

All in Print 2018 – Press Release No. 1 / September 2017

All in Print China 2018 on Course for Growth Intelligent Printing in Focus

24 to 28 October 2018 sees the holding of the seventh edition of the China International Exhibition for All Printing Technology and Equipment (All in Print China) at the New International Expo Center in Shanghai. With nine halls and some 110,000 square metres of exhibition space All in Print is once again on course for growth. With just over a year to go before the start of the trade fair some 60% of stands are already booked. Renowned global players use the trade fair as a platform to develop their business in China, Asia and the world – including the likes of Windmüller & Hölscher, Baumüller, KURZ, UPG, RISO, BOBST and RICOH.

All in Print is jointly organised by the Printing Technology Association of China, the China Academy of Printing Technology and Messe Düsseldorf (Shanghai) Co., Ltd. The trade fair is part of Messe Düsseldorf's global portfolio for printing technologies which also includes the world leading trade fair drupa – no. 1 for printing technologies.

“Since its first event in 2003 All in Print has developed into one of the most important trade fairs for the Asian and, in particular, the Chinese print sector,” explained Sabine Geldermann, Global Head for Printing Technologies at Messe Düsseldorf. “Every two years All in Print in Shanghai becomes the platform for communication ideas, offering a fertile ground for technological trends and developments and providing key impulses for the Asian sector. Both exhibitors and visitors alike value the trade fair for its market-oriented, professional and international atmosphere.”



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All in Print China 2018

中国·上海新国际博览中心
SNIEC · Shanghai China
2018年10月24-28日
October 24-28, 2018
www.allinprint.com

主办单位 Organized by:



中国印刷技术协会
The Printing Technology Association of China



中国印刷科学技术研究院
China Academy of Printing Technology



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“Made in China 2025”

Quality over quantity: with the spread of digitalisation, China is now developing into a quality-oriented producer. The timetable for industrial change is being set by the Chinese government with its “Made in China 2025” strategy which flanks China’s 13th five-year plan for innovation-driven modernisation of Chinese industry. The digital change affecting print and packaging companies has already begun with the increased dovetailing of smart manufacturing and production thereby opening up huge market potential for the digital printing industry – thanks, among other things, to cloud computing, big data and mobile Internet technology.

Enter the Era of Intelligent Printing

With its motto “Enter the Era of Intelligent Printing” the seventh edition of All in Print is pitching itself as a key platform for intelligent printing and packaging technologies in Asia. As such, it reflects the dynamic market developments underlining the importance of innovation, integration and further development in the printing sector. Exchange and the promotion of new technologies, products and materials in the printing and packaging industries are therefore very much in focus here.

Numerous Highlights reflect Market Trends

A highlight at All in Print are the eight exhibition segments Digital Pre-Press, Comprehensive Printing, Post-Press Converting, Packaging Equipment, Ink & Innovative Materials, Label Industry, Flexo Technology and Innovation Factory reflecting the various different aspects of the industrial value added chain.

Successfully launched in 2016 the **Innovation Factory Pavilion** picks up on cutting-edge technologies like 3D printing, functional printing, green printing, smart factory as well as virtual and augmented reality technologies. In the **Digital Pre-Press Pavilion** visitors can familiarise themselves with the latest trends in digital printing and also test new applications and options. A new **special area for corrugated cardboard and flexible packaging** aims to promote interaction between the printing and packaging industries.



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Traditionally the trade fair line-up is accompanied by a top-notch supporting programme.

The last edition of All in Print in 2016 was a great success: with 80,000 m² of exhibition space and 724 exhibitors the trade fair posted a new record. With 76,818 visitors AIP 2016 achieved a 24.2% increase over the previous event.

For further information on All in Print please go to www.allinprint.com/en.

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Further information at www.drupa.de and on the following social networks:

Twitter: www.twitter.com/drupa
Facebook: www.facebook.com/drupa.tradefair
Xing: www.xing.com/net/pri2b1dd0x/drupa
LinkedIn: www.linkedin.com/groups/drupa-print-media-messe-4203634/about



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