

## Press Release II | October, 2020

All in Print China 2020

Shanghai New International Expo Centre  
Shanghai, China, 12 - 16 October, 2020

### All in Print China 2020 Successfully Concluded with 69,668 Visitors

On October 16<sup>th</sup> 2020, the 8<sup>th</sup> All in Print China successfully concluded at Shanghai New International Expo Centre (SNIEC). With the support from exhibitors, visitors, associations, media partners and all other industry colleagues, All in Print China 2020 presented the latest innovations and gave strong confidence to the international printing industry.

As the first and the largest comprehensive international exhibition for the printing and packaging industry after the COVID-19 epidemic in China, All in Print China was the focus of the entire industry. 687 world's leading brands came from 10 countries including China, Japan, USA, Germany, Switzerland, Denmark, UK, Italy, Spain and Austria, gathered in Shanghai to showcase the latest technologies and products. During the five-day exhibition, 69,668 domestics and overseas visitors attended the event.

#### Ideal Platform for New Products Debut

"Being named as 'the Oriental Window of World Printing Industry', All in Print China has always been the ideal platform for the exhibitors to launch their new products and new technologies." said by Evian Gu, Senior Project Director of All in Print China from Messe Düsseldorf (Shanghai) Co., Ltd. According to statistics, more than 20 enterprises, including Fuji Xerox, Kyocera, Charoen Pokhara, etc., brought more than 30 debut products from China and at the world to the exhibition. Those products were very much expected.

#### Voices from the Exhibitors

Jin Shanlun, Deputy Managing Director of Fuji Xerox (China) Limited mentioned that "We have participated in every edition of All in Print. The result of the show this time exceeds our expectation. Every booth was full, including Fuji Xerox. The visitors had asked many professional questions about our machines."

"The onsite situation of All in Print China 2020 was totally different from what we imaged before. We are satisfied with the quantity and quality of visitors, and the number of orders." said by Li Peng, Industrial Digital Print China and Hong Kong General Manager of HP.

Huang Chaoying, Product Manager of Inkjet Department from Epson China said that "We are very satisfied with both quantity and quality of the visitors at All in Print China 2020. We are very confident of the result of the show. "



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"It is the first time that KYOCERA has participated in All in Print China. We are very satisfied with the number of visitors. We held a conference on site and there were many audiences attending." mentioned by Zhuang Danqing, Marketing Manager of KYOCERA Document Solutions (China) Corporation.

Shiyue, General Manager of Daetwyler (Shanghai) Co., Ltd. mentioned that "We were once worried about the onsite visitors, but the result is very good and much better than our expectation. There were so many trade visitors coming to our booth. We met a lot of old friends and new friends at All in Print China 2020."

"It is the 6<sup>th</sup> time that KURZ participated in All in Print China. Although the show was held during the pandemic period, many trade visitors came to the show. The result of the show is very good." said by Wang Haoyuan, PM Graphic Manager of KURZ Group.

### High-quality Concurrent Events Grasp the Pulse of Industry Development

During the past 5 days, there were more than 10 seminars and technical conferences, providing visitors with opportunities to analyze the industry trends and grasp the pulse of industry development. "New Technology Conference", "2020 Asia Label Awards Ceremony" and the "2020 Printing and Packaging Industry Economic Forum and China Printing Manager Annual Conference" were highlights of this year's seminar and conference lineup.

### Internet Technologies enable a virtual trade fair participation

The printing industry, as well as all other industries, have been heavily impacted by the corona virus this year. However, while there are crises, there are also opportunities. It was regret that most international buyers could not visit All in Print China on site this year due to the pandemic. Though, the organizers made it possible to let people to "attend" the event or even to do the business under the help of internet technologies. The brand-new online platform – All in Print Cloud – which will remain open until November 10<sup>th</sup> as a value-added service to this part of visitors, generated additional business prospects to the exhibitors. It integrates presentations, matchmaking and industry exchanges functions for the printing and packaging industry, and provides exhibitors and professional buyers with video/live streaming promotions, supplier-buyer matchmaking, real-time communication and online inquiries. On October 14<sup>th</sup> and 15<sup>th</sup>, three online matchmaking conferences were held successfully on All in Print Cloud platform. 16 exhibitors showcased their flagship products on the platform to overseas buyers around the world and attracted 7,000+ visits covering 17 countries/regions. Both exhibitors and buyers were excited about this new model.

### Your safety is always our top priority

"We are happy to see that the virus is very well contained in China, thus All in



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Print China 2020 could have been held as scheduled”, emphasizes Marius Berlemann, General Manager of Messe Düsseldorf (Shanghai) Co., Ltd. “Holding an exhibition in this special times is a challenge for every trade fair organizer but we took all possible epidemic prevention measures and acted in accordance with the joint control requirements of the State Council and Shanghai exhibition industry guide of COVID-19 control and prevention. We are very delighted to have been able to offer a convenient, safe and successful platform to the printing industry.”

### See you at All in Print China 2022

From 2003 to 2020 – 17 years, with 8 editions of exhibitions have been held, All in Print China has become one of the most influential exhibitions in China's and Asia's printing industry. All in Print China is always committed to the principle of leading innovative development, promoting technological change, and facilitating transformation and upgrading of the industry. The exploration will never stop.

The 9<sup>th</sup> All in Print China will be held at Shanghai New International Expo Centre (SNIEC) from October 11<sup>th</sup> to 15<sup>th</sup>, 2022. Let's meet at the 9<sup>th</sup> All in Print China. See you again in 2022!

drupa, the world leading trade fair for printing technologies will be held soon from April 20<sup>th</sup> to 28<sup>th</sup> 2021 in Düsseldorf, Germany.

For more information about All in Print China, please visit the official website: [www.allinprint.com](http://www.allinprint.com).

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Established in 2009, Messe Düsseldorf (Shanghai) Co., Ltd. (MDS) is a subsidiary of Messe Düsseldorf GmbH, one of the world's top exhibition organizers. MDS is committed to introducing industry leading trade fairs to China and providing Chinese and international customers with superior exhibition services. MDS is successfully holding 14 leading trade fairs and conferences in China, covering a broad range of industries including printing, packaging, wire and tube, plastics, medical devices, retail, safety and health, wine & spirits and caravanning. With a workforce of 70+ fulltime employees, the company's head office is located in Shanghai with a branch office in Beijing. For more information about MDS, please visit [www.mds.cn](http://www.mds.cn).



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