

DELIVERING PACKAGING AND PRINTING 4.0 AT PACK PRINT INTERNATIONAL 2017: ONE STOP PACK & PRINT PAVILION

6th International Packaging and Printing Exhibition for Asia returns from 20 – 23 September with a renewed focus on packaging

4 April 2017 – Bangkok, Thailand: PACK PRINT INTERNATIONAL 2017, Southeast Asia's premier exhibition for the packaging and printing industries, returns to Bangkok, Thailand from 20 to 23 September. The sixth edition of the biennially-held trade exhibition, created by the industry for the industry, is jointly organised by Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association. PACK PRINT INTERNATIONAL is driven by the global expertise of the No.1 global trade fairs in their respective sectors – drupa and interpack, organised by the Messe Düsseldorf group.

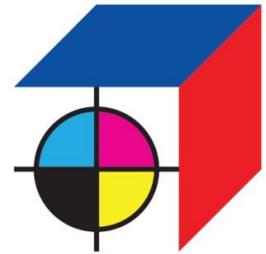
Following the implementation of "Thailand 4.0" an economic model that will enable Thailand to transform the country into a value-based and innovation-driven economy, moving from producing commodities to innovative products; emphasising on promoting technology, creativity, and innovation in focused industries and changing from a production-based to a service-based economy, it has also prompted nation- and industry-wide movements across the packaging and printing sectors – through Packaging and Printing 4.0 – in keeping towards the end goal of increasing the capabilities of Thai industries through technology and innovation.

PACK PRINT INTERNATIONAL 2017: One Stop Pack & Print Pavilion

A highlight at this year's PACK PRINT INTERNATIONAL, is the One Stop Pack & Print Pavilion. Brought together by the exhibition's co-organisers, the Pavilion will showcase 25 award-winning, creative and innovative packaging from Thailand covering the food & beverage, pharmaceuticals, electronics, cosmetics and personal care sectors and more.

The One Stop Pack & Print Pavilion will serve as a targeted platform where innovative packaging designs, packaging end users, packaging producers, material suppliers and machine manufacturers, can all 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 3 pillars of packaging 4.0 comprising of package, packaging process for manufacturing and packaging production. "I am positive that the insights exchanged at the exhibition and the Pavilion would be a step forward in strengthening and upping the competitiveness of Thailand's packaging and printing industries, and foremostly in contribution towards the Thai economy", said Noppadol Krairiksh, President, The Thai Packaging Association.

"We are pleased to have received the support of key government and industry organisations including the Ministry of Industry, The Federation of Thai Industries which includes 45 industrial clubs as well as Printing and Packaging Cluster of the Federation of Thai Industries towards the One Stop Pack & Print Pavilion," said Pimnara Jiranithitnon,



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20 – 23 SEP 2017

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

www.pack-print.de

Officially supported by :



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President, The Thai Printing Association. "With this, packaging and printing trade professionals will be able to reach out to many member companies and packaging users, get free professional advice from an alliance of packaging and print related associations, agencies and institutes, as well as learn from successful case studies by champions of industry."

Some 15,000 trade visitors from around the world are expected at PACK PRINT INTERNATIONAL 2017, where they will have the opportunity to discover and source for new, cost-effective machinery from 300 participating international exhibitors and suppliers from 20 countries. Exhibiting companies include: HEWLETT-PACKARD, KURZ, KONICA MINOLTA, FERROSTAAL, RISO, KOENIG & BAUER GROUP (KBA), WAH HO PACKAGING, HARN ENGINEERING, NAKAYAMA CORPORATION, PMC LABEL MATERIAL, ROTOMETRICS, KEYWELL INDUSTRIAL, BPS UNITED, UENO CORPORATION, ZUND ASIA, and more.

"As we progress together with Thailand 4.0, there is a greater need for trade organisers like us, to align our exhibition line-up with present industry shifts and future trends. With a renewed focus on packaging, PACK PRINT INTERNATIONAL 2017 – as in the launch of the One Stop Pack & Print Pavilion – will present the entire value chain that is, from ideation to creation bringing to the forefront the full spectrum of the packaging and printing sectors; from developing new products and technology to creating packaging that protects food for a longer shelf life to digital printing's economic and speed-to-market advantages for mainstream package decoration," said Gernot Ringling, Managing Director, Messe Düsseldorf Asia.

He added: "Fundamentally, we want PACK PRINT INTERNATIONAL 2017 to be a strategic launch pad for packaging and printing businesses to grow their business forward, through drawing critical market insights, gaining invaluable connections and benefiting from the expansive showcase of innovative capabilities and technology."

Augmenting PACK PRINT INTERNATIONAL 2017 show floor's line-up is a series of concurrent conferences, seminars and technical presentations led by industry organisations. This will include an event 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.

A free business matching service will also make networking easier as it connects industry professionals from the packaging, printing and related industries prior to visit, so as to engage in meaningful discussions during the exhibition.

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