

PRESS RELEASE

For Immediate Release

Delivering better business beyond borders at PACK PRINT INTERNATIONAL 2015

Focal point for industry players to meet and leverage on Southeast Asia's abundant market opportunities

4 February 2015, Singapore – The 5th International Packaging and Printing Exhibition for Asia (**PACK PRINT INTERNATIONAL 2015**), jointly organized by Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association is gearing up to once again offer the regional marketplace an excellent sourcing and buying platform. Companies who have committed to share their industry knowledge and expertise at the upcoming show edition include HEWLETT-PACKARD ASIA PACIFIC, FUJI XEROX, FERROSTAAL, RISO, ROTOMETRICS, VT GRAPHIC, HEIDELBERG GRAPHICS, KOENIG & BAUER GROUP and DUBUIT FAR EAST.

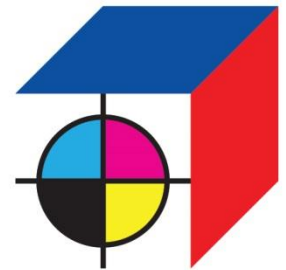
As Southeast Asia's No. 1 trade show for the printing and packaging sectors, **PACK PRINT INTERNATIONAL 2015** will bring to the show floor at **BITEC, Bangkok, Thailand** a multifaceted exhibition showcase from **26 to 29 August 2015**. Driven by the world's leading trade shows – drupa and interpack, exhibitors and visitors can look forward to a vibrant mix of onsite activities, including display of latest machineries, seminars, live product demonstrations and a host of networking opportunities from across the world to match the current trends and demands of the dynamic Southeast Asian markets.

Economic VS Industry Outlook

Packaging and printing industries are set for greater heights with robust growth opportunities expected in the Southeast Asia region – particularly so with the establishment of the ASEAN Economic Community (AEC) in 2015 – which will transform Southeast Asia into a region with free movement of goods, services, investment, skilled labour, and freer flow of capital.

Emphasising this, Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia, shared that “with the launch of AEC this year, businesses within the region can look towards further growth prospects. **PACK PRINT INTERNATIONAL 2015** – a trade fair for the industry by the industry thus provides a timely, converging platform for industry players to meet and take advantage of the rising business opportunities and needs. Its value-for-demand staging and strong drawing power of the who's who of the industry from all over the world to engage, network, and drive sales growth, is the winning formula behind every successful edition of **PACK PRINT INTERNATIONAL**.”

Worldwide market outlook for both the packaging and printing industries is set to shine too. According to the Future of Global Printing to 2018 report, global printing industry is expected to reach \$980 billion by 2018, with growth driven mainly by packaging and labels. Another trend observed is the shift in print technology used – in 2008, digital printing accounted for just 18.5% of the offset market in value terms, but by 2018, it is forecasted that digital printing will make up almost 50% of the global offset sector.



**PACK PRINT
INTERNATIONAL**

5th International Packaging and
Printing Exhibition for Asia

26 – 29 August 2015

Bangkok International Trade &
Exhibition Centre (BITEC)
Bangkok, Thailand

www.pack-print.de

Officially supported by :



Messe Düsseldorf / Organizer of :



Jointly organized by :



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The global packaging market on the other hand is projected to welcome bullish sales receipts of \$975 billion by 2018, with sales of packaging largely concentrated in Asia. By 2018, segmentation of the market is expected to change and Asia is predicted to represent over 40% of global demand for packaging.

In line with these projections, Mr Chaivudhi Pungthong, President of The Thai Packaging Association, shared that “exports of packaging materials – primarily film, plastic and printed materials – could hit 100 billion baht with the implementation of the Asean Economic Community (AEC) this year.” He went on to comment that, “despite political challenges, the packaging industry will continue to grow because the industry is tied to the production of consumer goods which have increased substantially due to higher disposable income and affluence amongst the Thai population.”

Echoing Mr Chaivudhi’s thoughts is Ms Pimnara Jiranithitnon, President of The Thai Printing Association, who pointed out that “Thailand has an industry representation of over 5,500 local printing and publishing houses, which attests to its strong market demand and potential. With the experience and skillsets earned, global players can strike up partnerships with local companies to more efficiently fulfill industry demands in offset, 3D and digital printing, in turn gaining a larger foothold in Asia’s thriving printing market.”

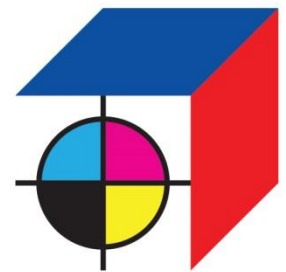
Hub for Packing and Printing Industry Players across Asia

Following the show’s successful staging in 2013 that attracted 202 exhibitors and 16,833 visitors over four show days, PACK PRINT INTERNATIONAL 2015 is set to congregate the largest number of exhibitors ever spanning the nearly 15,000 square metres (sqm) of show space.

Together, visitors from the printing and packaging arenas can look forward to a broad yet relevant display of cutting-edge machinery, equipment, technology and solutions serving the entire packaging and printing supply chain:

- Prepress and premedia
- Printing machinery, appliances and accessories
- Book binding and print finishing
- Paper converting including packaging production
- Packaging machines, equipment, accessories and appliances
- Packaging materials, means and aids
- Services for the packaging and printing industries

Adding more depth to PACK PRINT INTERNATIONAL 2015, a series of forums, seminars and workshops on recent developments and highlights from the areas of packaging and printing have been lined up to complement this world-class exhibition.



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The Thai Packaging Association



The Thai Printing Association



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Concurrent Event

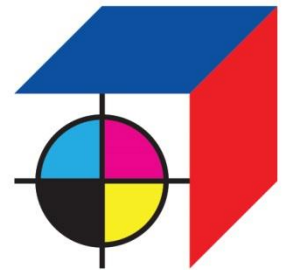
Co-locating with PACK PRINT INTERNATIONAL 2015 is T-PLAS 2015 – International Trade Fair for the Plastics and Rubber Industries.

Strategically positioned in Southeast Asia's largest plastics processing industry, T-PLAS enhances its regional focus and provides an international outlook of the abundant strategic opportunities available for participating companies to springboard into the regional plastics and rubber markets.

Targeting over 6,500 quality trade visitors, T-PLAS is set to deliver a highly relevant platform that will feature a full spectrum of solutions, including the latest machinery and equipment, semi-finished products, technical parts and reinforced plastics, raw materials to services for the plastics and rubber sectors.

For more information on PACK PRINT INTERNATIONAL 2015 and T-PLAS 2015, please visit: www.packprint.de / www.tplas.com

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About PACK PRINT INTERNATIONAL 2015

Since its debut in 2007 PACK PRINT INTERNATIONAL (PPI) has become Asia's premier event for all from the global printing and packaging sectors. Driven by the world-renowned and sectors' leading trade fairs drupa and interpack, PPI will once again showcase technology, products and solutions serving the entire supply chain presented by international brand names and worldwide market leaders. Together with seminars, technical presentations and a host of networking activities the 5th International Packaging and Printing Exhibition for Asia is a must-attend event for industry professionals to expand their business in the region. The 4-day exhibition will be open to trade visitors from 26 to 29 August 2015 at the Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand. All trade visitors and professionals are required to register their visit. Online pre-registration for visitors is available from March 2015 at www.packprint.de

About the Organizer

Messe Düsseldorf GmbH is one of the world's most successful exhibition organizers, responsible for organizing more than 20 of the world's number one exhibitions in various industries including plastics, packaging and printing – namely, the globally acclaimed K Fair, interpack and drupa held in Düsseldorf, Germany. Its subsidiary office – Messe Düsseldorf Asia (MDA), with extensive expertise in organizing trade fairs in Southeast Asia, has developed a portfolio of numerous trade fairs in Southeast Asia since 1995. MDA's trade fairs for the plastics and rubber sectors in Thailand and Vietnam (T-PLAS and PLASTICS & RUBBER VIETNAM), and printing and packaging in Thailand (PACK PRINT INTERNATIONAL) have met with resounding successes and are today benchmark events serving the regional markets of Southeast Asia and beyond.

For more information, please contact:

Exhibition Contact

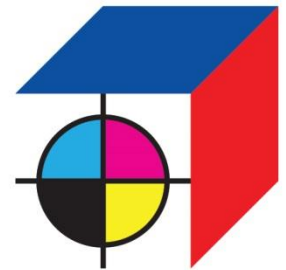
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