PACKAGING AND PRINTING for the FUTURE

PACK PRINT INTERNATIONAL
20 - 23 Sep 2017
BITEC | Bangkok
The 6th edition of PACK PRINT INTERNATIONAL presents a new strategic focus on the packaging sector as it further elevates the profile and relevance of the exhibition to better reflect the global trends transforming the printing and packaging markets. With the theme PACKAGING AND PRINTING FOR THE FUTURE, PACK PRINT INTERNATIONAL places the industry’s innovation and new technologies at the forefront, from highlights in smart packaging, decorative technology and next-generation flexibles, to the formidable rise of digital print.

A tripartite collaboration between Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association, the exhibition is your strategic launch pad into Thailand and the dynamic region of Southeast Asia. Co-located with T-PLAS – the International Trade Fair for the Plastics and Rubber Industries, the synergistic collaboration of both exhibitions serves as a one-stop platform to showcase a comprehensive spectrum of technologies, products and solutions for the packaging, printing, plastic and rubber sectors.

SEE THE FUTURE OF PACKAGING AND PRINTING COME ALIVE AT PACK PRINT INTERNATIONAL 2017!
Digital Print - The Coming Future

2016 Printer investment plans
Top 3 investment priorities
- Print technology: 53%
- Finishing: 50%
- PrePress / Workflow / MIS: 38%

Changes in volume by print technology
- Digital cutsheet + 28%
- Digital rollfed inkjet + 12%
- Digital rollfed colour + 9%
- Flexo + 8%
- Sheeted offset + 4%

Top 3 print technology investments

Commercial
- Digital cutsheet colour: 45%
- Sheeted offset: 23%
- Digital rollfed inkjet: 16%

Publishing
- Digital cutsheet colour: 38%
- Sheeted offset: 28%
- Digital rollfed inkjet: 16%

Packaging
- Flexo: 30%
- Digital cutsheet colour: 48%
- Digital rollfed colour: 30%
- Digital rollfed inkjet: 24%

- Commercial printers - Direct Mail, Business Forms, Security, Wide-format, Trade Finishing for Commercial work
- Publishing printers - Newspapers, Magazines, Catalogues and Books, Trade Finishing for publications
- Packaging printers - Labels, Cartons & Carton Board, Flexible Packaging
- Functional printers - Industrial/Decorative – Printed electronics, 3D, Ceramics, Textiles, Wall coverings

*extracted from 3rd drupa Global Trends report, based on a sample of 882 printers from around the world.*
**Did you know**

65% of purchasing decisions in a grocery retail store are made at point of sale, stating the importance of shelf standout.

On average, people open 7 items of packaging a day. That is around 140,000 over a typical lifetime!

**ASIA**

> 40% to represent over

> **PACKAGING PRINTING**

Asia-Pacific’s market share to grow at highest CAGR through 2020, to become the fastest-growing market for packaging printing.

Demand for packaged goods will keep corrugated print in control of the global print market, whereas flexible packaging, labels and tags will be in greater demand due to growing diversification in print products.

**Market growth across 5 packaging formats:**

- **01** Labels
- **02** Corrugated
- **03** Folding cartons
- **04** Flexibles
- **05** Rigid plastic

**Key Packaging Trends:**

- Digital evolution & decorative technology
- Clean-label messaging
- Next-generation flexibles
- Sustainable and environmentally friendly packaging
- More smart packaging

### Packaging

**Thailand**
- Thailand's packaging industry is expected to grow at a CAGR of 6.4% to reach a value of US$11.1 billion at the end of 2016. This trend is held by both growing food exports and the entry of major industry competitors into the domestic market.
- The food and beverage sector remains the key growth driver of the domestic packaging industry and is supported by export demand and easy access to raw materials.

**Indonesia**
- Packaging, which will grow at 13.2% between 2012 and 2017, will be the second-fastest-growing print products sector and have the second-largest market size worth US$2.7 billion in 2017.
- The growth of the packaging sector is largely driven by improving economic conditions and urbanisation, which will increase the demand for packaged goods.

**Malaysia**
- Top users of plastic packaging are food and beverages and pharmaceutical industries.

**Philippines**
- The Philippines is one of the top 10 fastest-growing national packaging markets, registering a CAGR of 9%, backed by increasing population and the need for sustainability and reduction of waste.
- Annual value growth expected to reach over US$100 million come 2017 due to strong economic performance and consumer spending.

**Vietnam**
- Average annual growth of the packaging sector was 15%-20% due to high population and a rapid development of the packaging sector for consumer goods.
- Packaging production is predicted to continue expanding. At present, Vietnam has more than 900 packaging factories, divided into five major areas, including plastic packaging: cardboard/paper; and others.

### Printing

**Thailand**
- **Overall printing industry** will grow in tandem with the overall national economic growth estimated by the National Economic and Social Development Board at between 3.5%-4.5%.
- **Thailand** is the largest printing hub in Southeast Asia, and 100% of its offset and digital printing machinery are imported.

**Indonesia**
- Indonesia’s print market is forecasted to grow to US$9.1 billion in 2017, and growth rate will register at 11.2% through to 2017.
- The market size of publishing printing will reach US$3.4 billion in 2017, and publishing will represent 37% of total print market sales.

**Malaysia**
- The printing industry is one of Malaysia’s five pillar industries, with an output value of over US$3 billion since 2014.
- More than 3,100 printing-related enterprises are registered with Malaysia’s Ministry of Home Affairs.
- In recent years, packaging printing, in particular, has seen the most significant growth momentum.

**Philippines**
- The printing industry generated 109,654 jobs in the core copyright industries (CBIs) in 2014.
- Philippines' printing industry has 600 to 800 printing firms, including those that serve niche markets, such as the export of Tagalog romance novels to the Middle East, Europe, and other countries with significant OFW (Overseas Filipino Workers) populations.

**Vietnam**
- Printing and packaging industries grew by 15%-20% in output, in 2015. The local printing market has also grown steadily, with industrial packaging and label printing accounting for 80% of the total output of the industry.
- Nearly 1,500 industrial packaging and printing enterprises are operating nationwide with total revenue of more than US$2 billion a year.
The ideal trade platform to showcase the latest technology, machinery, products and services, in serving the entire packaging and printing value chain.

**PACKAGING INDUSTRY**
- Packaging machines, equipment, accessories and appliances
- Machines for the production of packages
- Labelling machines and labels
- Packaging materials, means and aids
- Storage, logistics and transport equipment
- Services

**PRINTING INDUSTRY**
- Prepress and Premedia
- Printing machinery, appliances and accessories
- Book binding
- Print finishing
- Paper converting including packaging production
- Printing Services
- Corrugated Printing
- Digital Printing

**VISITOR TARGET GROUPS**
If you are from the following sectors of the packaging and printing industries, you should attend the exhibition:

**PACKAGING INDUSTRY**
- Package production
- Consultancy
- F&B manufacturers
- Pharmaceutical manufacturers
- Cosmetics & personal care manufacturers
- Electronics manufacturers
- Auto parts manufacturers
- Contract packaging
- Machinery importers, dealers, distributors and agents
- Trade associations
- Educational / government bodies

**PRINTING INDUSTRY**
- Commercial and digital printing
- Newspaper printing
- Repro houses
- Publishing, finishing and converting specialists
- Graphic arts specialists
- Retailing and manufacturing
- Advertising and design houses
- Direct marketing and PR agencies
- Multimedia / Internet publishing
- Trade associations
- Educational / government bodies
EXHIBITORS: INCREASED PARTICIPATION

Exhibitors from Around the World

China, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, USA, Vietnam, and many more

Facts & Figures

300 international exhibitors from 20 countries

PARTICIPATION OBJECTIVES

- Maintain corporate presence: 87.8%
- Generate new business: 81.0%
- Service existing business: 80.0%
- Assess market potential: 79.1%
- Provide new products/services: 65.9%

"The objective of our participation at PACK PRINT INTERNATIONAL 2015 was to showcase the latest Indigo technology and other new presses to the Thai market, and we have met them at this exhibition. This show is amazing! We had lots of people visiting our booth and received many sales enquiries and leads. We will definitely be back in two years’ time."

DANIEL LEONG
Business Development Manager, Hewlett-Packard (Singapore)

"We are delighted to share that the MK Easymatrix 106CS, MK 550Qn and the MK 100%ST were sold during the exhibition with the Easymatrix 106CS going to a new buyer on day 1 of the exhibition. Consecutive orders flowed in on the following days and we managed sales figures higher than our pre-set target!"

PRACHA INPHONLEK
General Manager, Heidelberg Graphics (Thailand)

"We chose to launch the Color 1000i Press at PACK PRINT INTERNATIONAL 2015 as we are confident of the regional audience it attracts. We are certain our participation will allow us to showcase our latest machines and technologies to customers in the region and encourage top-of-mind brand recall."

KORART JINDATANANON
FS3 Product Marketing Manager, Fuji Xerox (Thailand)

"We participated in the exhibition 2 years ago to great success. We are pleased to share that the exhibition this year has met our expectations. We had the opportunity to meet with new and existing clients, as well as gather many new leads – not only from Thailand but also from the region and even India."

OLIVER FINKELDEY
International Sales, South-East Asia, BST eltromat International

"We are planning to make Thailand our hub in Asia, hence our participation at this exhibition. A new demonstration centre is being planned in Bangkok that will allow us to create a focus in Southeast Asia and significantly expand our reach. We are happy to have met with international visitors that brought along high quality sales leads during the exhibition."

ROLAND SHUPBACH
Managing Director, Zund Asia (Bangkok)

*Compiled from PACK PRINT INTERNATIONAL 2015 Attendance Report and Exhibitors Survey.*
VISITORS: WELL ATTENDED BY TRADE BUYERS

Facts & Figures
14,615
quality visitors from 50 countries

Breakdown by Region

Thailand 61.2%
Asia (excluding Thailand) 17.5%
Others 1.3%

Overseas visitors increased by 6.2% as compared to 2013.

97% of visitors commented that the exhibition met or exceeded their expectations
Over 50% who visited said that they will buy or order products seen at the exhibition within a year
93% of visitors indicated they will visit the next edition of PACK PRINT INTERNATIONAL in 2017
About 80% mentioned that the complimentary business matching service made their visit to the exhibition more productive

HEAR FROM OUR VISITORS

“My last visit to PACK PRINT INTERNATIONAL was in 2013 and this is my second visit. The trade exhibition has certainly grown in size. I managed to learn about the latest technologies and exchange expertise with fellow industry partners from the ASEAN region.”

ROLANDO F. ROCHA
The Philippine Center for Print Excellence Foundation, Inc

“It is important for my association and delegates to visit each edition of PACK PRINT INTERNATIONAL, which we have been doing so since the trade exhibition was first held in 2007. At the exhibition, we get to learn of the latest in machinery and innovations that local printing houses can put to use.”

SAWAT RUEANTRAKUL
The Northern Printing Business Club

“PACK PRINT INTERNATIONAL is one of the best shows I visited in recent times. Display layout and hospitality are great. All my co-visitors enjoyed and are enriched with the latest knowledge and networking, I always cherish visiting this exhibition.”

KAMAL CHOPRA
All India Federation of Master Printers

“PACK PRINT INTERNATIONAL is a great platform to explore possibilities for joint ventures and partnerships with Thai and regional companies.”

ALLAN DRIVER
Small and Medium Enterprise Development Authority (Mauritius)

“We have come to see digital printing technology and to find out more about packaging innovations, especially the big brand names from the industry.”

CONG KHANH HOANG
Vietnam Packaging Corporation

*Compiled from PACK PRINT INTERNATIONAL 2015 Attendance Report and Visitors Survey.*
**Cost of Participation**

All neti rates quoted in Singapore Dollars. Prevailing and additional charges apply where applicable:

- **Option A**
  - Raw Space (min. 18 sqm)
  - S$480.00 per sqm
- **Option B**
  - Basic Shell Scheme (min. 12 sqm)
  - S$580.00 per sqm
- **Option C**
  - Enhanced Shell Scheme (min. 12 sqm)
  - S$680.00 per sqm

---

**Electrical & Furniture Entitlement**

For Basic and Enhanced Shell Schemes:

<table>
<thead>
<tr>
<th>Items</th>
<th>Area (in sqm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12-17</td>
</tr>
<tr>
<td>Leather Chair</td>
<td>3</td>
</tr>
<tr>
<td>Lockable Cabinet</td>
<td>1</td>
</tr>
<tr>
<td>Discussion Table</td>
<td>1</td>
</tr>
<tr>
<td>Wastepaper Basket</td>
<td>1</td>
</tr>
<tr>
<td>Spotlight with arm</td>
<td>3</td>
</tr>
<tr>
<td>5amp/220V Powerpoint</td>
<td>1</td>
</tr>
</tbody>
</table>

Note: No financial credit will be given for any package item not utilized.

All information is correct at the time of printing and is subject to changes. In some instances, changes may be required by the organizer and hence the terms contained herein cannot form part of an offer or contract.

*For illustration purposes only. Actual layout may vary.*
PACK PRINT INTERNATIONAL 2017-

driven by the global expertise of drupa & interpack

Düsseldorf, Germany

Bangkok, Thailand