



26-29 April 2007, Bangkok, Thailand

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TCEB join hands with Thai Packaging and Printing Industry to bring Pack Print International to Thailand

Together with the Thai Packaging Association, the Thai Printing Association and Messe Düsseldorf, Thailand steps up to be the Packaging & Printing Hub of Asia

Bangkok (January 17, 2006) – The Thailand Convention and Exhibition Bureau (TCEB) collaborates with The Thai Packaging Association, The Thai Printing Association and Messe Düsseldorf - the world's leading exhibition organizer for packaging and printing industries, in a symbolic MOU Signing Ceremony to mark the staging of first **Pack Print International** scheduled on April 26 – 29, 2007 in Bangkok, Thailand. This ceremony highlights the cooperation to further raise the standard of Thailand's packaging and printing industries to international levels and at the same time proclaim Thailand as a world center for exhibitions.

Mr. Suwat Liptapanlop, Deputy Prime Minister, graced the event as the Guest of Honor presiding over the symbolic MOU Signing Ceremony, remarked, "The Pack Print International 2007 event can be considered as Thailand's continued success in becoming a world-recognized center for holding meetings, incentive events, conventions and exhibitions, or collectively also known as MICE events. With our strategic location, we aim to become the leading organizer of MICE events in the ASEAN region. In addition to being the largest event held exclusively for the packaging and printing industries in Asia, Pack Print International 2007 has also further strengthened our relationships with the participating and visiting nations. The event will showcase the latest technology in the packaging and printing industries including the newest machinery, equipment, resources as well as the industries' most recent innovations and concepts from all over the world. Furthermore, the event will also serve as a forum for participants to exchange knowledge and share ideas, opinions and new strategies concerning the packaging and printing industries. Pack Print International 2007 will be the event that declares Thailand as ready to become a leader of world conventions and exhibitions as well as present what influential roles our packaging and printing industries have played in other industries both locally and globally."

Mr. Peerapong Oeusoonthornwattana, Director-General of Thailand Convention and Exhibition Bureau (TCEB), stated, "TCEB has been discussing with Messe Düsseldorf, a world-renown organization specializing in organizing successful exhibitions for packaging and printing companies such as Drupa and Interpack, as well as the Thai Packaging Association and the Thai Printing Association in making this event happen in Thailand. TCEB looks into this event as a significant opportunity in establishing Thailand as a regional hub for exhibitions and business. The event strives to further encourage trade, investment and to provide opportunities for our packaging and printing industries to connect with their international peers. And subsequently, as a result, further stimulate our economy. TCEB is proud to extend its support to the organizers of this event".



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TCEB join hands with Thai Packaging and Printing Industry to bring Pack Print International to Thailand page 2

“Pack Print International 2007 will, no doubt, attract the interests of entrepreneurs and investors of the packaging and printing industries as it is the perfect arena for meeting leading business people and the top providers of packaging and printing technologies. We hope the event is yet another opportunity for involved parties to be able to network and make new connections as well as make negotiations and trades. These business activities are important agenda of international exhibition events which we are bringing to Thailand,” Mr. Peerapong added.

Mr. Vitien Nildum, President of the Thai Packaging Association, said, “The Thai Packaging Association is delighted that the government foresees the importance of developing our packaging industry and as a result, has organized the Pack Print International 2007 event. Packaging is an essential factor in adding value to our export goods as well as a deciding factor for foreign markets to import Thai products – especially since the government has now put more emphasis on the country’s export. The upcoming event will, I believe, greatly benefit everyone in the packaging industry and all the involved parties –machinery manufacturers will be able to display their latest packaging technologies and we, packaging manufacturers, will be able to witness the technological advances from abroad as well. It is, in essence, the opportunity for us to see what the world packaging industry is at - the awareness will push the local industry into developing our fullest capacities and reach international standards. As for consumers or packaging users, they will be provided with a wide selection of packaging manufacturers and services to choose from as well as become informed of how packaging can protect and increase commercial value to a product.”

“Additionally, Thai packaging is a vital part of the government’s success in various projects – especially in the “One Tambon One Product (OTOP)” project. Previously, the sale value locally and abroad only totaled up to a couple of million Baht. However, with the government’s support, the products and packaging were developed; wherein, OTOP goods are now able to add sale values, which totaled 100,000 million Baht in 2005 alone. Another government project is the “Thai Cuisine Towards Global Taste” project. And as a lot of the main ingredients in Thai dishes are agricultural produces found only in Thailand, high-quality packaging is crucial when it comes to exporting these goods. Even instant and semi-instant Thai food have come to rely heavily on quality packaging to protect and preserve the taste and cleanliness of their products. In this aspect, we need to depend on modern technology to research and study for the types of packaging that will best meet these demands.”

Mr. Kriengkrai Thiennukul, President of The Thai Printing Association, stated, “Pack Print International 2007 is the largest exhibition of packaging and printing technologies

TCEB join hands with Thai Packaging and Printing Industry to bring Pack Print International to Thailand page 3



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that Thailand has ever hosted – which corresponds to the strategies of the Thai Printing Association’s goal of making Thailand the printing hub of the ASEAN region. We intend to fulfill our goal of exporting 30,000 million Baht worth of printed materials annually. The event will help us improve and raise the standards of Thai printing and motivate printing companies to increase their capabilities to compete with their international peers. The event will include global leading machinery manufacturers, producers and distributors of raw materials and a complete exhibition of packaging and printing equipment. Thai entrepreneurs will have the chance to understand the processes involved in printing something and to choose the right kind of machinery that will help reduce their costs and increase their productivity. There will also be seminars held every day, featuring guest speakers from all over the world, whom are renowned specialists in the packaging and printing industries. They will also help provide information on how to meet the demands and which direction the packaging and printing industries will be going towards in the world market.”

In regards to this collaboration, Mr. Werner M. Dornscheidt, CEO of Messe Düsseldorf, the international exhibition organizer for packaging and printing industries, commented, “Thailand has the potential and the readiness to host the Pack Print International 2007 event as the result of the government’s utmost support of the packaging and printing industries,. In addition, both the Thai Packaging Association and the Thai Printing Association have been very able in drawing together the business people and manufacturers in the packaging and printing industries that have the knowledge and expertise in dealing with investors from abroad. Therefore, this joint cooperation will be extremely beneficial for both the packaging and printing industries and will also help promote Thailand into becoming the prime destination for holding world conventions and exhibitions. We aim to invite more than 300 foreign companies from all over the world to come to the event and invite more than 20,000 entrepreneurs and investors from Asia to participate as well.”

For more information and details of the Pack Print International 2007 event, please visit this website - www.pack-print.de

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DPM SUWAT LEADS SIGNING CEREMONY FOR PACK PRINT EXHIBITION DEAL

Thailand's Deputy Prime Minister Suwat Liphapanlop presided over the MOU Signing Ceremony between the Thailand Convention & Exhibition Bureau (TCEB), the Thai Packaging Association, the Thai Printing Association and Messe Düsseldorf in staging the first ever Pack Print International in Bangkok, Thailand. The first edition will be staged on April 2007 and is destined to be the biggest packaging and printing show in Asia.

In Photo: (From Left to Right) Mr. Gernot Ringling, Managing Director of Messe Düsseldorf Asia; Mr. Praphat Phothiworakhun, Chairman of Federation of Thai Industry; Mr. Vitien Nildum, President of The Thai Packaging Association; Deputy Prime Minister Suwat Liphapanlop; Mr. Kriengkrai Thiennukul, President of The Thai Printing Association; Mr. Peerapong Oeusoonthornwattana, Director-General of the Thailand Convention and Exhibition Bureau and Mr. Werner M. Dornscheidt, CEO of Messe Düsseldorf