

FINAL PRESS RELEASE

For Immediate Release

Successful Stand-Alone Staging Reins 30% Increase in Visitor Attendance and Sold-Out Sales of Onsite Live Machinery

Record number of visiting delegations and live demonstrations boosted robust sales on show floor

6 September 2013, Bangkok – PACK PRINT INTERNATIONAL 2013 closed its doors with a bang on 31 August 2013 at Bangkok International Convention and Exhibition Center (BITEC) with a record breaking 30% growth in visitor attendance and the largest number of visiting delegations since its inaugural staging in 2007. Jointly organized by Messe Dusseldorf Asia, The Thai Packaging Association and The Thai Printing Association, a major part of the extensive display of cutting-edge live machinery and product demonstrations from more than 200 exhibitors from 20 countries was sold out with successful new product launches and business transactions over four trade days.

Preliminary statistics recorded that this year's stand-alone staging for the printing and packaging sectors has attracted 17,000 visitors from more than 50 countries. Majority of the overseas visitors came from China, India, Malaysia, Singapore, The Philippines, Northern and Southern Thailand and Vietnam. Visiting delegations came from China, India, Laos, Myanmar, The Philippines, Singapore and Vietnam. Delegates from the ASEAN PACKAGING FEDERATION comprising business leaders from Bangladesh, India, Indonesia, Sri Lanka, and The Philippines also attended the trade fair this year.

All visiting delegations including those from HAFECEN, Vietnam, the Ho Chi Minh Printing Association, Myanmar Printer and Publishers Association, Vietnam Printing Association and others simultaneously expressed positive feedback on the wide array of technologies and machinery displayed on the show floor. Mr Kongfha Panpikun from Santipab Pack-Print (part of the Northern Printing Business Club delegation of 39 pax) said that, "In comparison to the last show in 2011, I was able to see more machinery and technologies at this year's exhibition. I am impressed with the range of exhibits on display." In addition, Mr Kamal Chopra, Secretary General, North India Printers Association said, "Thumbs up to PACK PRINT INTERNATIONAL, this is a superb exhibition!"

Successful Launchpad on Latest Technologies & Innovation

As the exhibition of choice for top and emerging companies to showcase their newest technologies, the show's achievements are further highlighted by a series of new products unveiled by James Burn International, Polyplex (Thailand) Public Company Limited, Riso, SKP, Worakulchai and many others. Exhibiting



**PACK PRINT
INTERNATIONAL**

4th International Packaging and
Printing Exhibition for Asia

28 - 31 August 2013

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

www.pack-print.de

Officially supported by:



Messe Dusseldorf / Organizer of:



Jointly organized by:



Messe Dusseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254

Tel: (65) 6332 9620
Fax: (65) 6337 4633
(65) 6332 9655

ppi@mda.com.sg
www.messe-duesseldorf.de/MDA

Business Registration 199507124Z

companies such as Ricoh (Thailand) Limited leveraged on the trade fair platform to launch a series of three machine models for the first time in Southeast Asia. At PACK PRINT INTERNATIONAL, their key focus was on light production printing and software solutions.

Fuji Xerox's official Asia Pacific launch of the iGen4 Press Diamond at PACK PRINT INTERNATIONAL garnered many positive reviews on the trade floor. Mr Pichai Thanyawacharakul, Production System Business Director at Fuji Xerox (Thailand) Co. Ltd added that, "Our participation presents a good opportunity for businesses to adopt new printing technologies to support their business and enhance their competitiveness in the printing industry both on local and international levels." Similarly, Mr Frank Bahmer, Sales Director of MBO Germany affirmed that, "This is our first time participating at PACK PRINT INTERNATIONAL to launch our new cooperation with KBA for the MBO folding system in Asia. We are here to meet with decision makers who are not afraid to make new investments and have been happy with the visitors that we have met."

C.G.S Thailand's showcase of a gallery of packaged exhibits made from Sweden's eco-friendly packaging material, Re-board was a huge success in advocating sustainable printing and packaging. Mr Noppadol, Managing Director of C.G.S Thailand Co. Ltd. commented, "We are happy to promote the 3R concept to encourage visitors to make the world green through the creative usage of Re-board materials here at PACK PRINT INTERNATIONAL."

Commenting on PACK PRINT INTERNATIONAL's overall success, Mr Pornchai Rattanachaikanont, President of The Thai Printing Association said that, "We are honoured that top companies in the two industries have chosen to launch their new products at PACK PRINT INTERNATIONAL, which goes to emphasize the show's significance as a prominent exhibition that presents the best current technologies reflecting the real trends and capable of fulfilling market demands."

Positive Buyer Sentiments Optimizes Robust Sales of Onsite Live Machinery

Exhibitors on the trade floor were most satisfied as business transactions soared at PACK PRINT INTERNATIONAL this year. For SANSIN Holdings International Group Co. Ltd, their winning formula in attracting serious buyers stemmed from displaying live machinery on the show floor. The company's Sales & Marketing Director, Mr Patrick Ng commented that, "We have displayed over 25 of the latest machinery in print finishing, the largest range of live machineries on the trade floor at PACK PRINT INTERNATIONAL and are happy that visitor inquiries came not only from within Thailand but also from across the region. We have sold 20 machines across the 4 trade days at PACK PRINT INTERNATIONAL and will return to exhibit in 2015."

Commenting on the positive endorsements received from visitors and exhibitors alike, Mr Gernot Ringling, Managing Director of Messe Dusseldorf Asia said that, "We are delighted to have fulfilled our objective in delivering "better business beyond borders" - a platform that empowers the world's best market leaders to generate optimum sales leads and present novel products for the first time. This standalone edition of PACK PRINT INTERNATIONAL has also

delivered to visitors' expectations with an enriching one-stop experience to network with the best in the industry, draw critical industry insights whilst sourcing for new innovations that are unique to PACK PRINT INTERNATIONAL 2013."

Majority of exhibitors found PACK PRINT INTERNATIONAL to be the right platform to exhibit whilst networking with movers and shakers in the global printing and packaging industry. Among the companies that scored multiple sales was Hewlett-Packard Asia Pacific who shared that, "We have sold much more than we expected and met many new prospects. We have achieved our objectives in leads generation and increasing brand awareness for Hewlett-Packard Asia Pacific." said Mr Roy Eitan, Director & General Manager of HP Indigo and Inkjet Press Solutions, Printing and Personal Systems, Asia Pacific and Japan. Commenting on a first time experience at the trade fair, Mr John Anderson, Managing Director of Nilpeter Asia Pacific commented, "We are very impressed with the efficient and organized management of PACK PRINT INTERNATIONAL."

Mr Chaivudhi Pungthong, President of The Thai Packaging Association commented that, "The numerous machinery sold on the show floor reflects PACK PRINT INTERNATIONAL's success as an excellent procurement platform that draws serious buyers." Observations on robust sales activities was affirmed by digital and offset print magnets such as Canon, Creation Machinery, Ferrostaal, Fuji Film, Nationwide Co. Ltd, Sanki Machinery, Koenig & Bauer AG and Ricoh who commented that the trade fair has exceeded their expectations with definitive business deals that have been closed on the trade floor.

Fostering a Strategic Networking & Information Hub for the Printing & Packaging Sectors

Bustling technical presentations and product promotional activities on the show floor also heightened the exhibition's standing as a strategic networking and information hub for prime stakeholders to gain critical insights on current developments that will propel their businesses even further. Mr Siviengkhek Konnyvong, Director General of the Department of Publishing, Ministry of Information, Culture and Tourism, Lao PDR commented that, "The delegation from Lao comprises upcoming young printers who are here to witness technology on the show floor and this will hopefully entice them to pursue their careers within the printing sectors especially in the family-run printing business. Trade shows such as PACK PRINT INTERNATIONAL are a good source for procurement and discovering new innovations."

Given PACK PRINT INTERNATIONAL 2013's success, key exhibitors have shown strong commitment to return in 2015. Mr Rene Ludvigsen, Chief Executive Officer of Heidelberg – Asia Pacific Region said that, "There is added confidence that the trends at the show are reflective of market developments within the print and packaging industries. We are happy to be a part of PACK PRINT INTERNATIONAL and will continue our participation in the next edition."

PACK PRINT INTERNATIONAL will return in two years from 26 to 29 August 2015 at the Bangkok International Trade and Exhibition Centre (BITEC) with an even bigger and better showcase of the best technologies and solutions for the thriving printing and packaging sectors in Bangkok, Thailand.

More information on the results of PACK PRINT INTERNATIONAL 2013 will be released in a post-show report later this month.

-----end-----

Press contact:

Rabita Jamal

Tel: (65) 6332 9624

E-mail: rabita@mda.com.sg

Exhibitor contact:

Beatrice Ho

Tel: (65) 6332 9642

E-mail: beatrice@mda.com.sg

About PACK PRINT INTERNATIONAL 2013

Since its debut in 2007 PACK PRINT INTERNATIONAL 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, PACK PRINT INTERNATIONAL 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 4th 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 28 - 31 August 2013 at the Bangkok International Trade & Exhibition Centre (BITEC), Bangkok, Thailand. All trade visitors and professionals are required to register their visit at BITEC.

PACK PRINT INTERNATIONAL 2013 is supported by the following organizations:

- Graphic Arts Association Of Hong Kong (GAAHK)
- Hong Kong Digital Printing Association (HKDPA)
- Malaysia Printers Association
- North India Printers' Association (NIPA)
- Packaging Council Of Singapore (PCS)
- Packaging Institute Of The Philippines
- Philippine Centre For Print Excellence Foundation
- Philippine Plastics Industry Association
- Print & Media Association Of Singapore (PMAS)
- Technology Promotion Association (Thailand-Japan)
- Thai Color Separation Association
- Thai Packaging Centre, Thailand Institute Of Scientific And Technological Research
- The National Printing Technology Training Center
- The Selangor And Federal Territory Chinese Printing Presses' Association
- The Thai Electronic Publishing Club
- The Thai Pulp And Paper Industries Association (TPPIA)
- Vietnam Plastics Association
- Vietnam Printing Association

About Messe Düsseldorf Asia (MDA)

MDA is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organizers, responsible for organizing more than 20 global No. 1 exhibitions in industries including plastics, printing and packaging, and medical and health care - specifically K, drupa, interpack, MEDICA, COMPAMED and A+A held in Düsseldorf, Germany. Since 1995, MDA's portfolio of trade fairs in Southeast Asia includes: for the plastics and rubber sectors in Thailand ([TIPREX](#)), Vietnam ([PLASTICS & RUBBER VIETNAM](#)) and Indonesia ([INDOPLAS](#)), the printing and packaging sectors in Thailand ([PACK PRINT INTERNATIONAL](#)) and Indonesia ([INDOPACK](#) and [INDOPRINT](#)), the wire, cable, tube and pipe sectors in Thailand ([wire Southeast ASIA](#) and [Tube Southeast ASIA](#)), the medical and health care industries in Thailand and Singapore ([MEDICAL FAIR THAILAND](#), [MEDICAL FAIR ASIA](#), [MEDICAL MANUFACTURING ASIA](#)) the Workplace Safety & Health sectors in Singapore ([OS+H Asia](#)) and the metal and steel trade industries in Indonesia ([indometal](#)).