



PACK PRINT INTERNATIONAL
International Packaging and Printing Exhibition for Asia

31 Aug –3 Sept 2011
BITEC, Bangkok, Thailand

www.pack-print.de

PRESS RELEASE

For immediate release

Strong industry support underlines status of PACK PRINT INTERNATIONAL 2011 as Southeast Asia's leading packaging and printing trade exhibition

29 JUNE 2011 - Strong industry support is a hallmark of any exhibition that seeks to be a cornerstone event on that industry's calendar. It comes as no surprise, then, that PACK PRINT INTERNATIONAL 2011, the 3rd International Packaging and Printing Exhibition for Asia, enjoys the full support of twenty prominent industry bodies from the Asia-Pacific region across the packaging, printing, graphic arts, film and foil, and media sectors.

The Printing Industries Association of the Philippines (PIAP), for example, considers PACK PRINT INTERNATIONAL to be an important printing event that printers in Asia must attend. "As a matter of fact we are vigorously encouraging our members to attend this important event where they can learn the latest breakthrough in the trends and technological development in the printing industry," says John L. Choa, President of PIAP.

"We are now in the process of organizing a big delegation of top Filipino printers to attend PACK PRINT INTERNATIONAL at BITEC, Bangkok, Thailand." Choa remarks that as the theme of "better business beyond borders" states, the event is indeed very appropriate for the present climate and environment in the printing industry and he is confident that it will be as successful as ever.

"It is a professional trade fair where you can get the most up-dated innovation, machine and equipment for the printing and packaging industry," adds Nguyen Van Dzong, President of Vietnam Printing Association.

From the packaging segment, "The Australian Institute of Packaging (AIP) is pleased to support PACK PRINT INTERNATIONAL 2011," said Pierre Pienaar, National President of the AIP. "The packaging industry is a global community and the AIP acknowledges this event as an opportunity for packaging technologists and people in the wider packaging industry to further their knowledge of packaging and printing systems and solutions," he added. Attendance at exhibitions and trade events is highly regarded by the AIP as a key component of maintaining the skills base of our industry in support of the formal education programmes provided by the AIP according to Pienaar.

Subcontinental printing sector support

According to President of the North India Printers' Association (NIPA), Vijay Kumar Chopra, it is a well known fact that drupa, organized by Messe Düsseldorf, is definitely the biggest show in the world. "It is thus a boon for the printing and packaging sector of Asia that Messe Düsseldorf Asia started organizing PACK PRINT INTERNATIONAL in Bangkok. Keeping to its traditions, PACK PRINT INTERNATIONAL has become a must attend event for the Printing and Packaging sector especially of Asia."

Adds Chopra, "This event is a premier show not only for the Asian industry but also for the global communication industry. PACK PRINT INTERNATIONAL provides an excellent business and marketing platform in promoting the trade both for manufacturers and suppliers of printing services."

In Chopra's view, "Exhibitions are always eye-openers, where one can learn about the technologies on the horizon and future industry trends. At the same time it is the perfect platform where manufacturers and suppliers can understand and discuss the requirements of the market so as to develop machines and materials accordingly. PACK PRINT INTERNATIONAL provides an ideal platform and a meeting ground for buyers and the sellers."

Taking into consideration the importance of PACK PRINT INTERNATIONAL, NIPA recommends that suppliers and purchasers should actively participate in this exhibition to ensure continuous development in the industry.

For more information on PACK PRINT INTERNATIONAL 2011 and the full list of supporting associations, please visit www.pack-print.de.

About PACK PRINT INTERNATIONAL 2011

Driven by the world-renowned **drupa** (print media messe) and **interpack** shows organized by Messe Düsseldorf and held in Germany, PACK PRINT INTERNATIONAL 2011 is jointly organized by the Thai Packaging Association, the Thai Printing Association and Messe Düsseldorf Asia.

The 4-day exhibition will be open to trade visitors from 31 August – 3 September 2011 from 10.30am to 6.00pm at the Bangkok International Trade & Exhibition Centre (BITEC). All trade visitors and professionals are required to register their visit.

Co-located with PACK PRINT INTERNATIONAL 2011 is TIPREX – 3rd Thai International Plastics & Rubber Exhibition which is jointly organized by The Thai Plastic Industries Association, The Federation of Thai Industries – Plastic Industry Club and Messe Düsseldorf Asia.

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