

Welcome Speech  
**Mr. Pornchai Rattanachaikanont**  
President, Thai Printing Association

**PACK PRINT INTERNATIONAL 2011**  
**TIPREX 2011**  
31 August 2011 at BITEC, Bangkok, Thailand

---

Good morning

- Dr. Wannarat Channukul, Minister of Industry
- Khun Payungsak Chartsutipol, Chairman of the Federation of Thai Industries
- Khun Kashem Yaemvathithong, President, Thai Packaging Association
- Khun Veerasak Kositpaisal, Chairman, Federation of Thai Industries – Plastic Industry Club
- Khun Krianglit Sukcharoensin, President of Thai Plastic Industries Association
- Mr. Pravit Sribanditmongkol, Board of Director, Thailand Convention and Exhibition Bureau
- Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia

Distinguished Guest  
Member of the Press  
Ladies and Gentlemen

Thailand's printing industry had its beginnings as a pioneer in Southeast Asia in the mid-1800s. It continually evolved throughout the decades and finally emerged into what it is today – a dynamic and modern industry, the pride of Thailand and the hub of ASEAN.

The total export value for the first six months of this year reaches 14.6% growth due to positive contributing factors such as industrial export. Of this, the print industry grows 148.8 percent. To complement this, Thailand's print and pulp industry is ranked the second in Southeast Asia with the high potential for continuous growth.

The industry avails technology ranging from offset, gravure, and flexography to state-of-the-art technologies and innovations including digital technology, color scanning and separations to advanced techniques and equipment. The list does not end there. Thailand's printing industry also uses the best ink and papers, cutters, binders and other related machinery and materials.

Certainly the list will not be complete if I fail to mention the human aspect of the printing industry that makes things happen – our talented local layout artists, creative designers, skilled machine operators and well equipped technicians and maintenance people who know their jobs truly well. Now the list is complete but the drive towards competitiveness continues.

On behalf of the Thai Printing Association, I wish to express my thanks to our joint organizer Messe Düsseldorf Asia for launching PACK PRINT INTERNATIONAL in Thailand in 2007 and once again holding this biennial international packaging and printing exhibition here for the third time.

I have watched PACK PRINT INTERNATIONAL grow over the years and I must say it is inspiring. For each edition I can see new technology being showcased and new innovations presented, many of which I can only dream of seeing until I see them in action at the exhibition.

PACK PRINT INTERNATIONAL is the convergence of all the shades and colours of opportunities that spur the progress and advancement of Thailand's printing sector. It offers printers a multitude of access to cutting edge technology from all over the world right here at BITEC and saving us the time and money from flying and shopping outside Thailand.

It is a forum for exchanging ideas and experience with colleagues from Thailand and from abroad, thus giving our members and other printers a more complete view of the global industry, and providing us insights into new possibilities that can be adapted to local conditions.

But what really is a joy to see is the growing numbers of printers visiting PACK PRINT INTERNATIONAL, who actively engage with exhibitors their needs and specifications and placing purchase orders on new technology. This, in my opinion, this is an intelligent investment into the future of this industry, an investment in long term growth and competitiveness.

I encourage every printer to take this occasion to visit PACK PRINT INTERNATIONAL, and I would like to take the opportunity to thank all our exhibitors for joining us at this leading exhibition.

Thank You.