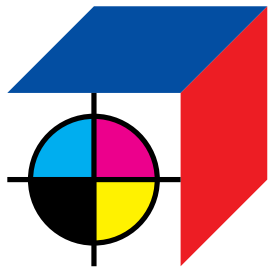


2015 Post Show Report



**PACK PRINT
INTERNATIONAL**

26 - 29 AUG 2015

BITEC | Bangkok

www.pack-print.de

5th International
Packaging and Printing
Exhibition for Asia



PACK PRINT INTERNATIONAL 2015: A Proven Leading Platform for Quality Business Opportunities



PACK PRINT INTERNATIONAL 2015, the 5th International Packaging and Printing Exhibition for Asia, drew to a close on 29 August, having showcased **300 leading exhibitors** from **20 countries**

and attracted **14,615 visitors from 50 countries**. The specialist trade fair was represented by a broad mix of the latest products and services for the packaging and printing supply

chains. With machines of all areas on display, visitors were able to get hands-on experience with the latest packaging and printing technology.

Jointly organized by The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia, the general sentiments on the success of the exhibition were reflected in the strong levels of exhibitor and buyer satisfaction, as well as numerous business transactions closed on the show floor.

→ continued on back page

“The timely staging of PACK PRINT INTERNATIONAL 2015 serves as that one-stop, **opportune platform for industry players to tap on the burgeoning market opportunities in Thailand and the region** through the building of business networks and exchanging of expertise.”

Atchaka Sribunruang
Thailand's Minister for Industry

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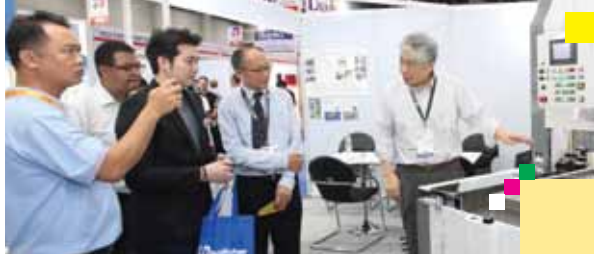


Exhibitors: Increased Participation

Facts & Figures



300
international
exhibitors from
20 countries



Exhibitors from Around the World

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

Participation Objectives



* Compiled from PACK PRINT INTERNATIONAL 2015 Exhibitors Survey.



Hear From Our Exhibitors



☞ 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 550Qmini and the MK 1060ST were sold during the exhibition with the MK Easymatrix 106CS going to a new buyer on day 1 of the exhibition. Consecutive orders flowed in on the following days and **we managed to get 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.** ☞

Korarit Jindatananon
PSB Product Marketing Manager,
Fuji Xerox (Thailand)

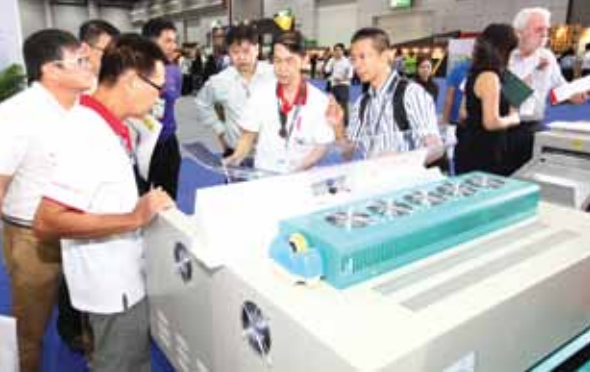
☞ We participated in the exhibition 2 years ago to great success. We are pleased to share that the exhibition this year has met our expectations. We had the **opportunity to meet with new and existing clients, as well as gather many new leads – not only from Thailand but also from the region and even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



Visitors: Well Attended by Trade Buyers

Facts & Figures



Hear From Our Visitors

☞ My last visit to PACK PRINT INTERNATIONAL was in 2013 and this is my second visit. 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 (Thailand)

☞ 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. ☞

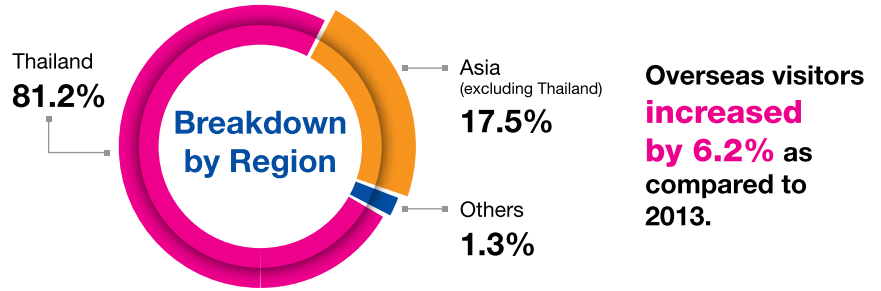
Allan Driver
Small and Medium Enterprise
Development Authority (Mauritius)

☞ 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



14,615 quality visitors from 50 countries



Overseas visitors increased by 6.2% as compared to 2013.

Key Objectives for Visiting



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

Product Interest

Product Category	Percentage
PACKAGING	
Packaging machines & appliances	47.9
Packaging materials, packaging means & packaging aids	35.9
Services for the packaging industry	26.4
Consumables	17.9
Others	6.4

PRINTING

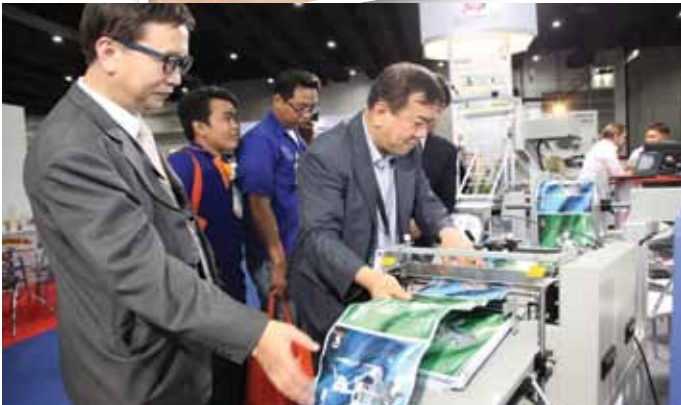
Pre-press and pre-media	33.3
Printing, machinery, appliances & accessories	46.4
Book binding – Print finishing	21.1
Paper converting – including packaging production	22.7
Consumables	16.2
Others	6.6

Organization Type

Organization Type	Percentage
Automotive / Transportation	4.7
Building / Construction	1.8
Bakery / Confectionery	0.9
Brewery	0.3
Chemical / Petrochemical / Refining	4.9
Consulting Services	1.9
Electrical / Electronics	6.4
Food & Beverage	4.9
Furniture	1.1
Household / Leisure Goods	3.1
Hospitality Services	0.8
Information Technology	1.1
Labeling	7.9
Medical / Pharmaceutical	2.9
Mould & Die	2.6
Packaging	25.9
Paper & Pulp	8.0
Plastics & Rubber	10.6
Printing	47.3
Recycling	0.7
Retail	3.6
Telecommunications	0.4
Others	3.1

* Compiled from PACK PRINT INTERNATIONAL 2015 Visitors Survey.

ENGAGING ACTIVITIES on the Show Floor



**Numerous
Machine
Sales Closed**



Power-packed conferences and seminars, one-stop packaging and printing consultancy clinics a hit with visitors

Industry-specific conferences and seminars

Topics covered include food & beverage packaging, transformation of digital printing, packaging design innovation, as well as business opportunities in the new free-trade ASEAN Economic Community, which **met with overwhelming response**.

In particular, the **Packaging Design Innovation and Technology conference** that was organized by The Thai Packaging Association, European Aluminium Foil Association and Flexible Packaging Europe, and held in conjunction with the Thai Pack Awards ceremony, **gave industry insights to the latest in product packaging innovations and solutions**.



One-stop packaging and printing consultancy clinics

Geared primarily to **provide consultancy advice and business matching recommendations to packaging and printing companies**, the two one-stop clinics organized by The Thai Packaging Association and The Thai Printing Association **received warm reception from local and international companies alike**.



The Packaging Clinic saw **more than one hundred companies** during the exhibition with international visitors particularly suppliers from Latin America, India and China **enquiring and sourcing for new packaging designs and materials**. ”

Chaivudhi Pungthong
President, The Thai Packaging Association

Each segment has been represented at the clinic, with consultants from offset to digital printers offering advice and links to relevant local Thai printers. **We are confident these engagements will spin off to greater trade prospects**. ”

Pimnara Jiranithitnon
President, The Thai Printing Association

PACK PRINT INTERNATIONAL 2015 was the grounds to numerous business transactions and collaborative partnerships with companies such as Heidelberg Graphics, Konica Minolta, Takano Machinery, Sansin, Superior Inkjet, Hewlett-Packard, Sanki, Ricoh, Riso, Ferrostaal, Koenig & Bauer Group

(KBA), and many others, reporting positive results. Across the four-day staging PACK PRINT INTERNATIONAL 2015 welcomed a diverse range of trade visitors across the packaging and printing sectors, including vocational students from printing and design faculties, to corporate groups and visiting

delegations and industry associations from India, Vietnam, Philippines, and for the first time Mauritius. Other industry-specific seminars, conferences and one-stop consultancy clinics that complemented PACK PRINT INTERNATIONAL 2015 were well-attended by local and international participants.



As an exhibition for the industry by the industry, PACK PRINT INTERNATIONAL is a platform dedicated to driving the industry forward in the region, and together with our partners, we are **committed to developing the exhibition further through research and strategic partnerships, and to build upon the success** of activities such as the one-stop consultancy packaging and printing clinics. We look forward to an enhanced next edition of PACK PRINT INTERNATIONAL in 2017.

Gernot Ringling

Managing Director, Messe Düsseldorf Asia

Visiting Delegations



All India Federation of Master Printers



Starprint Public Co Ltd



The South India Corrugated Box Manufacturers' Association



The Northern Printing Business Club (Thailand)



Small and Medium Enterprise Development Authority (Mauritius)



The Philippine Center for Print Excellence Foundation, Inc



Vietnam Packaging Corporation

and many more ...



See You!

20 – 23 Sep 2017 · BITEC · Bangkok

Book Your Space Now! www.pack-print.de

For enquiries :

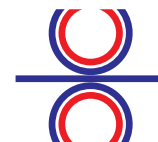
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The Thai Packaging Association



The Thai Printing Association



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