PACK PRINT INTERNATIONAL
3rd International Packaging and Printing Exhibition for Asia

31 Aug – 3 Sept 2011
BITEC, Bangkok, Thailand

www.pack-print.de

FINAL PRESS REPORT:

PACK PRINT INTERNATIONAL 2011 delivers record sales and visitors

8 September 2011 – The 3rd edition of PACK PRINT INTERNATIONAL closed on Saturday in Bangkok, Thailand, as the most successful regional exhibition for the packaging and printing sectors. The sentiment was unanimous for some 200 exhibitors from 20 countries at the Bangkok International Trade and Exhibition Centre (BITEC) from 31 August to 3 September 2011.

Initial statistics indicate the exhibition attracted 17,000 attendees from more than 50 countries and a four fold increase in international visitors compared to 2009. The exhibition was noteworthy for the high quality visitors and number of new local visitors across the packaging and printing sectors. Exhibitors commented that the strength of the exhibition was its ability to attract the right audience, that is, trade buyers with real influence in the buying decision.

The exhibition ended on an extremely positive note with overwhelming results that saw an increase of about 40% in visitor attendance compared to the 2009 edition. Exhibitors were in good spirits and reported having a steady stream of meetings with high-quality visitors throughout the four days, as well as receiving specific orders. Many exhibitors expect active post-exhibition business and will also continue to use the online business matching service, which is valid for up to one year after the exhibition.

Joint organizers of PACK PRINT INTERNATIONAL, Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association are extremely satisfied with the highly effective forum for Thailand's packaging and printing sectors. Managing Director of Messe Düsseldorf Asia, Gernot Ringling comments, "PACK PRINT INTERNATIONAL 2011 has hit record sales and international visitorship that has exceeded expectations. There was a real buzz around the show floor throughout the four days with trade visitors actively seeking new products and services, and business opportunities. Feedback from exhibitors was that they were very surprised with the volume of actual sales contracted onsite from both local and international visitors."

"In all, the exhibition was a tremendous success and Messe Düsseldorf Asia thanks the exhibitors, visitors, joint organizers, seminar speakers, sponsors and other participants who contributed to PACK PRINT INTERNATIONAL 2011 and we look forward to building on the momentum and quality of this year," he added.

Commented Kashem Yaemvathithong, President of The Thai Packaging Association, there was continuous activity on the show floor and a steady stream of quality exhibitors throughout the exhibition. Pornchai Rattanachaikanont, President of The Thai Printing Association, noted that: "This shows continues to be very attractive and relevant to the industry, and judging by the number of machines sold off on the show floor, it is a key indicator of the value being derived by both exhibitors and visitors."

Messe Dusseldorf Asia has announced dates for **PACK PRINT INTERNATIONAL 2013 – 28 to 31 August at BITEC, Bangkok**, with a number of key exhibitors already showing strong commitment to return in 2013.

"We exceeded our sales targets at PACK PRINT INTERNATIONAL, and based on this year's show, we are very confident we will be back in 2013," said Keith Patten, General Manager, Heidelberg Graphics (Thailand).

Other exhibitors had similar sentiments; Qi Xian Yun, Managing Director of Sanxin Printing Machine Material said: "PACK PRINT INTERNATIONAL is an ideal platform for brand building, to increase awareness and gain market presence in Thailand. It is a growing market with much potential, and Sanxin is planning to come back in 2013 with a much bigger booth."

According to sales manager Naruj Rattanaurachai from Bobst Group (Thailand), they exceeded sales targets set and had numerous new customers to their booth, "we are extremely happy with the number and quality of visitors to PACK PRINT INTERNATIONAL, and we have never had so many people visit our booth at a trade exhibition in Southeast Asia before."

The results for the 2011 edition exceeded all pre-exhibition expectations, and attracted visiting delegations from India, Malaysia, Northern Thailand, Vietnam, and Philippines, including a visiting delegation from West Africa, on an exchange programme through the Thai Packaging Centre.

The exhibition was officially opened by Mr. Wannarat Channukul, Thailand's Minister of Industry, who commented that the show provided an excellent networking forum among international and Thai companies and this would assist in jointly creating and enhancing Thailand's manufacturing standards and practices.

The initial results of the visitor survey confirm the impressions of exhibitors. Particularly striking is the exhibition's internationality, which underlines its standing as the region's most important trade exhibition in its sector.

More information on the results of PACK PRINT INTERNATIONAL 2011 will be released in the post-show report later this month.

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