



**PACK PRINT
INTERNATIONAL**

PACK PRINT INTERNATIONAL
International Packaging and Printing Exhibition for Asia

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www.pack-print.de

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PACK PRINT INTERNATIONAL 2011: Opening the door to growth opportunities in the regional printing and packaging sectors

Now in its third edition, **PACK PRINT INTERNATIONAL 2011**, the International Packaging and Printing Exhibition for Asia, will make its return to BITEC in Bangkok, Thailand next year at a juncture where strong economic growth of 5.8% is forecasted for the Kingdom. Neighbouring countries that are also home to notable packaging and printing sectors such as Vietnam (6.4% per annum), Singapore (5.9%/year) and Malaysia (5.3%/year) also anticipate strong economic growth. The convening of **PACK PRINT INTERNATIONAL 2011** could not be taking place at a more opportune time when the global economy is back on its track for positive growth, more so with Asia taking the lead in this recovery.

ASEAN: A regional market to be reckoned with

The ASEAN bloc of nations possesses a population base fast-approaching 600 million and a combined GDP of USD1.5 trillion. This vibrant region of Southeast Asia is a key player in global trade. Improving exports will furnish the region with economic impetus and wealth creation. The rising living standards in Southeast Asia will also continue to create an ever expanding class of demanding consumers who will settle for none less than the highest quality in products and services. These factors are combining to generate solid demand for print and packaging products.

A vibrant Thai printing sector looks to further upgrade

Thailand is home to a thriving publishing industry of 1,020 publishers and over 4,700 printers according to the latest UNIDO* statistics. In 2009, the Thai Printing Association estimates exports were valued at over US\$1.5bn, while first quarter exports in 2010 reached US\$554mn, meaning annual exports could well top US\$2bn this year. Major export markets include Japan, Singapore, Denmark, Hong Kong and Taiwan.

* United Nations Industrial Development Organisation

High on the list of priorities in the Thai printing industry is technology upgrading. This encompasses high levels of interest in investing in areas such as photo book systems, digital pre-press systems, and letterpress technology, to name a few. Global vendors of high-tech printing solutions thus stand to benefit from a strong profile at PACK PRINT INTERNATIONAL 2011.

Local demand, export-oriented industries drive packaging demand

Thailand's food-processing industry has expanded rapidly in recent years and it has become one of the world's leading food producers and is the largest food exporter in Southeast Asia and the world's 14th largest food exporter. Local food processors continue to capture market share in the USA, the Eurozone, Japan, and China, and thus stand to benefit from economic recovery and growth there. Developed markets in particular require advanced packaging and printing solutions, and vendors of such solutions stand to benefit in coming years.

Overall, retail sales in Thailand are projected to grow at between 7.5% and 9.6% per annum over the next five years according to the Economist Intelligence Unit (EIU). This growth will be one of the key drivers of packaging demand and indeed printing services.

Neighbouring nations upgrade, raise profiles

While the recent global recession saw printing output shrink in Singapore in 2009, government support for the industry saw printers continue to upgrade their skills and capabilities, and they are now in a prime position to tap into recovery trends. Similarly, the Malaysia printing and publishing industry is also showing strong recovery trends in 2010 and it appears in good stead to access opportunities in markets as diverse as Singapore, the UK, Thailand, Hong Kong, South Africa, Brunei, Mauritius, Vietnam and Russia.

According to the Vietnam Printing Association (VPA) there are currently around 1,500 printing enterprises locating mainly in Ho Chi Minh City and Hanoi. Based on past statistics and historical growth rates of 10% per annum, current output is believed to be certainly well over 500 billion pages annually and perhaps as high as 700 billion pages or more. Combined, these three countries are driving further demand for printing equipment from a sizable base.

Highly satisfied past exhibitors

PACK PRINT INTERNATIONAL 2009 ended on a positive note and exceeded all preshow expectations. Some 13,000 highly qualified trade visitors from more than 40 countries visited the 4-day event, including visiting delegations from India, the Philippines, Malaysia, Vietnam, and Northern Thailand. The vast majority of exhibitors duly registered their high degree of satisfaction with the event.

"We generated more than US\$10mn of sales at the show. Overall it was a very good event for us. Our sales staff will be busy following up additional leads after the show. The show

has proven its worthiness not only for the Thai market, but also regionally” commented Andrew Yeh, Marketing Manager for Business Imaging Solutions, Canon Marketing (Thailand) Co.

“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,” noted Juthamart Sayampal, Marketing Development Manager, SCG Paper.

“In my role, I attend numerous trade shows and I am duly impressed by the positive vibe on the show floor. The visitors are not window shoppers but true buyers,” stated Mauro Mattio, Sales Manager, Petratto.

About the organizers

PACK PRINT INTERNATIONAL is jointly organized by the Thai Printing Association, Thai Packaging Association and Messe Düsseldorf Asia. The Thai Printing Association and The Thai Packaging Association are the official representation for the printing and packaging industries in Thailand. They provide their members and industry leaders with a forum for the exchange of ideas and technical knowledge. They also disseminate information on market perspectives and keep members updated on the various developments taking place around the world that are relevant to the Thai printing and packaging related industries.

Messe Düsseldorf Asia, a subsidiary of Messe Düsseldorf GmbH, is responsible for organizing trade fairs in Southeast Asia. The company has successful working relationships and strategic alliances with many trade associations across the region, providing its partners with access to its worldwide expertise in organizing trade related exhibitions.

Participation details for PACK PRINT INTERNATIONAL 2011 are now available at www.pack-print.de or please contact:

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