



Post Show Report

7th INTERNATIONAL PACKAGING AND PRINTING EXHIBITION FOR ASIA

18 – 21 Sep 2019

BITEC, Bangkok | Hall 100 – 101



Strong performance at PACK PRINT INTERNATIONAL 2019 reflective of positive outlook for Asia's packaging and print markets

Breaking records and exceeding expectations yet again was the 7th edition of PACK PRINT INTERNATIONAL held at BITEC, Bangkok from 18 to 21 September 2019. Closing to resounding success, the biennially-staged International Packaging and Printing Exhibition for Asia received growing international visitors and a powerful line-up of exhibitors.



325 companies and brands from **30** countries presented future ready innovations and solutions



National pavilions from Germany, China, Japan, Singapore and Taiwan, as well as some of the best local players



Upward trends from 2017: **10%** increase in exhibitor participation **15%** increase in visitorship



Over **19,000** packaging and printing trade visitors from **62** countries



Clocking in a high **30%** of **overseas visitors** count



74% increase of visitors from Cambodia, Myanmar, Laos and Vietnam. Overall, **Southeast Asian visitors** (excluding Thailand) recorded a **42% increase**



Over 140 visiting groups from Thailand, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore and Vietnam



Growing interest from international visiting delegations: Korea Packaging Association, Myanmar Paper & Pulp Association, Myanmar Printers and Publishers Association, as well as several others from Japan, Philippines, Sri Lanka and Indonesia



Extended visitor profile, including print and packaging houses and converters, marketing, publishing and media sectors, vertical markets and future technologies industry

Jointly organized by :

www.pack-print.de





Visitors TESTIMONIALS

Tobias Maurer,
Chief Technology Officer,
Lovely Print, Laos

“ This is my first time visiting PACK PRINT INTERNATIONAL. I was on the look out for printing and post-press machines and found several suitable ones in the show floor. It has been a fruitful visit for me. ”

Amporn Phengsauy,
General Manager,
J Print Co. Ltd, Thailand

“ I have visited the exhibition several times before and it continues to offer high quality printing products and solutions. In particular, I saw a good range of brand names, including Fuji Ferox, HP and Ricoh, during my visit. ”

Vic Lepejian,
Managing Director,
Anoogo Design & Print,
Thailand

“ I have visited previous editions of PACK PRINT INTERNATIONAL. This time around, I was able to learn about new digital printing technology and test out the latest printers available in the market! ”

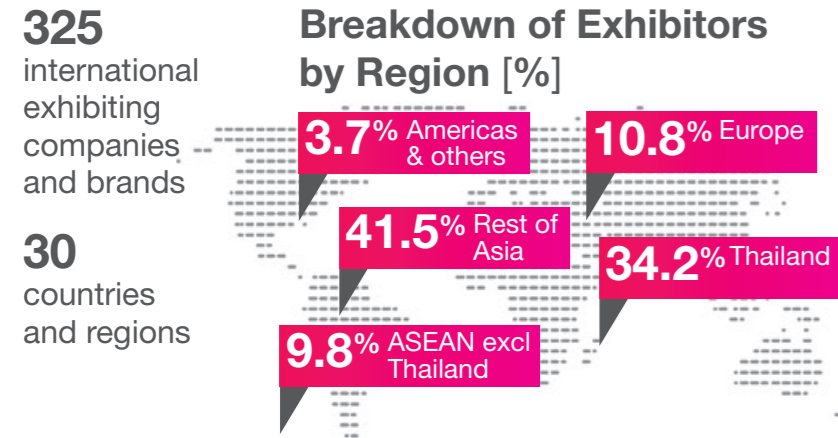
Suhendra Marzuki,
Vice-President of Kopi Grafika
(Indonesia Printing Community),
Indonesia

“ This is my 4th visit to PACK PRINT INTERNATIONAL. This year, there were a lot more activities happening, of particular mention is the ASEAN Printing Forum 2019. At the forum, I got to learn about the latest industry trends happening in Southeast Asia. ”

Sun Jin Oh,
Senior Managing Director,
Korea Packaging Association Inc,
Korea

“ I planned my visit to PACK PRINT INTERNATIONAL this year to explore the possibility of having Korean companies showcase their products in future editions. During my visit, I am pleased to have seen a good range of environmentally-friendly and sustainable parts and materials, and that left a good impression on me. ”

The Unrivalled Global Packaging and Printing Business Platform for Southeast Asia!



More than **80%** said their overall participation at the exhibition exceeded and/or met expectations

Top 3 participation objectives

- Acquiring new customers
- Informing the industry of existing products
- Presenting novelties and further developments

Quality of visitors to booth

Close to **85%** commented that it exceeded and/or met expectations

Decision making authority of visitors

Almost **85%** commented that it exceeded and/or met expectations

Nationality of visitors

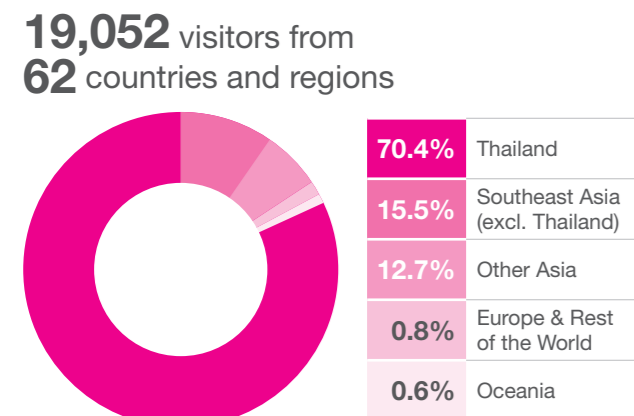
88% commented that it exceeded and/or met expectations

Overall, over **80%** felt that participating in PACK PRINT INTERNATIONAL brought their company good benefit in comparison to participating in competing events

*statistics extracted from PACK PRINT INTERNATIONAL 2019 exhibitor survey



International Sourcing Platform for Buyers from the Region.



Close to **3,000** visitors and buyers from Southeast Asia, excluding Thailand

99% satisfied with their visit and products exhibited

95% will visit PACK PRINT INTERNATIONAL 2021 and recommend their business associates and colleagues to visit as well

75% likely to purchase products and technologies on display

Top 5 key reasons for visiting

1	New developments and trends	63.9%
2	Products presented / Special highlights at the exhibition	30.6%
3	Industry meeting / Networking / Presence of key exhibiting companies	19.0%
4	Contact with existing suppliers / Business partners	18.6%
5	Internationality / Reputation / Recognition of the exhibition	17.5%

Top 5 primary job function of visitors

Senior Management / Purchasing / Procurement	42.7%
Sales & Marketing	23.5%
Production / Manufacturing / Technical & Engineering	19.5%
Design & Creative / Merchandising / Branding	16.0%
Consultant / Research & Development	10.6%



Product interest

	%
Printing Machinery and Equipment	47.8
Services & Business Support for the Printing industry	28.8
Converting - including packaging production	27.5
Pre-press and Pre-media	23.3
Consumables	18.3
Book Binding - Print Finishing	17.7
Information Technology & Network	13.9
Machinery and Equipment for the Manufacture of Packaging	41.5
Packaging Machinery and Equipment	33.3
Packaging Materials, Packaging Means & Packaging Aids	33.1
Services & Business Support for the Packaging industry	21.8
Processing Machinery and Equipment	13.9
Tools and Equipment to Assist Manual Packaging	11.9
General Packing-House Equipment	8.9

*statistics extracted from PACK PRINT INTERNATIONAL 2019 visitor survey



2019 SUPPORTING ORGANISATIONS

• Ministry of Higher Education, Science, Research and Innovation • Advertising and Sign Producing Association (ASPA) • All India Federation of Master Printers • Food Science and Technology Association of Thailand (FOSTAT) • Graphic Arts Association of Hong Kong • Institute of Print Media Professionals • Korea Packaging Association • Malaysia Printers Association • Offset Printers Association • Philippine Center for Print Excellence Foundation • Philippine Plastics Industry Association (PPIA) • Photo Business Association • Print and Media Association, Singapore • Thai Color Separation Association • Thai Corrugated Packaging Association • Thai Screen Printing & Graphic Imaging Association (TSGA) • Thai Subcontracting Promotion Association • Thailand Institute of Scientific and Technological Research • The Australian Institute of Packaging • The Federation of Thai Printing Industries • The Hong Kong Printers Association • The Northern Printing Association • The Publishers and Booksellers Association Thai Industries • The Selangor & Federal Territory Chinese Printing Presses' Association (SFTCPPA) • The Thai Electronic Publishing Club • Vietnam Printing Association

CONCURRENT EXHIBITIONS



wire and Tube Southeast Asia 2019:

- Over **9,000** visitors from **59** countries; international visitors make up almost **45%**
- **376** leading industry names from **29** countries presented their latest technologies and innovations; impressive **96%** exhibitor representation from abroad

The next editions of the exhibitions will take place from **22-24 September 2021** at BITEC, Bangkok. Visit:

www.wire-southeastasia.com | www.tube-southeastasia.com



T-PLAS 2019:

- Strong international showing with **85** percent of **138** exhibitors from overseas, and **8,800** trade visitors from **60** countries
- **Concurrent events** - Inaugural Medical Plastics Engineering Symposium and Specialty Plastics Conference well-received by over **100** industry attendees

The next edition of T-PLAS will take place from **22 - 25 September 2021**, at BITEC, Bangkok. Visit www.tplas.com

Exhibitors ACCOLADES

Steve Ford,
Managing Director,
Océ – Asia,
Production Printing Products,
Canon Singapore Pte Ltd

- “ Southeast Asia is one of our biggest markets specifically Thailand, this is why we chose to launch our premier machine, the Océ Colorado 1650 here in Bangkok at PACK PRINT INTERNATIONAL 2019. The show has been really well-attended and a lot of people have been at our booth. We have also signed on several new customers for the Océ Colorado 1650. Great success has been achieved so there is no reason for us not to be back in 2021. ”

Masahiko Tsuda,
Managing Director,
OKI Data (Singapore)
Pte Ltd

- “ This is one of the largest packaging and printing exhibitions in the region and has a very strong international following. We have been able to meet with quality customers from Philippines, Myanmar and the surrounding region – for that, we have met our participation objectives. ”

Chaweewan Poomtien,
General Manager,
Huber Inks (Thailand)

- “ Southeast Asia is a big and strong market and international companies need to be here. PACK PRINT INTERNATIONAL is the right international exhibition that can link us up with many relevant customers in the region. ”

Jochen Bender,
Managing Director,
Heidelberg Graphics
(Thailand) Ltd

- “ This is our 5th time participating and we have seen the exhibition evolve over the years – which is why we made the decision to launch our sheetfed offset press Speedmaster CX 75 at the exhibition. All the machines at the booth have been sold which is a great success for us. ”

Suparat Chotikultanachai,
Country Manager,
HP Indigo and Paperwide Web
Press Solutions, Thailand,
HP Inc (Thailand) Ltd

- “ PACK PRINT INTERNATIONAL is well known in the Thai market and one of the biggest one of its kind here. It attracts a wide audience and that is why we have chosen to invest in the exhibition by bringing our latest innovations here. ”





Knowledge-driven concurrent events programme

- ASEAN Printing and Packaging Conference in conjunction with ASEAN Printing Forum 2019
- Asian Packaging Seminar on Sustainable Packaging for Circular Economy by Asian Packaging Federation (APF)
- Food & Beverage Packaging Conference : Beyond the Packaging
- 2019 Asian Print Awards
- Workshop on Professional Product Photography by Photo Business Association
- Free-to-Attend Technical Presentations by Exhibiting Companies such as **HP, Hubergroup, KURZ, Nakayama Corporation, J.N.K. Intertrade, SERVIFORM, Fuji Xerox, C. Illies, Kodak, RotoMetrics, Berli Jucker, X-RITE, K.W.S. Supply, WEILBURGER, Union TSL, Docusys, Uchida Yoko, WINWON, Superior Inkjet, Comprint Supply**
- GS1 Thailand Annual Meeting 2019: Driving the Business with Advanced Technologies
- Seminar on Food Contact Materials Testing and Consulting Services Situation in Thailand



Over **20** industry-focused concurrent events



Spearheaded by **35** industry experts



Attended by more than **1,500** delegates

“ Big exhibitions like **PACK PRINT INTERNATIONAL** contribute substantially to the packaging industry as it provides a platform for two-way communication between the consumers and the exhibitors. Both audiences can now come together, see each other and through that, expand product offerings in line with customers’ requirements. It also allows the gathering of academic people from universities, research institutes who can lend their technical knowledge in developing solutions that would better serve the needs of the packaging industry. I am particularly pleased that the Asian Packaging Seminar has been very well-received by over 200 international participants, even those coming from as far as Italy and Germany. ”

Dr Pattra Maneesin, Secretary General, Asian Packaging Federation



**8th INTERNATIONAL
PACKAGING AND PRINTING
EXHIBITION FOR ASIA**

**22 – 25 SEP 2021
BITEC • BANGKOK**

www.pack-print.de



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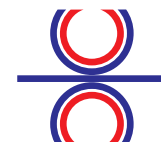
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สมาคมบรรจุภัณฑ์ไทย
THE THAI PACKAGING ASSOCIATION



The Thai Printing
Association



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