

PRESS RELEASE
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PACK PRINT INTERNATIONAL 2027 renews strategic partnerships with industry associations and unveils four dedicated thematic areas

Bangkok, Thailand, 26 June 2026 – Ahead of PACK PRINT INTERNATIONAL 2027, Messe Düsseldorf Asia has renewed its strategic partnership with The Thai Packaging Association and The Thai Printing Association, reinforcing a long-standing collaboration committed to driving innovation, sustainability, and growth across the packaging and printing industries in Southeast Asia.

Jointly organised by Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association, and supported by drupa and interpack – the world's leading trade fairs for printing and packaging technologies – PACK PRINT INTERNATIONAL will return for its 11th edition from 15 – 18 September 2027 at BITEC, Bangkok.

As Southeast Asia's leading international exhibition for the packaging and printing industries, PACK PRINT INTERNATIONAL continues to serve as a key business and networking platform connecting industry professionals across the entire packaging and printing value chain.

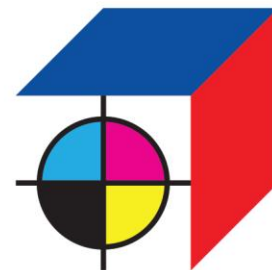
"The success of PACK PRINT INTERNATIONAL has always been built on strong industry collaboration and close alignment with the needs of the packaging and printing sectors. Our long-standing partnership with The Thai Packaging Association and The Thai Printing Association has played an important role in ensuring that the exhibition continues to evolve alongside the industry it serves.

As market demands continue to evolve, PACK PRINT INTERNATIONAL 2027 unveils four dedicated thematic areas that reflect key trends shaping the future of packaging and printing, from sustainability and automation to advanced technologies and changing consumer behaviours. Together with our industry partners and the global networks of drupa and interpack, we remain committed to providing a business platform that delivers value, facilitates knowledge exchange, and creates opportunities for growth across Southeast Asia," said Mr Lars Wismer, Managing Director of Messe Düsseldorf Asia.

Designed to address evolving industry priorities and create more focused business opportunities, the **four thematic areas** are centred on high-growth market segments and emerging industry trends.

Corrugated 360 spotlights the complete corrugated and paper-based packaging value chain, bringing together suppliers of corrugated board, folding carton production and converting technologies, as well as sustainable packaging solutions. The zone will provide direct access to packaging manufacturers, converters, and brand owners seeking innovative and efficient production capabilities.

PACK PRINT 360 serves as a comprehensive showcase for packaging and printing technologies, connecting solution providers with decision-makers from industries including food and beverage, FMCG, retail, cosmetics, pharmaceuticals, and e-



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www.pack-print.de

Officially supported by:



Messe Düsseldorf / Organizer of:



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commerce. The zone will also provide visibility for contract manufacturers, printers, packaging service providers, design agencies, and technology innovators.

#GreenZone focuses on eco-friendly materials, circular solutions, and responsible production practices. Designed to address growing industry demand for greener alternatives, the zone will provide exhibitors with a dedicated platform to showcase sustainability-driven innovations and best practices.

NextGen Innovation highlights the technologies shaping the future of packaging and printing. From automation and artificial intelligence to smart manufacturing, advanced materials, and digital solutions, the zone will showcase innovations that are transforming the way products are produced, packaged, and delivered.

Together, these specialised thematic areas will create focused business environments that enable exhibitors to engage qualified buyers, showcase expertise, and expand their presence within Southeast Asia's rapidly growing packaging and printing markets.

"Packaging is undergoing a significant transformation as sustainability, waste reduction, and resource efficiency become key business priorities," said Mr Wiwat Utsahajit, President of The Thai Packaging Association. "PACK PRINT INTERNATIONAL 2027 offers a valuable platform for industry stakeholders to discover new solutions, exchange expertise, and build partnerships that will help shape the future of sustainable packaging across the region."

"The printing industry continues to evolve through digitalisation, automation, and changing market demands," said Mr Pongthira Pathanapiradej, President of The Thai Printing Association. "As businesses seek greater productivity, flexibility, and innovation, PACK PRINT INTERNATIONAL remains an important gateway to emerging technologies, industry insights, and international business connections."

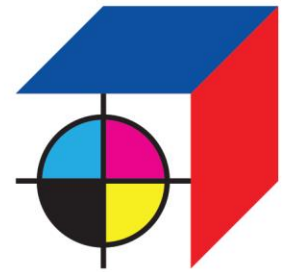
PACK PRINT INTERNATIONAL 2027 is expected to bring together top global suppliers and many of the industry's most recognised brands showcasing the latest machinery, technologies, materials, and solutions across the packaging and printing value chain. Complementing the exhibition will be a comprehensive programme of conferences, technical seminars, industry forums, and networking activities designed to facilitate knowledge exchange and foster new business partnerships.

Booth bookings are now open. Companies that confirm their participation early will have the opportunity to be featured in the exhibition's regional promotional roadshow and marketing initiatives, maximising visibility ahead of the event.

For more information on exhibiting, visit www.pack-print.de.

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.



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About Messe Düsseldorf Asia (MDA)

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia's diverse portfolio includes sectors such as medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit mda.messe-dusseldorf.com.

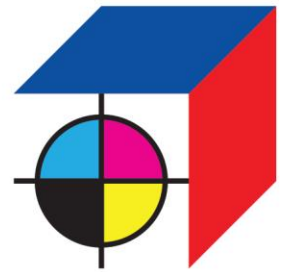
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THE THAI PACKAGING ASSOCIATION



The Thai Printing
Association



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