

**PRESS RELEASE**

**For Immediate Release**

**Roadshow Seminar Ignites Momentum Ahead of PACK PRINT INTERNATIONAL & CorruTec ASIA 2025**

Singapore, 28 April 2025 – Industry transformation took centre stage at the second stop of the PACK PRINT INTERNATIONAL and CorruTec ASIA 2025 Promotional Roadshow Circuit, held on 25 March 2025 at S31 Sukhumvit Hotel, Bangkok. Under the theme *Future-Proofing Packaging and Printing: The Next Generation of Possibilities*, the one-day seminar drew 165 participants and delivered a dynamic platform for knowledge-sharing and cross-sector collaboration in the lead-up to Southeast Asia’s leading trade fairs for the packaging, printing, and corrugated packaging industries.

Jointly organised by Messe Düsseldorf Asia, The Thai Packaging Association, The Thai Printing Association, and the Thai Corrugated Packaging Association, the roadshow addressed timely industry challenges such as smart manufacturing, sustainable innovation, and SME digital transformation—all in preparation for PACK PRINT INTERNATIONAL and CorruTec Asia 2025, which will take place from 17–20 September 2025 at BITEC, Bangkok.

“This roadshow is more than just a preview of what’s to come. It is a platform to exchange knowledge, deepen connections, and equip businesses with actionable strategies to stay ahead,” said Beatrice J. Ho, Project Director, Messe Düsseldorf Asia. “The strong partnership with our industry associations reflect why PACK PRINT INTERNATIONAL and CorruTec ASIA are exhibitions by the industry, for the industry.”

**A sector in transition: Technology, talent and sustainability at the forefront**

Thailand’s packaging and printing sectors are undergoing significant generational and technological transformation. The seminar underscored how innovation and cross-sector dialogue are crucial for advancing operational efficiency, supply chain resilience, and market competitiveness. “Thailand’s packaging landscape is being reshaped by automation, sustainability, and digital tools,” said Veerachai Monsintorn, President of the Thai Corrugated Packaging Association. “What’s truly inspiring is how next-generation leaders are evolving family-run businesses into globally competitive operations with a clear sustainability focus.”

Pongthira Pathanapiradej, President of The Thai Printing Association, added: “Digitalisation, customisation, and sustainable printing are no longer trends—they are essential capabilities. This roadshow equips SMEs with the insights and networks they need to stay competitive, especially as customer demands become more complex and fast-moving.”

Echoing the urgency around sustainable transformation, Wiwat Utsahajit, President of The Thai Packaging Association, noted: “With growing pressure from regulators and consumers, the ability to adapt to eco-friendly materials and digitalised processes is now mission-critical. This roadshow offers practical clarity on innovation trends and sustainability pathways.”

**Seminar highlights: Innovation, adaptation, opportunity**

The programme featured a forward-looking agenda that delivered tangible solutions across three key themes:

**- On-Demand Printing & Packaging for SMEs**

Demonstrating how digital and short-run printing technologies enable customisation, and enhance speed-to-market for small and mid-sized enterprises.

**- Industry Insights / New Technologies**

Exploring automation, next-gen advancements, and smart workflows to improve productivity, precision, and responsiveness in a fast-changing landscape.

**- Sustainability**

Presenting real-world case studies on flexible and sustainable packaging innovations, and circular design strategies that align with evolving regulatory and consumer demands.



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



3<sup>rd</sup> International Corrugated Technology Exhibition for Asia

**17 – 20 Sep 2025**

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

Officially supported by:



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## Industry takeaways: Practical insights, real impact

Participants from across Thailand's packaging and printing value chain—spanning flexible packaging, carton box manufacturing, automation, and specialty print—shared that the roadshow delivered highly relevant insights they could apply in their day-to-day business environment.

For manufacturers like Thai Glass Industries, the session on sustainable packaging strategies was especially well-received, with Nongnuch Payonitkarn, First Executive Vice President of the Packaging Business, Thai Glass Industries Public Co., Ltd noting how the insights were 'spot-on' for their operational context and "I have gained a lot of useful information, especially regarding laws, ERP, and other aspects." Similarly, sustainability-focused converters such as TPN FlexPak found the programme aligned with their long-term goals. "We have embedded sustainability into our operations for over a decade," shared Production Engineer Tanatat Thangkasmvathana and this event showcased various successful innovations along with examples of case studies of successful companies both here and internationally."

Technology discovery and business networking also stood out as key takeaways. Mongkol Jarujanya, Business Consultant of NPP Box and a speaker at the event, appreciated the opportunity to explore new printing and packaging technologies and to reconnect with the industry, calling it "a great platform to meet peers from the industry as well as learn ways to apply these technologies to one's own business." For companies like MOSCA, a manufacturer of strapping machinery and packaging systems from Germany, the event provided vital interaction across industry verticals helped them stay aligned with current market needs. "We met with customers and business operators from various sectors and exchanged ideas on automation and packaging," said Piyapoom Sommanaspongs, General Manager of Mosca Asia (Thailand).

First-time exhibitor Comexi Group Industries from Spain gave attendees a preview of what they will be showcasing at the upcoming exhibition. Alexander Astudillo, Business Manager for South East Asia & Australasia, shared: "Our company invests at least 4% of our annual revenue on innovation. We were the pioneers in adopting Electron Beam Technology, and we continuously create solutions for a more sustainable environment. We are building our new line of offerings for flexo presses and I invite you to join us at the exhibition."

For industry suppliers and solution providers, the event was equally rewarding. Nanthicha Sae-Wang, Executive Assistant at Taiwanese carton cutting blade maker Gimlux Tungsten Carbide Alloy Industries, appreciated the connections made during the event, sharing that "We met valuable contacts and exchanged contacts and took the opportunity to get to know other companies better including potential customers". Similarly, Narongrit Cheepchitrong, Sales Supervisor of Bestrade Precision, pointed out the opportunity to showcase real-world applications and solving customer challenges as importers of MUTOH printing machines from Japan. "We have been fortunate to meet industry leaders, gain knowledge, and identify the challenges that our customers face in their business."

Adding to that, Sophia Hooper, BOBST's Marketing Director for the Southeast Asia region, stated: "With more than 130 years of history as the leading player in the printing and packaging industries, BOBST serves four key sectors: folding carton, corrugated board, flexible packaging, and labels. We are participating in this roadshow to promote the coming exhibition -- it is going to be an exciting event for the industry."

For intermediaries such as WINWON Co., Ltd. – a distributor of die-cutting equipment – Technical Sales & Marketing Director Wonjak Kittanamongkolchai summed it up aptly, reinforcing PACK PRINT INTERNATIONAL and CorruTec ASIA as an ideal platform for the industry to discover new products and technologies.

## Countdown to PACK PRINT INTERNATIONAL & CorruTec Asia 2025

Returning to BITEC Bangkok from 17–20 September 2025, PACK PRINT INTERNATIONAL and CorruTec Asia will welcome:

- 300+ exhibitors from over 20 countries



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Messe Düsseldorf Asia is a member of



- Live demonstrations of printing, converting, and packaging automation
- Dedicated thematic zones on sustainability, digital transformation, and smart production
- High-impact conferences and regional networking opportunities

As Southeast Asia's economies continue to embrace innovation and environmental responsibility, the 2025 editions are set to offer a comprehensive sourcing, learning, and networking platform for professionals ready to lead the packaging and printing industry forward.

Online visitor registration for the two co-located exhibitions will open soon. For more information, go to [www.packprint.de](http://www.packprint.de) | [www.corrutec-asia.com](http://www.corrutec-asia.com)

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**About PACK PRINT INTERNATIONAL**

As the exhibition for the industry by the industry, PACK PRINT INTERNATIONAL is a tripartite collaboration between Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association, and is modelled after the No.1 global trade fairs in their respective sectors – drupa and interpack, held in Germany. Since 2007, PACK PRINT INTERNATIONAL has been the trade platform of choice in the region for all those involved in packaging and printing, to conduct successful business transactions, secure deals, and network with relevant brand names from all over the world.

**About CorruTec ASIA**

CorruTec ASIA is a dedicated business platform for manufacturers and suppliers of machinery, accessories and services serving the corrugated packaging industry. A showcase of some of the best corrugated packaging innovations and technology, the 4-day exhibition is designed to optimise business opportunities at one central platform. CorruTec ASIA brings together buyers and decision makers from corrugated board plants and sheet plants, corrugated sheet feeders, folding carton converters, packaging designers, rigid carton manufacturers, trade agencies and more.

**About Messe Düsseldorf Asia**

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH, one of the world's leading trade fair organisers, renowned for staging over 20 global flagship exhibitions across key industries, including medical and healthcare, plastics, packaging, and printing. This includes internationally recognised events such as MEDICA, K, interpack, and drupa, held in Düsseldorf, Germany. With decades of experience in Southeast Asia, Messe Düsseldorf Asia has been a driving force behind highly specialised trade fairs across Indonesia, the Philippines, Singapore, Thailand, and Vietnam since 1995. As a trusted partner for businesses looking to expand in the region with our portfolio of over 15 trade fairs, we continue to create premier industry platforms that connect global markets, foster innovation, and facilitate business growth.

For more information, visit [mda.messe-dusseldorf.com](http://mda.messe-dusseldorf.com)



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