

Press release

Driving Thailand’s economy through opportunities in the packaging, printing and corrugated packaging sectors

- **Insights from The Federation of Thai Industries and TCEB indicate optimistic outlook for the sectors**
- **Synergistic industries reunite to reconnect and rebuild at PACK PRINT INTERNATIONAL and CorruTec Asia 2022**

After more than a two year absence due to uncertainties caused by the pandemic, PACK PRINT INTERNATIONAL is keeping its sights firmly fixed on the 19-22 October 2022 dates for its 8th edition.

As a leading platform for the packaging and printing sectors in the region, Thailand continues to be the choice location for the exhibition, with optimistic growth projected for the sectors. Broadening its reach and application sectors, this edition will see PACK PRINT INTERNATIONAL co-locating with a newly formed exhibition on corrugated packaging - CorruTec ASIA. The synergy-rich product and technology mix offered by the two exhibitions will reunite Thailand’s packaging, printing and corrugated packaging industries by offering a lively platform for face-to-face meetings, spur business opportunities and investment prospects, as well as international collaboration and innovation.

Messe Düsseldorf Asia, joint organizer of both exhibitions, has taken the opportunity to rethink what PACK PRINT INTERNATIONAL and CorruTec ASIA have to offer and to open up new and unique perspectives and thus strong business potential for exhibitors, trade visitors, and the industries as a whole. **Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, said: “The pandemic has served as an accelerant in multiple ways, particularly spurring the adoption of e-commerce and innovation. It has also magnified the value and power of human connection and importance of face-to-face interactions, and it is proven that the business community is keen and ready for the return of MICE events.”

“We are looking forward to bringing decision makers from the industries together in October, to a dynamic show floor to generate new business and establish new contacts. In addition to smart business matching opportunities, the six focus areas at PACK PRINT INTERNATIONAL 2022: artificial intelligence, sustainability, digital economy, 3D printing, security and safety, and premium design – will set the stage for an exhibition like no other, said Mr Ringling.”

Forging ahead

With Thailand stepping up efforts to welcome back large-scale international business events and host iconic events, **TCEB (Thailand Convention and Exhibition Bureau)** is well on its way to positioning the country as the preferred MICE destination in the region. PACK PRINT INTERNATIONAL and CorruTec Asia will be well placed later in the year against a backdrop of stronger global business activity, unrestricted travel and overall confidence.

In the fourth quarter of last year, Thailand’s economy showed optimistic growth, rebounding faster than expected, on robust exports and a recovery in domestic activity following easing of coronavirus curbs and as international travel restrictions improved. While for foreign direct investment, strong growth



8th International Packaging and Printing Exhibition for Asia



International Corrugated Technology Exhibition for Asia

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

PACK PRINT INTERNATIONAL / CorruTec ASIA 2022
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PACK PRINT INTERNATIONAL 2022
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CorruTec ASIA 2022



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continues in foreign investments in target sectors such as smart electronics, specialty chemicals, bioplastics and the medical cluster¹. Other industries that are expected to see continued growth include exports and digital business and their supply chains. Notable examples are automobiles and parts, food products, e-commerce, delivery and packaging services, logistics and warehouses, IT solutions, cybersecurity services, telemedicine, hard disk drives, cloud data centres, and digital asset platforms².

Looking ahead with confidence and optimism, **Mr Kriengkrai Thiennukul, Vice Chairman, Industrial Promotion Support, The Federation of Thai Industries**, said: “It has been and continues to be a challenging landscape for Thailand and world economies. Now is the time for us to enhance capacity and foster growth of Thai industries by promoting the use of science, technology, innovation and digitalisation in product development and production efficiency improvement; skills development - management, technology and innovation - of entrepreneurs, workers and all players in the value chain.”

“Thus, these two exhibitions provide an ideal showcase for the industry to share best practices and also for the international business community to experience Thai capabilities and what we have to offer,” said **Mr Thiennukul**.

Often referred to as the exhibition by the industry for the industry, PACK PRINT INTERNATIONAL is a tripartite collaboration by The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia (MDA), while CorruTec Asia is co-organised by MDA and the Thai Corrugated Packaging Association.

Invest in technology and adopt innovative mindset

The growing e-commerce market and surge in demand for consumer goods and health products have been driving demand for packaging. “There are enormous opportunities for Thai manufacturers and entrepreneurs, the prospects of the global packaging business are promising, with the world market forecast to grow by 7.5% annually through to 2027³. Thai companies should heighten efforts to better position themselves for global opportunities, ramp up their competitiveness and tap on this growing market,” said **Mr Manit Kamolsuwan, President, The Thai Packaging Association**. Currently, Thailand is the largest exporter of packaging in ASEAN.

The pandemic has also manifested itself as a catalyst for new developments and ideas, particularly with changing consumer demand. “The marketplace has to adapt and renew itself,” said **Mr Chusak Deetrakunwattanapoen, President, Thai Corrugated Packaging Association**. He went on to cite the example of how the industry came together at the height of the COVID-19 health crisis to help with the short supply of hospital beds by recycling corrugated paper and carton boxes to produce thousands of field hospital beds.

Digital label and packaging print volume have also seen a significant rise the last couple of years due to customisation, short lead-time and high SKU printing from ready to eat food. “In recent months we have seen some companies focus their business on customised labelling, variable label printing, corrugated packaging and packaging to include QR codes. This is the time for the Thai printing industry and commercial printers to invest in new machinery and digital machines to automate workflows to be able to run productions with smaller

¹ *The Thai Economy in Q3/2021 and the Outlook for 2021 – 2022* [Office of the National Economic and Social Development Council (Thailand)]

² *Thai economy to see uptick in 2022* - Thailand Development Research Institute (TDRI) – January 2022

³ *Packaging Global Market Outlook to 2027*- ResearchandMarkets



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manpower resources and to serve demand from e-commerce,” said **Mr Pongthira Pathanapiradej, President, The Thai Printing Association.** “

Against the changing backdrop and fluid global economy, Mr Pathanapiradej said it is critical for local businesses to align themselves with the global packaging and printing trends and adapt to new competitive landscapes, revamp business models and find new ways to value-add their offerings.

Defining Packaging and Printing in Asia

Backed by a successful track record that continues to gain momentum since it began in 2007, PACK PRINT INTERNATIONAL celebrates the theme ‘*defining packaging and printing in Asia*’ for the 2022 edition, where at the heart of the exhibition is a focus on technology and innovation. Showcasing these latest trends with their machinery and product solutions, are industry heavyweights from brands coming from Germany, Japan, Switzerland, such as: Bobst, Heidelberg, Konica Minolta, Tsukatani, Zund, as well as leading home-grown brands – Comprint, Cyber SM, Nationwide, Sansin Printing Machine Material and more.

PACK PRINT INTERNATIONAL and CorruTec Asia are looking forward to welcoming over 12,500 trade visitors including some 30 percent coming from outside Thailand, while on the exhibitor front some 250 international companies are expected. Attendees to the exhibitions will come mainly from the printing and packaging industries as well as vertical markets such as consumer products, cosmetics, luxury goods, medicine, banking, and security technology.

PACK PRINT INTERNATIONAL is modelled after the sectors’ leading trade fairs, drupa and interpack, by the Messe Düsseldorf Group in Germany.

For more information on the exhibitions, log on to: www.pack-print.de and www.corrutec-asia.com

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