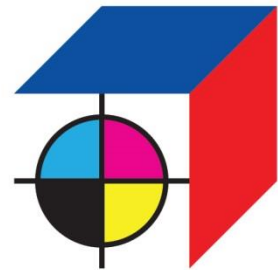


# PACKAGING AND PRINTING: THE FUTURE STARTS AT PACK PRINT INTERNATIONAL 2017



**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 :



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**Bangkok, Thailand - 23 August 2017:** Returning to Bangkok for its 6th edition from 20 – 23 September 2017, PACK PRINT INTERNATIONAL, modelled after the world's leading trade exhibitions in their sectors – drupa and interpack – is a tripartite collaboration between The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf Asia.

An international exhibition for the industry, by the industry, PACK PRINT INTERNATIONAL 2017 will bring to life the entire packaging and printing value – from idea to shelf, as well as the synergistic correlation between pack and print.

Under the theme “Packaging and Printing for the Future”, the exhibition this year will bring an impressive display of the best in machinery and solutions by 300 leading exhibitors from 24 countries, including six national and country groups from Germany, Taiwan, China, Thailand, Japan and for the first time, Singapore, along with more than 15,000 trade visitors expected from around the world. A free business matching service will also facilitate networking and sourcing opportunities between exhibitors and visitors.

## The changing face of Southeast Asia's packaging and printing industry

Since its first edition in 2007, PACK PRINT INTERNATIONAL has played an integral role in boosting Thailand's strategic positioning as a printing and packaging hub for the region, as well as casting a well-deserved spotlight on its related sectors. This visibility is made more paramount following the formation of the ASEAN Economic Community (AEC) and against the backdrop of the 'Thailand 4.0' economic model.

“As Thailand progresses towards 'Thailand 4.0', emphasising the promotion of technology, creativity, and innovation in focused industries, we have also seen nation- and industry- wide movements across the packaging and printing sectors – reflecting how technological advancements can create new synergies and perspectives for packaging and print. Our end goal is the same: to increase the capabilities of Thai industries through technology and innovation,” said Mrs Pimnara Jiranithitnon, President, The Thai Printing Association.

Consumer spending in Thailand reached an all-time high of THB 1,281,730 million in the first quarter of 2017<sup>1</sup>, which has led to an increase in production and conversely, steady growth in Thailand's packaging industry.

“The Thai packaging industry will continue to grow alongside its close ties with the production of consumer goods which are in higher demand brought by changing demographics and social trends. In doing so, a key feature at the inaugural One Stop Pack & Print Pavilion at PACK PRINT INTERNATIONAL this year is its keen alignment to packaging markets of today and the future, as conveyed through the 3 pillars of package, packaging process for manufacturing and packaging production,” said Mr Noppadol Krairiksh, President, The Thai Packaging Association.

## Macroeconomic benefits derived from packaging and printing industry developments

The movement to 'Thailand 4.0' will bring the country new opportunities and prospects. With the upgrading of existing industries from automotive to electrical and electronics, together with the development of five new industries that include automation & robotics, aerospace, digital, bio-energy and bio-chemicals, and medical

<sup>1</sup> <https://tradingeconomics.com/thailand/consumer-spending>

and healthcare, the packaging and printing sectors, in tandem, will have to create greater value products and continue investments in technologies, human resource development, productivity and product innovation to remain competitive.

As ASEAN's largest packaging paper manufacturer with capacity of 3.5 million tonnes, Thailand serves as the regional sourcing and procurement hub for printing technology in neighbouring export countries, including Cambodia, Laos, Myanmar and Vietnam. This is backed by growth of its food and beverage sector, as well as demand for paper packaging of downstream industries such as instant foods, cosmetics and consumer products, which will all serve as key drivers of Thailand's packaging and printing industries.

Commenting on how trade exhibitions like PACK PRINT INTERNATIONAL bridge market opportunities to Thailand's industrial sectors, Mr Kriengkai Thiennukul, Vice Chairman of The Federation of Thai Industries shared that, "the exhibition comes at an important time in Thailand's journey of economic development and growth. It plays an important role in bringing in-demand machinery and modern applications to further invigorate the capabilities of Thai printing and packaging businesses, and works as a key forum for local companies to establish influential business networks with global leaders."

Mr Kriengkai's thoughts were echoed by Ms Supawan Teerarat, Vice President, Strategic and Business Development, Thailand Convention & Exhibition Bureau (TCEB), who shared that with the dynamic, industry-driven line-up expected, "TCEB is proud to support the exhibition and this global marketplace that connects businesses. With initiatives such as – 'Thailand CONNECT ...Your Vibrant Journey to Business Success', it further reaffirms Thailand's position as an excellent business destination, as well as its three fundamental pillars of the MICE industry which are Diverse Destinations, Myriad Business Opportunities, and the People of Thailand."

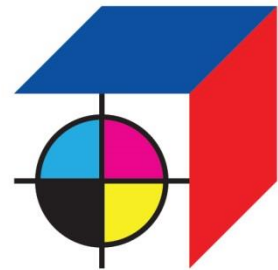
### What's new at PACK PRINT INTERNATIONAL 2017?

The inaugural **One Stop Pack & Print Pavilion** which will serve as a targeted platform for innovative packaging designers, packaging end users, packaging producers, material suppliers and machine manufacturers to come together to source and share best practices in navigating the dynamic packaging and printing 4.0 ecosystem. The Pavilion will showcase 25 award-winning and creative packaging solutions from Thailand, offer free consultancy clinics by packaging and print related agencies, and present an exhibit range that covers stamping foils products, hot stamping technologies, to offset-printed packaging solutions and doctor blades products.

Other highlights include a **Labelling Zone** – a dedicated showcase on label printing technology, as well as an **Automation & Robotics Pavilion** that will feature robotics solutions and live machinery that bring greater efficiency and productivity to packaging work flows.

A series of concurrent conferences, forum, workshop and technical presentations will complement the show floors throughout the four-day exhibition. For the first time in Southeast Asia, such knowledge sharing sessions include the **SAVE FOOD Conference** on Food Loss and Waste (FLW) held in collaboration with the Regional office of the Food and Agriculture Organization of the United Nations (FAO).

"We are pleased to be working with the packaging industry, through the exhibition, in promoting and encouraging a move towards solutions for reduction of FLW in the region. We believe this platform will provide an opportunity for stakeholders across the value chain to discuss FLW reduction, learn about innovative packaging solutions by technology enablers and understand how linkages can be facilitated effectively amongst food chain partners," said Mr A. Bennett, FAO Senior Food Systems Officer for the Asia Pacific Region.



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Completing the programme list is a two-day International Packaging Research and Innovative Forum, 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, a F&B Packaging Conference on the packaging outlook for the next era, a workshop by the Photo Business Association, as well as free technical presentations by exhibitors.

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

### About the Organizer

Messe Düsseldorf Asia, a subsidiary office of Messe Düsseldorf GmbH – one of the world's most successful trade fair organizers, is a full service trade fair organizing company. Having established Singapore as the centre of operations in 1995, Messe Düsseldorf Asia's comprehensive portfolio of trade fairs in Southeast Asia, modelled after the No.1 globally recognised events in the sectors they represent, under the Messe Düsseldorf Group, includes:

- Printing and packaging (PACK PRINT INTERNATIONAL, INDOPACK and INDOPRINT)
- Plastics and rubber (T-PLAS, PLASTICS & RUBBER VIETNAM and INDOPLAS)
- Wire, cable, tube and pipe (wire Southeast Asia and Tube Southeast Asia)
- Medical and healthcare (MEDICAL FAIR THAILAND, MEDICAL FAIR ASIA, MEDICAL MANUFACTURING ASIA)
- Workplace safety & health (OS+H Asia)
- Metal and steel (indometal)
- Wines and spirits (ProWine Asia (Singapore))

Committed to providing a highly valued market access platform at all our trade fairs, an extensive promotion programme covering media advertising, direct mail, business matching and industry presentations is planned to reach the right captive audience. Each trade fair is also tailor-made for networking, interaction, sharing of experience and business ideas and creates a window of opportunity to join hands with existing and potential customers, thus building positive relationship – a key factor for doing business in Southeast Asia.

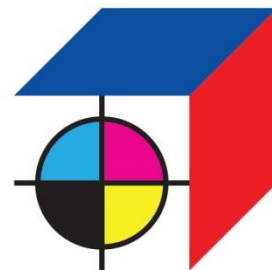
<http://mda.messe-dusseldorf.com/>

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