



International Packaging and Printing Exhibition for Asia

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PACK PRINT INTERNATIONAL 2009 Exceeds All Expectations and Concludes on Highly Positive Note

- **Strong Sales on Show Floor**
- **Event Relevance Reaffirmed**
- **Exhibitors and Attendees Alike Look Forward to 2011 Event**

PACK PRINT INTERNATIONAL 2009, the International Packaging and Printing Exhibition for Asia, ended on a positive note on September 26 having attracted a positive overall attendance of some 13,000 high quality trade visitors, of which about 10% came from overseas. The results exceeded all pre-show expectations. The show also attracted visiting delegations from India, the Philippines, Malaysia, Vietnam, and Northern Thailand. The event was co-located with **TIPREX**, the Thai International Plastics and Rubber Exhibition, which itself attracted a strong turnout of some 8,000 trade visitors and generated numerous inter-event synergies.

PACK PRINT INTERNATIONAL 2009 was officially opened by Mr. Witoon Simachokdee, Director-General of the Industrial Works Department and Incoming Permanent Secretary of the Ministry of Industry, who commented that the show would provide an excellent networking forum among international and Thai companies and this would assist in jointly creating and enhancing Thailand's manufacturing standards and practices.

Organizers of PACK PRINT INTERNATIONAL 2009 were also impressed with the success of the event, particularly the relevance of the technology on show to the local and regional printing and packaging industries. Pornchai Rattanachaikanont, President of The Thai Printing Association, noted that digital printing was once again a key trend at the show. "It's more cost effective than [traditional] offset [printing], and allows a high degree of personalization to printing products." Pornchai added that Thailand was well on its way to its stated goal of becoming the printing hub of Southeast Asia. "Last year, Thailand exported about \$1.5 billion-worth of printed products and in 2010, exports of \$2.5 billion are targeted," he said. This marked industry growth reiterates the relevance of staging the landmark biennial printing and packaging event in Thailand.

In other official accolades, Kashem Yaemvathithong, President of The Thai Packaging Association commended SCG Paper on its innovative use of corrugated paper at its stand, and added that the majority of association members were visiting the show to source automated, high efficiency packaging machinery to better enable them to compete with other Asian nations.

Commented Gernot Ringling, Managing Director of Messe Duesseldorf Asia, "The number of machines on show and demonstrations were definitely been a highlight, particularly given the turbulent year we have experienced in 2009. The show floor was buzzing with numerous machinery demonstrations and activities. Visiting delegations have also been impressed with what we've put together, and what the exhibitors have brought to the show." He added, "The success of PACK PRINT INTERNATIONAL 2009 will definitely pave the way for a bigger 2011 event!."

Exceeding expectations

Exhibitor attendance was also strong, with 170 exhibitors hailing from 20 countries reporting a high level of visitor interest in their technological solutions as well as brisk sales at the show. Commented Andrew Yeh, Marketing Manager for Business Imaging Solutions at **Canon Marketing (Thailand) Co**, "We generated more than \$10 million of sales at the show. Our sales staff will be busy following up additional leads after the show. The event has proved is worth not only for the Thai market, but also regionally." The Canon imagePRESS C7000VP digital production printer on show at the Canon booth was also used to print the three issues of the official show daily at PACK PRINT INTERNATIONAL, which served to avail show visitors of the latest happenings and highlights at the event in a timely manner, while at the same time highlighting the merits of digital direct printing.

Another satisfied exhibitor was Suwatchai Hempiyasombat, Managing Director of **Sanki Japan's** Thai agent. He commented, "The biennial timing of PACK PRINT INTERNATIONAL is perfect for us as a machinery supplier. It represents an important chance for us to present the latest developments to customers and demonstrate them live on the show floor. Suwatchai added, "Not only was there a strong turnout by local visitors: we also met buyers from Malaysia, Vietnam, India, Singapore, Laos, the Philippines and Cambodia."

Dubuit Far East owner Francois Dubuit was also very impressed with the good organization and supporting infrastructure of PACK PRINT INTERNATIONAL. "I'd rate it as better than many a show in Europe. We had more relevant visitors and I found the show to be very vibrant, with people showing a lot of curiosity and looking out for the latest technologies. We will definitely sell numerous machines as a direct result of this show."

Added Juthamart Sayampol, Marketing Development Manager at **SCG Paper**: "Our initial objective was brand building, but we ended up generating actual sales as well. We saw a wide diversity of visitors, and PACK PRINT INTERNATIONAL exceeded all of our expectations."

Graphpack Co. Managing Director Chaiwat Jirapattapong brought the latest technology from its principals to PACK PRINT INTERNATIONAL, and reported strong interest from show visitors. "We sold three photobook systems on the spot at the show, as well as three folding and gluing machines, and five UV coaters."

Mauro Mattio, Sales Manager at **Petratto** exhibiting at the Graphpack stand commented that in his role, he attends numerous trade shows and he was duly impressed by the positive vibe on the show floor. "The visitors are not window shoppers, but true buyers," he said.

Pongasakorn Boonsai, Managing Director of **Large Format Systems**, was very happy with the show. "We could find new customers outside of our traditional user base in inkjet printing. We had interest from packaging companies, as well as offset printers. We were also impressed with the regional turnout. We welcomed visitors from Laos, Cambodia, and Vietnam, as well as Myanmar."

Next event

PACK PRINT INTERNATIONAL 2011 is scheduled to return to Thailand two years from now, taking place 14 to 17 September 2011. As in 2009, the event will take place at BITEC. For more information, please contact:

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