle, Kao, Boncafé, among others

## Breakdown by Region

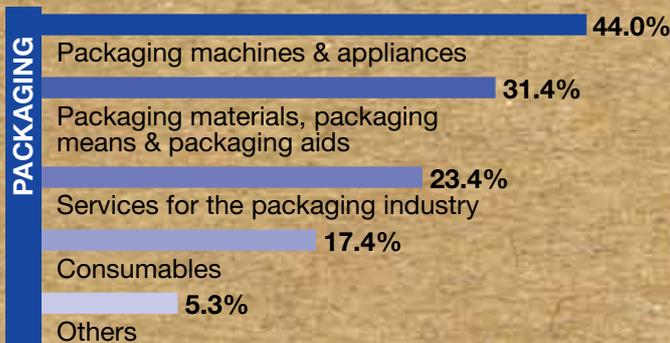


## Primary Job Function

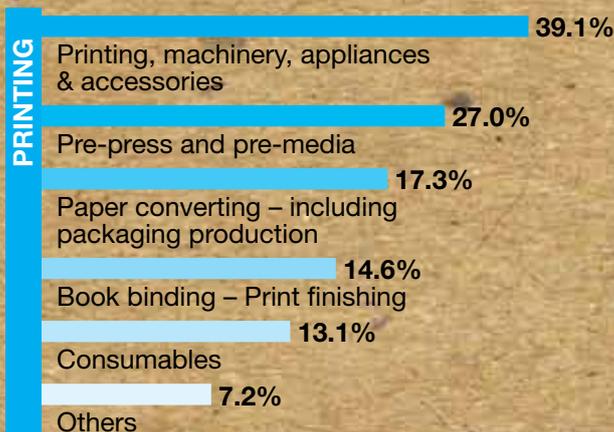


## Product Interest

### PACKAGING



### PRINTING



## Organization Type



## Advertising & Publicity



Extensive online, radio, print, billboard and outdoor advertising and editorial coverage supported by more than **40 media partners and companies** across Asia including Hong Kong, India, Indonesia, Japan, Malaysia, Singapore, Taiwan, Turkey, Vietnam



Over **120 print and online advertisements** in trade publications and newspapers | **30 radio & TV spots** in leading Thai radio & TV channels | more than **70 editorials** in newspapers, websites, and trade publications | over **50 electronic direct mailers** sent by various sources, i.e. organiser's, media, partners and supporting organisations



**Press conference** with more than 20 local media representatives held on 23 August 2017 at Sheraton Grande Sukhumvit for exclusive pre-show highlights



**Technical Seminar roadshows** in Hanoi and Ho Chi Minh City held on 19 and 21 July attracted over 400 participants.

# HEAR FROM OUR **SATISFIED EXHIBITORS AND VISITORS**

“The exhibition's world-class planning and programmes have led our company to participate in every edition since 2007. In this edition, we sold 30 machines and we are happy to meet with old clients and have also welcomed new visitors from Bangladesh, Vietnam, Indonesia and Singapore.”

**Qi Xiaoyun**

*President, Sansin Printing Machine Material (Thailand)*

“This is our first time participating in PACK PRINT INTERNATIONAL, and the exhibition provided us with an ideal showcase for our products. We received interested buyers and understood their requirements and requests better in a face-to-face setting. Joining the exhibition also provided us the opening to establish new working relations and collaborations with customers and distributors from the region. I look forward to increasing this reach at the next edition.”

**Kenta Kanamori**

*Business Development Manager, Pressio Asia*

“As a service provider for the printing and packaging industry, we wanted to return to PACK PRINT INTERNATIONAL 2017 as it is an exhibition that focuses on machines, innovation and raw materials, and so this is the perfect opportunity for us to raise our brand awareness across the board. Our participation has been a great success, as now many more companies and potential clients in Thailand and overseas know about what we do and what we offer.”

**Amorn Limatibul**

*Deputy General Manager, Kim Pai Thai Offset Co Ltd*

“We are always keen on introducing ourselves to new groups of customers and as PACK PRINT INTERNATIONAL 2017 attracts visitors from all around the world, it gave us a great chance to expand our customer database.”

**Polpat Suwanpimolkul**

*Managing Director, Trio Trading Co Ltd*

“We are here to take a look at new technologies and solutions and are very pleased with all the product demonstrations on the show floor and we even bought the latest labelling machine. This is not our first time coming as a group to the exhibition, and it will certainly not be our last.”

**Suhendra Marz**

*CEO, Print Pack Indonesia*

“Our purpose of visit is to source for new flexo machine and other environmental friendly machines. We will definitely share this with other businesses in Vietnam, and that this is a good exhibition to visit and even to come as exhibitors.”

**Cao Thai Luan**

*Director of Flexible Packaging Enterprise, Liksin Corporation*

“It is my first time visiting the exhibition and I am impressed with how well the show floor has been organised into different zones to help first-time visitors like myself to navigate easily. The show covered a wide range of technologies including solutions for cosmetic packaging, which will help in my field of work.”

**Dr Pitak Laoratanakul**

*National Metal and Materials Technology Center (MTEC)*

“The exhibition gathers all professionals from my industry and it is a good platform for me to network with them, and at the same time, keep up with the latest technologies in my field. This is the second time that my company and I have visited this exhibition and we will definitely be back again as we are happy with the contacts that we have built during our visits.”

**Wasith Chinnawangso**

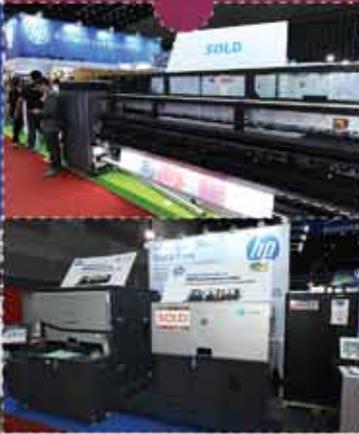
*Thai British Security Printing Public Company Limited*



**Showfloor**  
bustling with  
**activities**



**Successful**  
machine and equipment  
**sales onsite**



**Special pavilions**  
**and zone:**  
Labelling, Automation  
and Robotics, One Stop  
Pack & Print



Visiting **delegations and groups**



## Value-packed concurrent events

### Industry-focused conferences, seminars and forum

The four-day trade exhibition included insightful market information and trending developments in the packaging and printing industries via concurrent conferences, seminars and forums **attended by over 800 industry professionals and specialists**. Led by field experts from international and local industry organizations, these knowledge-sharing sessions, included the SAVE FOOD Conference organized by the Food and Agriculture Organization of the United Nations (FAO), paved the way for attendees to learn, network, gain industry insights and engage in topical discussions.

### Informative technical presentations by exhibitors

Exhibitors presented their latest technology and best practices for safe and efficient operations by exhibitors, such as HP PPS Asia Pacific, OneVision Software (Asia Pacific), KURZ Thailand, Winwon, Shanghai Saida International Trading, CGS Publishing Technologies International, Pressio Asia and Digiflex also received warm reception from local and international trade visitors alike.



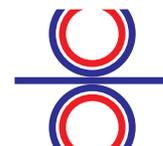
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The Thai Packaging Association



The Thai Printing Association

