

## PRESS RELEASE

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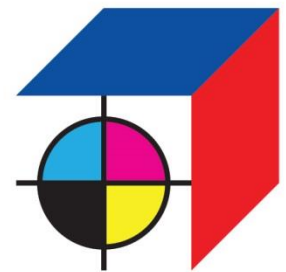
### **PACK PRINT INTERNATIONAL 2017: All-encompassing packaging and printing event to showcase line-up tailored for the industry**

- 6<sup>th</sup> edition of Southeast Asia's leading packaging and printing exhibition returns with a renewed focus on packaging
- Comprehensive profile of 300 companies from 20 countries covering the synergies between packaging and printing
- Special pavilion, zone, and concurrent events centred on latest industry trends

**7 June 2017** – Returning for its 6<sup>th</sup> edition, PACK PRINT INTERNATIONAL will present an impressive display of the best in machinery, technologies and solutions from the packaging and printing sectors. Modelled after the world's leading trade exhibitions in their sectors – drupa and interpack, PACK PRINT INTERNATIONAL is jointly organised by The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia. This year, on show are 300 leading exhibitors from 20 countries, including national and country groups from Germany – organised by VDMA with approved funding from Federal Republic of Germany, Taiwan, China, Thailand, Japan and for the first time, Singapore.

The biennially-held specialist trade fair – quintessentially one that is curated by the industry, for the industry, continues to gain a foothold in the region as seen through the strong participation and representation – many of which are repeat exhibitors from the packaging and printing industry leaders that include; **HEWLETT-PACKARD, KOENIG & BAUER GROUP (KBA), KONICA MINOLTA, DUPLO, BOBST, FERROSTAAL, FUJI XEROX, RISO, CYBER SM, BST ELTROMAT, BPS UNITED, PMC LABEL MATERIALS, KEYWELL INDUSTRIAL, ROTOMETRICS, KURZ, ZUND ASIA, NAKAYAMA CORPORATION, TSUKATANI, MBA INTERNATIONAL, HARN ENGINEERING, WAH HO PACKAGING, RICOH, THAI KK, SIAM TOPPAN, SCG PACKAGING** and many more.

Extending this vote of confidence is Mr Fritz Kistler, Managing Director of Ferrostaal (Thailand) Co Ltd, who shared that the company gained great success in 2015 and will be repeating their participation this year. "As a well-organised exhibition, PACK PRINT INTERNATIONAL has provided us with a much needed, strategic platform to present Ferrostaal Thailand and our partners' products to keen trade buyers and audiences from the region."



## **PACK PRINT INTERNATIONAL**

6<sup>th</sup> International Packaging and Printing Exhibition for Asia

**20 – 23 September 2017**

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

[www.pack-print.de](http://www.pack-print.de)

Officially supported by :



Messe Düsseldorf / Organizer of :



Jointly organized by :



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## Asian markets driving growth in global packaging, Asia's expansive labels market

Packaging is an essential everyday item in developed markets and this is progressively becoming the case in the emerging markets. The market for global packaging amounted to US\$812 billion in 2014, and is forecast to grow at an annual rate of 3.5% to reach US\$998 billion by 2020, largely driven by Asia, according to a recent Smithers Pira report - *The Future of Global Packaging to 2020*.

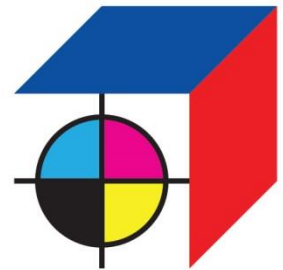
Alongside these global packaging trends is the expansive labels market in Asia, a new study also from Smithers Pira - *The Future of Printed Labels Market to 2019* - shows the region is the largest regional producer of labels with its share expected to grow to more than 41% of the world's value by 2019. Flexography leads the way as the most common print process in label production, although digital methods are growing rapidly, in tandem with efforts towards sustainability. Also, forming business-specific alliances, smaller countries in Asia have correspondingly become major players in this competitive region. The 10-member ASEAN Economic Community (AEC) is an emerging market for label industry suppliers and converters to watch in the coming years, brought about by enhanced flow of goods, services, and investment capital.

For the end use market, food and beverage continues to be the biggest category of labels, followed closely by personal care products and pharmaceuticals.

## Special Focus: Packaging at PACK PRINT INTERNATIONAL 2017

On the back of these market trends, the industry-leading line-up at the 4-day staging of PACK PRINT INTERNATIONAL 2017 will bring to life the synergistic correlation between pack and print, with an emphasis on packaging.

One of which is the **One Stop Pack & Print Pavilion**, which will showcase 25 award-winning and creative packaging solutions from Thailand covering the food & beverage, pharmaceuticals, electronics, cosmetics and personal care sectors and more, and serve as a targeted platform where innovative packaging designs, packaging end users, packaging producers, material suppliers and machine manufacturers, can come together to source and share best practices in navigating the dynamic packaging and printing ecosystem. Framing this setting would be a focus on Packaging and Printing 4.0 - where innovation and technological advancements bring new synergies and perspectives to packaging and print - as conveyed through the three pillars of package, packaging process for manufacturing and packaging production.



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The Thai Packaging  
Association



The Thai Printing  
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On the other spectrum, label printing has been increasingly included in every aspect of packaging and printing, printing machines and post-press machines, and the **labelling zone** at PACK PRINT INTERNATIONAL 2017 will feature a dedicated showcase on label printing technology to reflect this industry shift. Exhibit range at the labelling zone will cover advanced end-use packaging applications including; food, pharmaceuticals, cosmetics, electronics, and extends to a wider spectrum of label printing, decoration, processing and technological applications.

### **Knowledge sharing by industry experts at concurrent events**

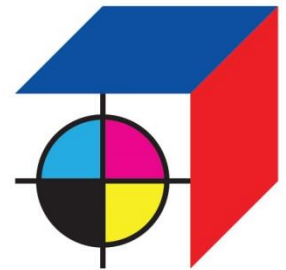
Complementing the show floor is a series of concurrent conferences, seminars and technical presentations led by industry experts and exhibitors. This will include a conference on *Food Loss and Waste* in collaboration with the Food and Agriculture Organization of the United Nations. "We are pleased to collaborate again with the packaging industry in encouraging a move towards solution for the reduction of food loss and waste and look forward to this exciting event," said A. Bennett, FAO Senior Food Systems Officer for the Asia Pacific Region.

Other highlights include a two-day *International Packaging Research and Innovative Forum and the 5th Asian Packaging Network General Meeting 2017*, organised by The Department of Packaging and Materials (PKMT), Faculty of Agro-Industry, Kasetsart University, Asian Packaging Network (APN), The Thai Packaging Association and The Thai Printing Association, the annual *Thai Print Awards*, as well as technical presentations by participating exhibitors. More information on these concurrent events will be announced shortly.

Geared up to be a one-stop converging platform for the industry and to have visitors make the most of their visit to PACK PRINT INTERNATIONAL 2017, networking opportunities with some 15,000 new and potential suppliers, customers and business partners expected from around the world will be made more targeted with a complimentary business matching service, available to all pre-registered visitors.

For booth space bookings and visitor registration to PACK PRINT INTERNATIONAL 2017, please visit [www.pack-print.de](http://www.pack-print.de)

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## 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

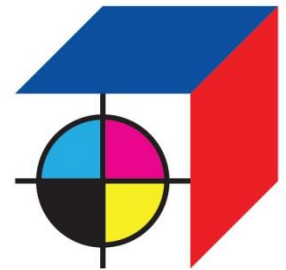
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