

PACK PRINT INTERNATIONAL and CorruTec ASIA wrap up 2023 successfully on a high note

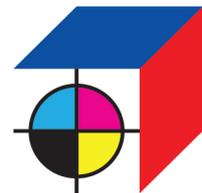
Singapore, 10 October 2023 – The eagerly anticipated PACK PRINT INTERNATIONAL and CorruTec ASIA 2023 exhibitions, organized by Messe Düsseldorf Asia in partnership with Thailand's prominent industry associations – The Thai Packaging Association, The Thai Printing Association, and the Thai Corrugated Packaging Association, concluded successfully last month at BITEC, Bangkok, leaving a lasting positive impression.

The vibrant atmosphere on the show floor saw the two co-located exhibitions bring together 12,200 visitors, with 20 percent hailing from outside Thailand – top markets came from neighbouring Malaysia, Indonesia, Philippines, Singapore, Cambodia, Vietnam, followed by China, India, and Japan. Among them were representatives from prominent companies such as: Amarin Corporations, Inter Eastern Container, Sunshine Press, U L Printing and Packaging, and more. The strong visitor turnout underscores the exhibitions' growing standing as a must-attend marketplace for the packaging, printing, and corrugated packaging sectors.

From September 20 to 23, the exhibitions provided a platform for over 300 exhibitors from 25 countries, including national groups from Germany, China, and Taiwan, to showcase innovative technologies and solutions on a regional stage. The show floor buzzed with activity, creating a positive and dynamic atmosphere filled with meaningful engagements and discussions. **Gernot Ringling, Managing Director, Messe Düsseldorf Asia**, emphasised the role of PACK PRINT INTERNATIONAL and CorruTec ASIA 2023 as sourcing, business, and networking platforms. He stated, "These events serve as an essential meeting place for the industry, exposing participants to emerging technologies and market shifts. They empower Thai businesses to adapt strategies, integrate new technologies, and champion a future that is more sustainable, digitally inclined, and smartly automated. While also providing both local and international companies a platform to strengthen their market presence, fostering strategic alliances and promoting expansion beyond domestic borders."

Growing interest in the Southeast Asian market

Thailand's packaging, printing, and corrugated packaging sectors are undeniably gaining significance, not only within the Thai economy but also on a regional scale. The country's robust position as a printing and packaging hub is increasingly drawing international attention. **Leonard Dürr, Head of Sales at CONPRINTA GmbH & Co. KG**, emphasised the growing interest in Southeast Asia, particularly in Thailand and Vietnam. He stated, "We are very focused on the Southeast Asian market. This event provides us with a unique opportunity to engage with potential customers, share our new developments, and gain a better understanding of the market." Exhibiting under the German Pavilion, "the company unveiled its cutting-edge Conprinta IMD 1700 machine, designed to offer preprint solutions for corrugated boxes and folding cartons.



PACK PRINT INTERNATIONAL

9th International Packaging and Printing Exhibition for Asia



2nd International Corrugated Technology Exhibition for Asia

20 – 23 SEP 2023

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

Officially supported by :



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PACK PRINT INTERNATIONAL 2023



CorruTec ASIA 2023



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254
Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655
E-mail : ppi@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

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For **Oki Systems (Thailand)**, digital printing technology expert that offers a variety of solutions to help optimise printing and document sequencing, PACK PRINT INTERNATIONAL presented a strong platform to showcase their larger industrial printers. “It was also a good chance to raise brand awareness beyond our printing expertise but also for our consumer category,” added **Akio Kotake**, its **Managing Director**. Exhibiting for the fourth consecutive time at PACK PRINT INTERNATIONAL, he said “we received good footfall to our booth which was very relevant to our products and business.”

Echoing this sentiment was **Korapat Wongananchai**, **Division Manager, Commercial & Industrial Printing, from Ricoh (Thailand)**: “This year we saw more visitors on the show floor and had some very good traffic at our booth and managed to sign several contracts to buy our machines. In fact, we sold ten big machines. In addition, the enquiries, and potential leads we received have been very promising.”

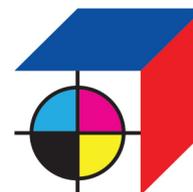
Katsuya (Kurt) Tode, **Director, Regional Commercial & Industrial Printing Division, Canon Singapore**, emphasised the pivotal role of both consumables and printers in technology and practical applications. He highlighted that many customers had eagerly anticipated the opportunity to witness their printers in action, demonstrating the diversity of their technological capabilities. **Tode** stated, “In fact, some of our customers had been eagerly awaiting the chance to observe one of our printers in action here before finalising their purchase decisions, and they were delighted with the experience. This platform effectively serves as a means to win over our customers and showcase the breadth of our technological capabilities.”

From both a domestic and international perspective, the exhibitions left a significant impression on visitors. **Ranazar Hang**, **A&D Office**, a first-time visitor from Cambodia, expressed his satisfaction with the co-located exhibitions. He identified numerous potential product lines that could significantly enhance business efficiency, particularly in the realm of printing automation, which he had been actively seeking. Similarly, local business owner **Varissara Taechawichian of Infinite Paper Lab** shared her positive experience: “There were many new innovations on display, and I managed to get many new ideas to develop my product. I found a lot of new suppliers for my packaging business, so it has been a very good experience for me,” she said.

Sustainability and the #GreenZone

Sustainability took the spotlight with the introduction of the #GreenZone, with more than 20 companies showcasing eco-friendly technologies and solutions, such as plant-based and fiber-based packaging, recyclable or reusable options, green consumables, and zero-waste to energy-efficient solutions. Italian paper producer **Fedrigoni Paper** officially launched to the Southeast Asian market their 'Materia Viva 2 collection' at the exhibition. According to **Kervin Valero**, **Marketing Manager - Asia Pacific**, this plastic to paper collection can help brands and printers become more sustainable, by offering plastic-like features for product packaging but at the same time offering alternatives which make the paper recyclable and thus more sustainable. “Overall, we have had a very positive experience – good footfall and new leads from new markets including Malaysia, Indonesia, Laos, Cambodia, and of course new Thai printers too,” he added.

Commenting on global sustainability trends in the printing industry at the regional forum on the ‘*Pursuit of sustainability and the challenges facing the printing industry*’,



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held in conjunction with the **World Print & Communication Forum (WPCF)** Board Meeting, **Professor Kamal Chopra, President**, said: “Balancing sustainability with cost-effectiveness, integrating new technologies, and changing consumer behaviour pose ongoing challenges. The future of the printing industry lies in innovative solutions that address these hurdles while maintaining environmental responsibility.”

This was the first time that Thailand played host to leaders of the world’s major printing associations. The WPCF Board Meeting had previously been held in cities such as Singapore, San Francisco, Rio de Janeiro, Adelaide, Cape Town, Shanghai, Mumbai. Thailand as a choice location was yet another testament to the vibrancy of the industry and Thailand’s standing on the world stage.

On the corrugated packaging front, Thailand’s relevance continues to rise – this year saw more regional industry associations forming group delegations to visit the exhibition with members from China Packaging Federation (CPF) Paper Products Professional Committee, Federation of Corrugated Box Manufacturers (FCBM) of India, Taiwan Paper Containers Industry Association and National Federation of Paper Containers Business Association of the Republic of China and more.

Thought-leadership at concurrently held events

As industry-led exhibitions, knowledge-sharing and thought-leadership continued to be essential components and the line-up of well-attended seminars and forums explored themes pertinent to the current industry landscape. Among them were:

- **Sustainnovation Packaging: The Key to Circular Living** – with speakers representing leading packaging manufacturers, FMCG brands, and more.
- **Sustainable and Carbon Footprint for Packaging**, organised by GS1 Thailand, a division of The Federation of Thai Industries
- **Asian Packaging Excellence Awards** – recognising the achievements of the best packaging printers, and the **SHIFT23 Asian Packaging Conference**
- Seminar on **How to Minimise the Loss in the Process of Corrugated Packaging Production Process - Digital Printing**, by the Thai Corrugated Packaging Association (TCPA)
- **Design Seminars** -- with award-winning designer and branding experts offering insights and case studies on world-class packaging design.

Plans are underway for the next editions in 2025 as the exhibitions return to a biennial cycle. The 2025 edition has already secured bookings from a roster of esteemed companies, including Docusys Thailand, High Engineering Solution, KURZ Thailand, K.W.S. Supply, MBA International, Sansin Printing Machine Material (Thailand), Technology 2004, and several others.

PACK PRINT INTERNATIONAL and CorruTec ASIA will return to BITEC, Bangkok from 17 to 20 September 2025.

For more information on the exhibitions and concurrent events, please visit: www.pack-print.de and www.corrutec-asia.com

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Media Contacts:

Zarina A Muhammad | zarina@mda.com.sg | (+65) 6332 9624



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