

2018. 10. 24 - 28

中国·上海新国际博览中心 SNIEC·Shanghai China www.allinprint.com

THE 7th ALL IN PRINT CHINA 第七届中国国际 全 [] [] [] []

China International Exhibition All about Printing Technology & Equipment



关于全印展:

国国际印刷技术及设备器材展(简称:中国国际全印展)是中国印刷行业最具影响力的专业展览会之一。该展会由中国印刷技术协会、中国印刷科学技术研究院和杜塞尔多夫展览(上海)有限公司共同主办,自2003年创办至今已成功举办了六届。十几年来,全印展一直聚焦世界印刷行业热点新技术,不仅为全球印刷企业搭建展览平台,促进供需双方贸易;同时也为行业人士提供国际高端交流机会,促进新技术的交流和传播,被誉为"世界印刷业的东方之眼"。全印展致力于为世界印刷业提供创新发展的新机遇和持续发展的新动力。中国印刷业正加快脚步向"绿色化、数字化、智能化、融合化"发展,中国正稳步向印刷强国迈进。全印展肩负着引领中国印刷行业发展、推动印刷产业技术升级的使命,意旨打造成为印刷包装业新技术、新产品和新材料交流与推广的立体化一流平台。全印展期待为推动世界印刷业发展做出更大的贡献。

About All in Print:

hina International Exhibition for All Printing Technology & Equipment (All in Print China) is one of the most influential exhibitions in China's printing industry. The exhibition, co-organized by the Printing Technology Association of China, China Academy of Printing Technology, and Messe Düsseldorf (Shanghai) Co., Ltd, has seen six successful sessions since 2003. Over the past decade, All in Print China has been focusing on the frontier technologies of the world printing industry, not only creating an exhibition platform for the global printing enterprises to promote transaction between suppliers and buyers, but also providing prime opportunities for printing professionals to make international exchanges, and boosting the exchange and dissemination of new technologies, hence being named "the Oriental Window of World Printing Industry". All in Print China is committed to providing new opportunities for innovation and momentum for sustained development of printing industry. China's printing industry is accelerating the pace of development featuring "green, digitalization, intelligence, and integration" on its way toward a printing powerhouse. All in Print China shoulders to lead development of China printing industry and promote its technical upgrading, with the purpose of building an integrated platform for exchange and promotion of the new technology, products and materials in the printing and packaging industry. All in Print China is well positioned to make greater contributions to development of the world's printing industry.





8 八大主题馆: Thematic Pavilions

数字印前馆

2015年,全球数字印刷市值占印刷包装产业总市 值的13.9%,预计到2020年,全球数字印刷市 值占比将达到17.4%。在云计算、大数据、移动 互联技术的推动下,数字印刷产业正在形成一个 具有广阔市场前景、高市场附加值以及产品化的 新领域,并已快速融入传统印刷产业。而且随着 数字技术的迅猛发展, 印前也愈趋于数字化, 计 算机集成化的数字工作流程系统应运而生, CTP 技术遍地开花, 传统印刷业的数字化革新已经渗 透到印刷生产全过程。在"数字印前馆",您可以 了解数字印刷新趋势,触摸数字印刷新应用,发 现数字印刷新商机,掌握印前数字化新技术。

Digital Pre-press Pavilion

In 2015, the global market value of the digital printing accounts for 13.9% of that of the printing and packaging industry, and the figure is expected to reach 17.4% in 2020. Thanks to the cloud computing, big data, and mobile Internet technology, the digital printing industry is entering a new domain with huge market potential, high added value and productization, and has quickly merged with the traditional printing industry. With the rapid development of digital technology, the pre-press process has become more and more digitalized. A digital work-flow featuring computer integration has come into being, CTP technology has been widely used, and the digitalized revolution has penetrated into the traditional printing industry. In the Digital Pre-press Pavilion, visitors will acquaint themselves with the new trend of digital printing, try its new application, explore new opportunities and grasp new digital technology for pre-press.

综合印刷馆

随着国际市场经济持续下行,特别中国这个印刷大 国进入增速放缓、调整加剧的新常态,落后产能逐 步被排出市场,高端印刷设备、以及数字化、智能 化、环保化和节能化的创新设备成为行业的常规需 求。随着印刷服务人力成本的增加, 印刷企业转为 向设备要效益, 更加智能、自动化的设备成为企业 转型升级的必然。印刷设备制造商诵讨加大创新技 术材料的研发、提高自动化程度,产业技术水平得 到了明显的提升, "综合印刷馆"将展示胶印机及 相关配套技术的最新成果和解决方案。

印后加工馆

科技的发展和市场的激烈竞争, 要求印刷要朝着更 快、更好、更便宜的方向发展, 当印前、印刷都进 入数字化、智能化和网络化之后, 印后加工就成 为制约印刷业飞速发展的瓶预。因此,印后加工自 动化和智能化发展对整个印刷业有着非常重要的意 义。目前,数字技术的应用使得印后加工系统方面 产生了从机械化→自动化→智能化的转变: 自动联 线,提高质量和效率;表面整饰,工艺多样化(模 切、上光、烫金、压凹凸),增加价值。"印后加 工馆"将带您步入印后加工4.0时代。

包装设备馆

随着食品、日化等包装应用市场的发展,全球包装 市场呈增长态势,数据显示,2016年,全球包装 工业产值约增长至8200亿美元。其中,纸包装仍 将引领全球包装市场发展,总产值将逼近2500亿 美元,硬性塑料包产值超过2000亿美元,软包装 产值上升至1630多亿美元。包装市场的繁荣,为 包装设备供应商提供了绝佳的商机,国际品牌如何 扩展新兴市场,中国制造企业如何提升装备的自动 化、智能化、精细化,达到国际先进的技术水平, 全印展"包装设备馆"将集中展示国际国内包装设 备精品。同时,本届全印展将开设"瓦楞设备专 区",集中展示先进的瓦楞包装技术解决方案。

Comprehensive Printing Pavilion

With the successive slide of international market, especially when China. the printing powerhouse, enters the new normal featuring slowed growth and intensified adjustment, the outdated capacity will be forced out of market gradually, and the high-end printing equipment, as well as innovative equipment with digital, smart and green features will be the routine of the industry. Due to rising human cost for printing services, printing enterprises have tried to benefit from the equipment, so it is inevitable that more intelligent, automated equipment will be employed in transformation and upgrading of enterprises. Printing equipment manufacturers, through more research and innovative technology materials and improved automation, have seen noticeable progress in technical level. The Comprehensive Printing Pavilion will showcase the latest findings on the offset printer and related technologies and solutions.

Post-press Converting Pavilion

The development of science and technology and the fierce competition of the market call for development of printing in a faster, better and cheaper direction. After the pre-press and printing begin digital, intelligent and online operation, post-press converting has become the bottleneck restricting the rapid development of the printing industry. Therefore, the automated and intelligent post-press converting is of great significance for the entire printing industry. Now the digital technology has revolutionized the postpress toward automation and intelligent operation: automatic connection for higher quality and efficiency; the surface finishing and diversified processes (cutting, polishing, stamping, embossing) for higher value. In this pavilion, you will have a close contact with the era of post-press converting 4.0.

Packaging Equipment Pavilion

With the development of food, cosmetic and other packaging applications, the global packaging market is growing. The data show that in 2016, the output of global packaging industry increased to about \$820 billion. Among them, the paper packaging will continue to lead the global packaging market, with the total output value nearly reaching \$250 billion, while the rigid plastic package output value was over \$200 billion, and that of soft packaging rose to \$163 billion. The booming packaging market offers excellent opportunity for packaging equipment suppliers. How can international brands expand in emerging markets and how can Chinese manufacturing enterprises improve the equipment automation, and intelligence and fine operation to reach the international level in terms of technology? This Pavilion will showcase the sophisticated domestic and international packaging equipment. At the same time, there will be an area specifically for corrugated equipment, focusing on technical solutions of advanced corrugated packaging.

油墨/创新材料馆

随着人们环境保护意识的增强,绿色环保印刷是印刷工 业发展的必然趋势。环保印刷材料的开发与应用,能够 有效地推动绿色环保印刷的发展, 并且助力印刷企业提 供更多的增值创意。绿色材料如今在业内已成共识,仅 仅采用绿色环保耗材,只属于绿色应用的初级阶段,未 来更应该关注如何开创新型绿色辅助材料,令绿色理 念在生产中渗透得更深。在全印展的"油墨/创新材料 馆",您可以发现各类创新、环保的纸张、版材、油墨 等印刷耗材。

标签产业馆

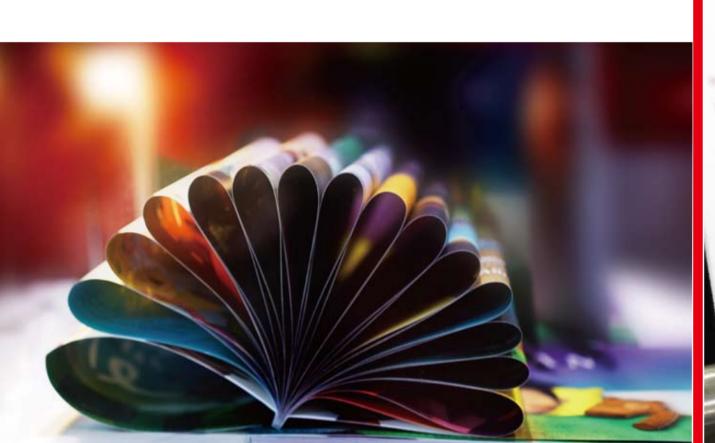
据统计,2015年中国标签印刷工业总产值突破350亿 元, 较2014年增长7.8%, 不干胶材料总产量突破46亿 平方米,较上一年增长5.6%。从全球范围来看,亚太 地区标签市场的增长率远远高于全球平均水平, 也是增 长最快的市场,预计到2019年,全球标签印刷市场价 值将由2014年的327亿美元增至416亿美元。亚洲是全 球最大的标签印刷市场,在全球标签市场所占的份额将 超过41%。全印展的"标签产业专馆"将是亚洲印刷标 签行业的缩影。

柔印技术馆

柔印技术在中国已历经30年的发展。过去,由于 柔印的印刷质量无法与胶印相比,因此在整个中国 印刷市场所占比例很低。但随着设备的改讲、技术 的进步, 柔印印刷质量大有提高, 已逐渐步入高印 刷品质行列,加上其自身更加高效、环保、安全和 卫生的特性,市场认知度和接受度也在不断提高。 如今, 柔印技术的竞争力已能与胶印、凹印、凸印 以及数字印刷等众多领域技术抗衡, 我国柔印市场 必将迎来新的发展"春天"。全印展的"柔印技术 馆"将带你领略柔印技术的最佳实践和应用。

印刷梦工厂

2016年,"印刷梦工厂"首次出现在第六届中国国际 全印展上, 1,500平米展示区、30项印刷包装解决方 案、24场演讲分享、前沿的应用方案以及精美的展 台设计征服了不少现场观众。本届展会的"印刷梦工 厂"将继续探讨"印刷文化创意"、"绿色环保"、 "未来技术"、"3D打印"、"智能制造"、"互联 网+"等话题,共同关注印刷业的最新科技、应用和 未来。





All in Print China 2018 # 第七届中国国际全印展

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Ink & Innovative Materials Pavilion

With the increasing awareness of environmental protection, green printing is the inevitable trend of the printing industry. The development and application of environmentally friendly printing materials can effectively promote the development of green printing, and help printing companies to generate more value-added ideas. Green materials have become a consensus in the industry, but the use of green materials is just at a primitive stage of the green application. In the future more attention should be paid to innovating the new green auxiliary materials, thus making the green concept penetrate deeper in the production. In this pavilion, visitors will find all kinds of innovative and environmentally friendly printing supplies, such as paper, plates, ink, etc.

Label Industry Pavilion

Statistics show that, in 2015, China's total output value of the label printing industry surpassed 35 billion yuan, up 7.8% in contrast to 2014, while the total output of selfadhesive materials surpassed 4.6 billion m², up 5.6% over the previous year. From a global perspective, the growth rate of label market in the Asia Pacific region is by far over the global average, being the fastest growing market as well. It is expected that by 2019, the global label market value will increase from \$32.7 billion in 2014 to \$41.6 billion. Asia, the world's largest label printing market, will account for 41% of the global label market share. The Label Industry Pavilion will be an epitome of Asian label printing industry.

Flexo Technology Pavilion

Flexo printing technology has developed for over 30 years in China. Flexographic printing only had an insignificant market share in the past for its poor quality in comparison with that of the offset printing. With progress in equipment and technology, however, the flexo printing quality has greatly improved and gradually entered the rank of high quality printing. Besides, it shows distinctive advantage in efficiency, environmental protection, safety and health, so it is gaining increasingly higher market awareness and acceptance. Today, flexo printing technology has been able to compete with offset printing, gravure printing, embossing and digital printing technology in many areas, and China's flexo market will usher in a new era of development. Flexo Technology Pavilion will familiarize you with the best practice and application of the flexo printing technology.

Innovation Factory

"Innovation Factory" made its debut in the 6th All in Print China in 2016, enchanting visitors with 30 printing and packaging solutions, 24 sharing speeches, frontier application scheme and exquisite booth design in an exhibition area of 1,500m². The Innovation Factory will continue to delve into such topics the cultural creativity of printing, green environment, future technology, 3D fab + print, intelligent manufacturing and Internet Plus, focusing on the latest technology, application and future of the printing industry.

聚焦东方,放眼未来 Focus on the East for Future

全印展见证了过去十几年间全球印刷业的变革、转型与创新,每一届全印展总能紧贴市场趋势,一 方面将世界领先的设备、创新的材料、热门的技术与工艺展示给国人;另一方面也为民族企业提供高 水准的国际化展示平台,真正为印刷人带来一场高质量的行业盛宴,全印展的魅力势不可挡!

All in Print China has witnessed revolution, transformation and innovation in the past decade. In each session, it has closely followed the market trend, exhibiting the world's leading equipment, innovative



- 中国印刷技术协会、中国印刷科学技术研究院扎根中国,通过 其在国内强大的号召力和行业影响力,为全印展奠定强而有力 的本国基础
- 杜塞尔多夫展览依靠其全球营销网络,尤其通过德国drupa展 会的鼎力支持,稳步开拓全印展的国际品牌力和市场份额

个性推广方案, 最大化参展价值

精准营销和精致展会是全印展未来发展的不二方向,主办方将利 用以下资源和渠道为全印展构建线上线下无缝对接的营销平台:

- 超10万条庞大精细化的数据库
- 覆盖30多个国家和地区的数百家专业媒体及大众媒体,高质量 的内容投放
- 全球知名印刷、包装行业协会的关注和支持
- 不少于30场的线下推广活动
- 官网线上展览频道365天不间断展示,助展商实现线上贸易配对
- 精准买家邀约及组织近150个国内外专业买家团

Organizers join hands to integrate global resources

- The Printing Technology Association of China and China Academy of Printing Technology, based in China, exert their appeal and influence in the field to lay a strong foundation for the exhibition.
- Messe Düsseldorf, through its global marketing network, especially with full support of the German drupa, has steadily fostered the international reputation and market share of All in Print China.

Customized promotion for maximum exhibition value

Precision marketing and exclusive exhibition will definitely be the future direction for All in Print China. The organizers will utilize the following resources to build a platform for seamless connection of online and offline exhibition marketing.

- A refined database of over 100.000 entries
- Hundreds of specialized and mass media covering more than 30 countries and regions, with quality content delivery
- Support from world renowned printing and packaging associations
- No less than 30 offline promotional activities
- Online exhibition in the official website all day long and all year round, helping exhibitors make online trade matching
- To invite targeted buyers and organize about 150 domestic and foreign professional buyer groups

All in Print China 2018 第七届中国国际全印展

权威行业资讯, 深度解读市场趋势

2018中国国际全印展将成为印刷产业最新资讯的发布平台, 及时向您传递市场最新资讯及产业动向。

"展+会"模式, 邀行业权威把脉印刷未来

主办方、媒体、厂商、企业共同打造交流信息、碰撞思想、 前瞻未来的平台。

展会平台功能升级, 满足企业更多发展需求

中国国际全印展不仅仅是一个展览会,更是一个立体的媒体 平台。通过持续关注产业发展热点、追踪产业发展动态,从 而为印刷企业提供综合的、全方位的解决方案。

Authoritative industry information and indepth perception of market trends

All in Print China 2018 will become the platform releasing the latest information on printing industry, keeping you posted on the latest market information and industry trend.

The "exhibition + conference" mode, with experts sharing views on future of printing

A platform of information exchange, idea sharing and foresight jointly constructed by organizers, media, manufacturers, and enterprises.

Upgraded exhibition platform to better meet needs of enterprises

All in Print China is more than an exhibition; it is also a threedimensional media platform. It aims to provide a comprehensive solution to the printing business by constantly focusing on popular spots of the printing industry and tracking the industry trend.

展品大类:

- 印前设备
- 印刷设备
- 印后及包装加工设备
- 纸张和承印物
- 油墨
- 其他耗材
- 配套和基础设施
- 服务和软件
- 创新技术

观众类型:

- 商业印刷、报业印刷、标签印刷、商务制表、书籍印刷
- 复印、出版、后加工、纸制品加工公司
- 零售业与生产商
- 广告和设计公司、直邮和公关公司
- 平面艺术及平面艺术专家
- 纸张与信封制造商
- 纸包装、软包装和瓦楞纸箱厂
- 多媒体及网络出版商
- 专业杂志
- 政府机构和金融机构
- 教学及专业机构
- 相关协会













2016 展会回顾 Show Review

展商部分:

2016中国国际全印展共吸引了来自 22 个国家和地区的 **724** 家展商。其中,**174** 家展商来自港台和海外,**550** 家展商来自中国内地,国际展商比例达 24%。

Exhibitor Analysis:

All in Print China 2016 attracted 724 exhibitors from 22 countries and regions, including 174 exhibitors from Hong Kong & Taiwan Region and Overseas, 550 exhibitors from Mainland China. The international exhibitors ratio reached 24%.

对展会的总体评价:

77.49% 的展商对本届全印展表示满意,其中27.27% 的展商表示非常满意。

Overall Evaluation:

77.49% exhibitors were satisfied with AIP 2016, 27.27% of which rated very satisfied.

观众部分:

本次展会共有来自全球 108 个国家的 76.818 位观众参 观,参观总人次为 109,710 人次。

其中,海外观众人数达 7.053人,国际比例约为9.2%。

Visitors Analysis:

The exhibition attracted 76.818 visitors (109.710 visits) from 108 countries and regions, 7,053 of which are international visitors. The international visitors ratio reached 9.2%.

对展会的总体评价:

90.33% 的观众对本届全印展表示满意, 其中 28.83% 的观众表示非常满意。

Overall Evaluation:

90.33% of visitors were satisfied with this exhibition, 28.83% of which rated very satisfied.



来西亚、泰国等20个国家的 海外买家团体超过45个。来 自国内各省市协会和企业参 观团超过100个。

Korea, Australia, India, the Philippines, Malaysia and Thailand.

Over 100 domestic visitor groups came from associations and enterprises all over China.

上海众鹤国际贸易有限公司董事长 Huang Wei, President of UP Group/Shanghai UPG International Trading Co., Ltd.

销售运营部高级副总裁

Mark Tan, Senior VP Sales Operations of Fuil Xerox (China) Co. Ltd.



全印展同期,据不完全统计, 贯穿全程的印刷论坛和技术交 流会、发布会共计60余场,为 观众提供了信息交流、碰撞思 想的机会。

More than 60 printing forums, technical seminars and news conferences were held during All in Print China 2016 (based on current data) and provided numerous opportunities of information and idea exchange for visitors.

第14届两岸四地印刷业交流联谊会暨2016丝路印刷发展论坛

The 14th Cross-Straits Four Regions' Printing Industry Exchange Symposium & Silk Road Printing Development Forum 2016

2016中国印刷论坛暨第十六届亚太印刷论坛

China Printing Forum 2016 & The 16th Asian-Pacific Printing Forum

2016亚太印刷论坛成员国会议

2016 Asia-Pacific Printing Forum Members Meeting

2016亚洲喷印论坛暨亚洲喷印大奖赛颁奖典礼

2016"太阳杯"亚洲标签大奖颁奖盛典

2016 Sun Cup Asia Label Competition Award Ceremony

"数字印刷在中国"技术高峰论坛暨亚洲数字印刷大奖赛颁奖典礼

Digital Printing in China Technology Peak Forum & Asia Digital Printing Competition Award Ceremony

全球标签技术高峰论坛

Global Label Technology Summit Forum

3D fab+print中国研讨会

3D fab+print Seminar

以上为部分现场活动 only part of the activities

All in Print China 2018 第七届中国国际全印展

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参展费用 Participation Cost

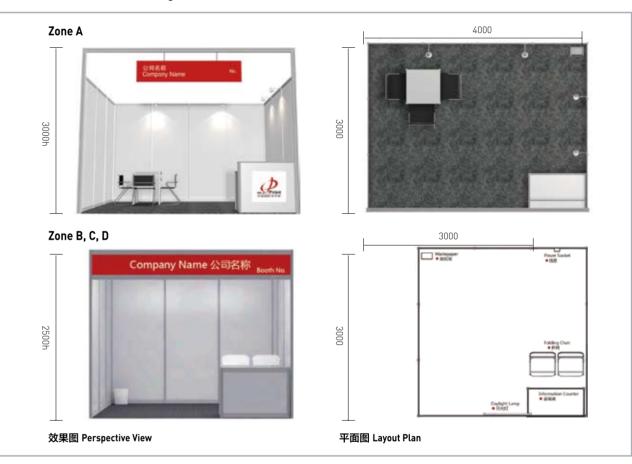
Exhibition Zone	光地展位 Raw Space (Min. 36sqm)	标准展位 Shell Scheme (Min. 12sqm)
Zone A	RMB 1,800 / sqm	RMB 2,000 / sqm
Exhibition Zone	光地展位 Raw Space (Min. 36sqm)	标准展位 Shell Scheme (Min. 9sqm)
Zone B	RMB 1,500 / sqm	RMB 1,700 / sqm
Zone C	RMB 1,200 / sqm	RMB 1,400 / sqm
Zone D	RMB 1 000 / sam	RMB 1 200 / sam

依展位开口类型不同加收开口费

Plus surcharge according to booth open types

一面开(不加收)	1-Side open (no surcharge)
二面开(加收10%)	2-Sides Open (+10%)
三面开(加收13%)	3-Sides Open (+13%)
岛型(加收15%)	Island stand (+15%)

标准展位 Shell Scheme Package Stand



标准展位配置 Furniture & Electrical Entitlement (Shell Scheme Package)

Zone A	面积: 平方米 Area: sqm							Zone B,C,D	面积: 平方米 Area: sqm							
展具 Items	12	15	18	21	24	27	30	展具 Items	9	12	15	18	21	24	27	30
黑色皮椅 Leather Arm Chair	3	4	5	6	7	8	9	折椅 Folding chair	2	3	4	5	6	7	8	9
双层带锁询问台 2-tier Information Desk with lock	1	1	1	1	2	2	2	带锁询问台 Information counter with lock	1	1	1	1	1	2	2	2
方桌 Square Table	1	1	1	1	2	2	2	废纸篓 Wastepaper Basket	1	1	1	1	1	2	2	2
废纸篓 Wastepaper Basket	1	1	1	1	2	2	2	40瓦日光灯	每3平米1个日光灯							
射灯(100瓦)	每增加3平米面积,增加1只射灯				Fluorescent light (40w) 1 Fluorescent light per 3 sqm of s						tand s	расе				
Spotlight (100w)	1	spotli	ght per	3 sqm	of star	nd spac	e	500瓦 / 220伏插座	1	1	1	1	1	2	2	2
500瓦 / 220伏插座 500W / 220V Power Socket	1	1	1	1	2	2	2	500W / 220V Power Socket						Z	Z	

注:标准展位配置中未使用的展具将不予退款。Note:No financial credit will be given for any package item not utilized.

国内展商请联系:

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