



PACK PRINT INTERNATIONAL
International Packaging and Printing Exhibition for Asia
23 – 26 September 2009
BITEC, Bangkok, Thailand

www.pack-print.de

PRESS RELEASE

15 September 2009

PACK PRINT INTERNATIONAL 2009 Shapes Up to Be The Most Authoritative Regional Event

- **Global Presence for Regional Show**
- **Region-wide Delegations**
- **Show Daily to Highlight Latest Innovations on Show**

A press conference held prior to the official opening of PACK PRINT INTERNATIONAL 2009 highlighted the relevance and importance of the event as THE key forum for the regional printing and packaging industries. PACK PRINT INTERNATIONAL 2009 will welcome some 200 exhibitors from 20 countries when it opens its doors on 23 September. Exhibitors will be making the journey to the show from as far afield as Italy, Switzerland, the U.S., Germany, and Spain, and also include regional exhibitors from host country Thailand, Japan, China, Malaysia, South Korea, and Singapore.

Visiting delegations from Malaysia, Vietnam, the Philippines and India will lend a further international flavor to the show, which is expected to attract some 20,000 trade visitors. The latest product innovations from industry leaders such as Canon, Kodak, Konica Minolta, Fuji Film, Fuji Xerox, SCG Paper, Ryobi, Sanxin and many others will be on display.

Look out for show daily

One additional highlight of PACK PRINT INTERNATIONAL 2009 will be the live publishing of a show daily newspaper on site. Utilizing on-site high-tech resources, the show daily will be printed at the stand of digital printing equipment vendor Canon (P-H01). Trade visitors will be able to catch up with the latest developments on the show floor by consulting the information-packed show daily, while also availing themselves of the various events such as conferences and training courses taking place alongside the show. The show daily will be published and distributed on days one, two and three of the show.

Supporting globally competitive industries

PACK PRINT INTERNATIONAL 2009 will update the region with cutting-edge solutions and innovations, showcase the most advanced packaging processes, manufacturing practices and print technologies, sharpen the competitive edge of packaging and

printing practitioners and professionals, and boost Thailand's strategic plan to be THE printing and packaging hub of Asia. Thailand is already considered to be a key gateway for product distribution, a major exporter of print and packaging products, and possess the most growth potential in the region.

According to the Board of Investment (BOI), printing and packaging exports are expected to grow 25% to US\$3.47 billion this year – several companies from countries such as Japan and Singapore have relocated their regional manufacturing centers to Thailand. Furthermore, the Ministry of Industry has selected the printing sector as a role-model industry given its key support role for many other industrial sectors. In addition, the printing industry's capabilities are reflected in its excellent performance at the last two Asian Print Awards, where it was ranked top – winning many accolades ahead of previous champions Hong Kong and Singapore.

Thailand's export-driven food sector, meanwhile, will continue to remain highly dependent for high quality packaging and printing solutions in order to maintain its position in global markets. The food industry grew by 2.7% in 2008 and growth of 3.6% is anticipated in 2009 despite the global economic downturn. The food industry's primary export markets are Japan, the United States, European Union and China, reflecting the global confidence in the quality and safety of its agriculture products.

Stellar support from regional associations and afar

PACK PRINT INTERNATIONAL continues to affirm its regional relevance with stellar support from

Australia

- Australian Institute of Packaging
- Printing Industries Association of Australia

Hong Kong

- Graphic Arts Association of Hong Kong
- Hong Kong Packaging Institute
- Hong Kong Printing Resources Centre

India

- Institute of Packaging Machinery Manufacturers of India

Malaysia

- Malaysia Printers Association
- The Selangor and Federal Territory Chinese Printing Presses' Association

Philippines

- Printing Industries Association of the Philippines

Thailand

- Department of Industrial Promotion, Ministry of Industry
- National Printing Technology Training Center
- Office of Small and Medium Enterprises Promotion
- The Federation of Thai Printing Industries

- Thai Colour Separation Association
- Thai Electronic Publishing Club
- Thailand Convention & Exhibition Bureau

Vietnam

- Vietnam Printing Association
- Vietnam Packaging Association
- Vietnam Plastics Association

Germany

- Messe Duesseldorf – organizer of drupa and interpack

Show co-location synergies

PACK PRINT INTERNATIONAL will be co-located with a second show of relevance to the industry – TIPREX 2009, Thailand International Plastic and Rubber Exhibition. TIPREX brings together exhibitors and attendees from the plastic and rubber industries, including many that employ rigid and flexible plastic packaging machinery and plastic substrate printing solutions in their day-to-day business.

The co-located events will complement each other. Both PACK PRINT and TIPREX will introduce the latest in cutting-edge solutions, technologies and products to Thailand and Southeast Asia's printing, packaging, plastic and rubber sectors.

About PACK PRINT INTERNATIONAL

Jointly organized by the Thai Packaging Association, Thai Printing Association and Messe Duesseldorf Asia, and driven by the world-renowned **drupa** (print media messe) and **interpack** shows organized by Messe Duesseldorf and held in Germany, **PACK PRINT INTERNATIONAL 2009** will open to trade visitors 23 to 26 September 2009 from 10.30am to 6.00pm at the Bangkok International Trade & Exhibition Centre (BITEC).

For more information please visit www.pack-print.de or contact:

Exhibition

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