



International Packaging and Printing Exhibition for Asia

23 – 26 September 2009

BITEC, Bangkok, Thailand

www.pack-print.de

PRESS RELEASE

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PACK PRINT INTERNATIONAL continues to assert its leadership position in Southeast Asia's printing and packaging industries

- **Stellar Support from Regional Industry Associations, drupa and interpack**
- **A Must Attend in Challenging Times**
- **Providing the Industry with the Tools to Compete Globally**

Southeast Asia's largest and most influential printing and packaging event, PACK PRINT INTERNATIONAL 2009, will open in Bangkok, Thailand, this September at a time when the country's printing and packaging sectors are increasingly viewing efficiency and innovation as the keys to performing strongly in a new global era of competition. And they will be eyeing with intent the latest solutions available from international exhibitors at the show as high priority tools in achieving their aims.

With its unique profile as a show that fully serves the needs of both the printing and packaging sectors, and designed to prepare the industry with the critical capabilities to succeed in today's challenging economic climate, PACK PRINT INTERNATIONAL 2009 is a must-attend event for all industry players with an interest in playing a significant part in growth in the region. This is all the more so given the synergies between printing and packaging, which often rely on each other to realize effective solutions in a variety of applications such as food, consumer good, and medical packaging, to cite but a few. PACK PRINT INTERNATIONAL is an event not to be missed for all keen in gaining up-to-the minute information on winning strategies to tap these potentials.

A well supported event

Driven by Thailand's printing and packaging associations, PACK PRINT INTERNATIONAL continues to affirm its regional relevance and has received stellar support from

- Australian Institute of Packaging
- Hong Kong Packaging Institute
- Hong Kong Printing Resources Centre
- Malaysia Printers Association
- Packaging Council of Singapore
- Print and Media Association of Singapore
- The Federation of Thai Printing Industries
- The Colour Separation of the Thai Printing Industry Association
- The Electronic Typesetting Association
- Vietnam Printing Association

- Vietnam Packaging Association
- the world-renowned drupa (print media messe) and interpack trade shows organized by Messe Düsseldorf and held in Germany

The joint organizers are expecting more associations to endorse the exhibition in the following weeks.

Printing promise

Thailand's printing sector is outperforming the manufacturing sector in general; exports of printed products in 2007 and 2008 were US\$840 million and US\$1,449 million, respectively. However, the industry cannot afford to rest on its laurels. The Thai Printing Association says "The continual investment in technology is paramount in enabling local printers to escalate their efficiency and capability to compete in the international field."

This belief is already bearing fruit and reflected in the performance of Thailand's printing industry at the last two Asian Print Awards, where it was ranked top ahead of previous champions Hong Kong and Singapore.

The industry also sees the current economic slump as more of an opportunity to invest in more advanced technologies in preparation for future patterns of competition that may entail a paradigm shift of the entire industry. As part of its efforts to further promote the printing sector, the association plans to open a laboratory to develop standard testing tools to meet international standards, and to provide more courses at the Thai Print Academy to increase the competency of local printers.

The Thai Government also recognizes the importance of the printing sector and the Ministry of Industry has selected it as a role-model industry given its key support role for many other industrial sectors. Among benefits extended in recent years are duty-free imports of printing machinery. This support, coupled with industry needs to upgrade, augers well for demand for high-tech printing solutions.

According to Gernot Ringling, managing director of Messe Düsseldorf Asia, "Many printers see going digital as a way out of the crisis –to diversify and enhance their businesses. Digital could be the nucleus for further growth." He adds, "There may be a slowdown, however many printers in Southeast Asia have the available capital and will remain steadfast in their belief in new equipment."

In terms of exhibitors, Mr. Ringling notes, "We will see players that we didn't see the last time. I am quite confident the upcoming show will be extremely well supported. We will see the usual suspects but also a stronger focus from the digital sector. I expect to see more Chinese players coming into play as well. I also look forward to more participation from the Taiwanese and Italian players."

Packaging seeks innovation

According to the Thai Packaging Association, "In these challenging economic times, the packaging industry has to seek innovation, keep quality at high levels, and find ways to cut costs, such as reducing set up costs, slashing production waste, and trying to adapt to flexible production." For example, order sizes may be smaller while lead times are shorter. In this sense, the relevance is stronger than ever as converters increasingly target cost effective, high tech solutions to remain ahead of their competitors. According to the association, PACK PRINT INTERNATIONAL 2009 is the premier international exhibition in its industry in Asia. The Association views the show as an excellent chance for exhibitors to show their potential and meet new prospects, leading to increasing sales.

Packaging is playing a major role in promoting Thailand as a major processed food exporter, according to the association. Products on offer include pouches, cans, paper trays and glass containers that meet the regulations of importing countries on account of the GMP and HACCP certifications of their manufacturers. The Japan External Trade Organization (JETRO) is helping promote Thai products under the government's One Tambon, One Product (OTOP) scheme. Tambon is the Japanese word for "village." As part of this, JETRO is assisting in the redesign of packaging to Japanese standards and supervising the design of new packaging. This is in turn boosting demand for advanced packaging solutions.

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. TIPREX was last staged in Bangkok in 2006, attracting 192 exhibiting companies from 19 countries, and 7,573 trade visitors from 50 countries.

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

PACK PRINT INTERNATIONAL made its debut in April 2007 in Bangkok, Thailand. The exhibition attracted 285 exhibiting companies from 25 countries and some 18,000 visitors from 60 countries including several large delegations from Vietnam, the Philippines and India. The 2nd edition of PACK PRINT INTERNATIONAL will be held over 4-days from 23 – 26 September 2009 at the Bangkok International Trade & Exhibition Centre (BITEC). The exhibition will bring together some 200 international manufacturers and suppliers of printing and packaging machinery and equipment from over 20 countries. These exhibiting companies will introduce and demonstrate global technologies and solutions to Southeast Asia's printing and packaging sectors and this will include new machinery launched for the very first time in this region. Trade visitors will have ample opportunity to engage with top industry printing and packaging specialists to discuss the best solutions tailor-made to fit their requirements.

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

Exhibition Information

Ms Beatrice J Ho, Snr Project Manager
Messe Duesseldorf Asia Pte Ltd
3 HarbourFront Place
#09-02 HarbourFront Tower Two
Singapore 099254
Tel: 65 6332 9642
Fax: 65 6332 9655 / 6337 4633
Email: ppi@mda.com.sg

Press Information

Ms Rita Biswas, Snr Marcom Manager
Ms Cheryl Chin, Marcom Executive
Ms Ariane Seifert, Marcom Executive
Tel: 65 6332 9645 / 6332 9620
Fax: 65 6332 9655 / 6337 4633
Email: press@mda.com.sg