



**International Packaging and Printing
Exhibition for Asia
26 – 29 April 2007**

Bangkok International Trade & Exhibition Centre (BITEC)
Bangkok, Thailand

www.pack-print.de

PRESS STATEMENT

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- **Joint collaboration to benefit both packaging and printing industries**
- **PACK PRINT INTERNATIONAL to provide synergistic access to both international and regional markets.**

Messe Düsseldorf GmbH and Messe Düsseldorf Asia are pleased to collaborate with the Thai Packaging Association and Thai Printing Association to jointly organize PACK PRINT INTERNATIONAL, The International Packaging and Printing Exhibition for Asia. The combined expertise of the organizers and associations will benefit both industries as all 3 organizations join forces to develop a truly regional and world-class exhibition showcasing the most advanced packaging process, manufacturing practices and print technologies.

Messe Düsseldorf GmbH is one of the world's leading trade fair organizers responsible for organizing more than 20 of the world's number 1 trade fairs. The company specializes in industry specific trade fairs and today it leads in organizing trade fairs for the printing and packaging industries – drupa and interpack, the world's largest industry trade fairs in their respective field. Both these trade fairs do not only command a leadership role where size and numbers are concerned, but have become number one in the minds of the industries they serve.

Said Mr Werner Dornscheidt, CEO of Messe Düsseldorf GmbH,

“We are delighted with our successful alliance with both the Thai associations. As organizers of drupa and interpack, we will bring the best experience and value to the printing and packaging industries to Thailand and the rest of Southeast Asia. Just as drupa and interpack are leading ‘brands’ the world over, we intend to nurture PACK PRINT INTERNATIONAL to be Asia's best ”

Messe Düsseldorf has for many years cultivated excellent and fruitful working relationships with trade associations worldwide. Its subsidiary office, Messe Düsseldorf Asia has been instrumental in increasing international participation in many regional exhibitions in Asia and will do the same for PACK PRINT INTERNATIONAL.

Mr Gernot Ringling, Managing Director of Messe Düsseldorf Asia remarked "Strategic alliances and co-operation with key industry associations will be the way forward for successful business in the regional markets of Asia. Our latest collaboration with both the Thai industry associations will foster an even progressive and synergistic access between the international and regional markets."

Both the Thai packaging and printing associations will play an influential role in bridging their members and the domestic market with the international exhibitors. An extensive visitor promotion programme ranging from PR and direct marketing campaigns to press conferences and presentations in selected and targeted countries will be carried out. Two conferences organized by the Asian Flexographic Technical Association and the Asian Gravure Association will be held concurrently with the exhibition. In addition, PACK PRINT INTERNATIONAL will be the Title Sponsor of the Asian Print Awards, a prestigious event acknowledging Asia's best in printing.

PACK PRINT INTERNATIONAL is held in Bangkok, Thailand from 26 to 29 April 2007. The exhibition will bring together some 300 exhibiting companies from across the globe and is expected to attract some 20,000 trade visitors from Southeast Asia, India and Oceania.

Thailand will serve as an excellent host for PACK PRINT INTERNATIONAL due to the reasons outlined below.

- The printing and packaging industry in Thailand is expected to hit US\$250 million in 2005 and will triple to US\$750 million in 2006 buoyed by rising industry output.
- The Thai government is proactive in its approach to develop Thailand to be Asia's printing hub by launching a 3 billion baht 192-hectare Sinsakhon Printing City.
- The potentials for packaging are fueled by the growth of the food processing industry in Thailand. Today the country is one of the world's largest producers and exporters of the processed food products and the industry is expected to grow annually by about 10% in the next few years.

All and in all, the future looks promising for the printing and packaging industries in Thailand.

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