

PRESS RELEASE

For Immediate Release

4th Edition of PACK PRINT INTERNATIONAL registers a record breaking 40% increase in exhibition space

Increased demand in exhibition space cements PPI's position as the leading trade fair for Southeast Asia's printing and packaging industry

14 August 2013 – **PACK PRINT INTERNATIONAL 2013's** trade floor is set for the much anticipated biennial staging of the world's top companies in the packaging and printing sector from **28 to 31 August 2013**. The 4th International Packaging and Printing Exhibition for Southeast Asia brings together leading brand names, manufacturers, suppliers and distributors that are set to move the industry to Thailand's Bangkok International Trade and Exhibition Centre (BITEC). Jointly organized by Messe Düsseldorf Asia (MDA), The Thai Packaging Association and The Thai Printing Association, the trade exhibition will come to life with multi-range product displays and robust exhibitor-visitor engagements across three exhibition halls at BITEC. A wide range of exciting on site activities including product demonstrations, interactive seminars and workshops conducted by industry experts representing the exhibiting leading brands will be available to trade professionals attending the trade fair.

PACK PRINT INTERNATIONAL is an industry focused exhibition that is the top choice for industry leaders and rapidly emerging companies to showcase their latest technology, pioneering innovations and timely product offerings that cater to current market needs. It provides an excellent collaborative platform for leading companies and their authorized distributors, suppliers and certified dealers to meet targeted clients.

Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia shared that "PACK PRINT INTERNATIONAL rides on the back of strong industry development that is full of potential amidst a positive economic outlook. We are delighted that the trade exhibition has grown by 40% in space with even more live machinery on display. We will continue to bring the world's best market leaders whose technologies meet the industry's current expectations, both globally and from Thailand."

Exhibiting companies will be featuring novel, higher grade or newly improved products with enhanced technical aspects that can combine high production reliability and performance capability with cost-efficiency. In response to swift market momentum that pushes for faster turnaround of fresh introductions into expanding markets, PACK PRINT INTERNATIONAL will promote complete range of



**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 Düsseldorf / Organizer of:



Jointly organized by:



The Thai
Packaging
Association



The Thai
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customized, multi-functional products as well as integrated services that reflect the expanded business environment across the packaging and printing sectors.

Technological Trends That Drive the Printing & Packaging Sectors

According to Smithers Pira (Printing Industry Research Association), global digital printed packaging has a forecasted CAGR growth rate of 20.6% through to 2016 and is expected to reach a market value of US\$12.26 billion. Given the promising future of digital printing for packaging, PACK PRINT INTERNATIONAL 2013 will feature printing themes earmarked for greater expansion such as packaging printing, digital printing, automation and web-to-print applications, all of which play significant role in supporting the development of digital flexible packaging needs. Exhibitors presenting the integrated applications include Global Graphics Machines Co Ltd representing Kodak etc, Muller Martini (Thailand) Co Ltd, Nationwide Co Ltd who will be showcasing products from Konica Minolta, CRON CTP and Rotary Technology Limited Partnership featuring machines from Edale Ltd. As this sector thrives by an average of 5% annually, reaching 37 million tonnes of materials globally by 2017, Thailand's dynamic packaging market is set to grow at 6.41% CAGR to USD 11.1 billion by end 2016.

The rapid development of Thailand's packaging sector will allow local players to optimize the opportunities available in Asia's US\$114 billion worth packaging industry. Mr Chaivudhi Pungthong, President of The Thai Packaging Association highlighted that "With the technological advancement of Thailand's food, drink and healthcare packaging sectors, the world's market can expect the introductions of new products, improvised production from quality producers in the country." The food and beverages sector remains the key growth driver, supported by high export demand and easy access to raw materials that pave robust growth in the domestic market for processing and packaging equipment. Driven by these promising market indicators, the exhibition has attracted innovative packaging materials and label solutions manufacturers that include C.G.S (Thailand) Co Ltd, C.I.Kasei Co Ltd, Idemitsu Unitech Co Ltd, MPS Maschinen- & Pack-Systeme AG, PMC Label Materials Co., Ltd., Polyplex (Thailand) Public Company Limited and etc.

Thailand's position as an essential base for the regional printing and production sector will be further strengthened with increased technological investments contributed by international manufacturers and their local distributors and suppliers. Mr Pornchai Rattanachaikanont, President of The Thai Printing Association pointed that "Thailand has a strong industry representation of over 5,000 local companies and 500 publishing houses. As such, global players who partner local companies can look towards gaining a larger market share of the industry, both locally and across the region." Some of the multi-national brands and companies who will be exhibiting alongside their local partners include

Canon Marketing (Thailand) Co Ltd, Ferrostaal (Thailand) Co Ltd, Fujifilm (Thailand) Ltd, Fuji Xerox Thailand Co Ltd, Heidelberg Graphics (Thailand) Ltd, Hewlett Packard Asia Pacific Pte Ltd, Ricoh (Thailand) Ltd and many others.

Industry projections indicate that the digital print market will reach USD\$187.7 billion by 2018, these companies are set to present their digital print solutions that complement the offset printing sectors with equally high speed and quality outputs. Sheetfed printers looking to acquire offset presses with the ability to handle a range of formats can visit Koenig & Bauer Group (KBA), Eltromat GmbH, Worldly Industrial Co Ltd, Sanxin Printing Machine Material Co Ltd, Tradeally (Thailand) Co Ltd, Large Format Systems Co Ltd and many more at the exhibition. These companies will present their latest technologies ranging from small to super-large web offset presses for commercial and newspaper printing, as well as presses and systems for banknote printing, metal-decorating and coding.

With impressive growth trends expected across both the printing and packaging sectors, Thailand will be amongst the first country in the region to reap the benefits of the potential investment outpour from this trend as it prepares to enter the ASEAN Economic Community in 2015. As the country gears up to become the integrated printing and packaging hub of Asia, such conducive market activities will prompt producers to start planning for business expansion to support increasing demand resulting from increased foreign investment. Mr. Salanroj Sutaschuto, Director of Administrative Department, the Thailand Convention and Exhibition Bureau (TCEB) expressed that, "It is befitting that PACK PRINT INTERNATIONAL should be hosted in Bangkok as it plays a significant role in building essential business relationships among Thai companies and their global printing and packaging counterparts. As the exhibition attracts both global performing companies and local conglomerates, their participation reinforces Thailand's strategic position as an important commercial and innovation hub to nurture further growth for thriving business around the region."

"TCEB, as a government organization, has supported incentive programs and buyer appreciation programmes such as "100 A-HEAD" campaign. Under these programmes, TCEB as the strategic partner role has been helping PACK PRINT INTERNATIONAL 2013 to attract qualified international buyers and extend more opportunities for overseas marketing promotion and networking opportunities with industrialist in the target countries. TCEB has provided visitor promotion campaigns to attract group visitors from associations, federation chambers of commerce of ASEAN plus six countries as well as a buyer appreciation program called "Be My Guest" to attract key buyers around the globe. We are certain that our subsidy campaigns will help drive growth in creating new economic value and increase revenues, especially, this year we are expected that PACK PRINT

INTERNATIONAL 2013 will be generate revenue over 107.5 million baht to Thailand.” added Mr Salanroj Sutaschuto.

Complementary Value-Added Activities on the Trade Floor

Over 20,000 trade professionals from all over Asia are expected to visit PACK PRINT INTERNATIONAL 2013 to experience a one-stop platform that offers the opportunity to establish new business partnerships, network with local and international trade insiders and engage potential distributing agents. Apart from the main exhibition, PACK PRINT INTERNATIONAL 2013 will also present a line-up of concurrent events consisting of product demonstrations, seminars, technical workshops and onsite presentations. These concurrent events feature the industry’s best creative minds who will present the latest trends and innovations that have inspired change whilst harnessing the thriving business environment for the packaging and printing industry.

The Design and Engineering Consulting Service Center (DECC), NSTDA, THAILAND will be sharing its perspectives on ways to provide ‘Cost-saving Improvement by Engineering Design’ alongside the co-organizer, The Thai Packaging Association’s seminar on ‘Packaging for Ready to Eat’ products. Local industry experts from various supporting associations and regional trade delegations will be present to network with trade visitors and share knowledge on the latest developments that impact packaging and printing companies in the region. Visitors are encouraged to optimize their onsite engagements with exhibitors for industry insights and identify viable products or services to augment operational competencies. Visitors can also look forward to obtaining practical insights on current trends that would inspire them towards making better business decisions from these events.

Visitors interested in attending PACK PRINT INTERNATIONAL 2013 can pre-register at www.pack-print.de. Online visitor pre-registration is open until 20th August 2013.

For more information on PACK PRINT INTERNATIONAL 2013, please visit www.pack-print.de

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About PACK PRINT INTERNATIONAL 2013

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 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. Online pre-registration for visitors is now open. Please visit www.pack-print.de to register.

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](#)).