

PRESS RELEASE

For Immediate Release

PACK PRINT INTERNATIONAL 2015 delivers international success: 4-day trade exhibition continues to be the platform for quality business opportunities

- **300 international exhibitors from 20 countries exhibited the best in innovations and technologies**
- **14,615 quality visitors from around the world**
- **Numerous machine sales transacted on the show floor**
- **Power-packed conferences and seminars, one-stop packaging and printing consultancy clinics a hit with visitors**

07 Sep 2015 – PACK PRINT INTERNATIONAL 2015, the 5th International Packaging and Printing Exhibition for Asia, drew to a close last week having showcased 300 leading exhibitors from 20 countries and attracted 14,615 visitors from 50 countries. The specialist trade fair was represented by a broad mix of the latest developments for the packaging and printing supply chain. As there were numerous machines of all areas on display, visitors were able to get hands-on experience of the latest in packaging and printing.

Jointly organized by The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia, the general sentiments on the success of the exhibition were reflected in the strong levels of exhibitor and buyer satisfaction from the show floor. As shared by Gernot Ringling, Managing Director, Messe Düsseldorf Asia, “we are very heartened by the success of the exhibition, also in light of the recent safety and security concerns in Bangkok. On closing, we registered strong visitor numbers and significant sales transacted on the show floor – both of which validated the “pull” factor of this world-class exhibition.”

PACK PRINT INTERNATIONAL 2015 was the grounds to numerous business transactions with companies such as Heidelberg Graphics, Konica Minolta, Takano Machinery, Wanjin, Sansin, Superior Inkjet, Hewlett-Packard, and many others, reporting successful sales of their machines. For first-time exhibitor, Wanjin, a specialist in print finishing solutions, they sold two machines by the end of the first day of the exhibition.

According to PSB Product Marketing Manager for Fuji Xerox (Thailand), Korarit Jindatanon, they chose to launch for the first time to the Thai market their Colour 1000i Press as they were confident of the quality regional audience the exhibition is able to draw. Similarly, for repeat exhibitor Hewlett Packard, who had the largest digital printing booth at the exhibition this year - they highlighted their extensive fleet of game changers specifically the HP Indigo Digital Presses and HP Latex Printers. Business Development Manager for HP (Singapore), Daniel Leong said: “The objective of our participation at PACK PRINT INTERNATIONAL was to showcase the latest Indigo technology and other new presses to the Thai market, and we have met them at this exhibition. This



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 :



The Thai Packaging Association



The Thai Printing Association



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show is amazing! We had lots of people visiting our booth and received many sales enquiries and leads. We will definitely be back in two years' time."

Leading brand name in the printing industry, Heidelberg Graphics – who introduced its strategic partnership with Masterwork Machinery Co., Ltd. (MK), the largest Chinese manufacturer of die cutters at PACK PRINT INTERNATIONAL 2015, also secured several business transactions during the exhibition, including one to a new buyer – further paving the way for the company's expansion plans into the Thai and regional market.

During the four-day staging, PACK PRINT INTERNATIONAL 2015 welcomed a diverse range of trade visitors across the packaging and printing sectors, including vocational students from printing and design faculties, to corporate groups and visiting delegations and industry associations from India, Vietnam, Philippines, and for the first time Mauritius. Preliminary statistics indicate that the majority of overseas visitors came from China, India, Malaysia, Singapore, Philippines, and Vietnam.

Highlighted by Allan Driver, President of the Small and Medium Enterprise Development Authority (Mauritius), PACK PRINT INTERNATIONAL 2015 successfully showcased new printing technology and was a "great platform to explore possibilities for joint ventures and partnerships with Thai and regional companies". The 21-group delegation representing printing and packaging SME's in Mauritius were impressed by the exhibition's line-up, including the breadth of machinery and technology on display and how it suitably mirrored the No.1 global trade fairs drupa and interpack in Düsseldorf though on a more regional context.

Other industry-specific seminars and conferences that complemented PACK PRINT INTERNATIONAL 2015, also attracted overwhelming response from participants, particularly the *Food and Beverage Packaging conference*, organized by Food Focus Thailand and Kasetsart University and the *Packaging Design Innovation and Technology conference* organized by The Thai Packaging Association and the European Aluminium Foil Association and Flexible Packaging Europe. The latter was held in conjunction with the Thai Pack Awards ceremony which saw leading Thai companies with their innovative product packaging being recognised for setting industry standards.

Geared primarily to provide consultancy advice and business matching recommendations to packaging and printing companies, the two one-stop consultancy clinics organized by The Thai Packaging Association and The Thai Printing Association received warm reception from local and international companies alike. According to Mr Chaivudhi Pungthong, President, The Thai Packaging Association, the Packaging Clinic saw more than one hundred companies during the exhibition with international visitors particularly suppliers from Latin America, India and China enquiring and sourcing for new packaging designs and materials.

Also serving the needs of the market, the Printing Clinic received positive response and great interest from India and China with publishing companies



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looking specifically for printing houses in Thailand. Ms Pimnara Jiranithitnon, President of The Thai Printing Association, said: "Each segment has been represented at the clinic, with consultants from offset to digital printers offering advice and links to relevant local Thai printers. We are confident these engagements will spin off to greater trade prospects."

"As an exhibition for the industry by the industry, PACK PRINT INTERNATIONAL is a platform dedicated to driving the industry forward in the region, and together with our partners, we are committed to developing the exhibition further through research and strategic partnerships, and to build upon the success of activities such as the one-stop consultancy packaging and printing clinics. We look forward to an enhanced next edition of PACK PRINT INTERNATIONAL," said Ringling.

The next edition of PACK PRINT INTERNATIONAL will take place from 20 to 23 September 2017. Participation details will be announced soon.

-End-

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 at www.pack-print.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.

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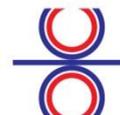
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