

Messe Düsseldorf Group

MODEL FOR SUCCESS PACK PRINT INTERNATIONAL



THANKS TO SYSTEMATIC NETWORKING AND HIGH QUALITY STANDARDS IT HAS ONLY TAKEN A FEW YEARS TO ESTABLISH A SPECIALIST TRADE FAIR FOR THE PRINTING AND PACKING INDUSTRY IN SOUTH-EAST ASIA. TODAY PACK PRINT INTERNATIONAL IS ONE OF THE MOST IMPORTANT TRADE FAIRS IN THE REGION.

Gernot Ringling Managing Director, Messe Düsseldorf Asia



A HOTBED OF IDEAS

All over Southeast Asia, economic development is characterised by growth, steadily rising demand for consumer goods and increased production levels. As a result, one industry in particular is booming – packaging and printing. There are excellent business opportunities in this sector, both in Bangkok, the trade fair location, and throughout Southeast Asia as a whole.



EXAMPLE: THAILAND, 'KITCHEN OF THE WORLD'

After China, Thailand is the second largest exporter of foodstuffs in Asia - and as such it has ambitious goals. The marketing concept of the National Food Institute, 'Kitchen of the World', has earned the industry exports worth over US\$30 billion. For the country's packaging industry this development represents an immense challenge, along with opportunities for growth.

A STRONG LOCATION WITH STRONG SELLING POINTS

PACK PRINT INTERNATIONAL, based in Bangkok, is ideally placed to exploit business opportunities in Southeast Asia – not least as Thailand holds a position central to the printing and automotive industries and has the largest plastics processing industry in the region. Along with cellulose and paper, machine tools and the downstream processing industries in various sectors, which according to the country's Board of Investment are amongst the 10 that attract most support, this market has an estimated volume of over US\$20 billion.

TRENDSETTER FOR INDUSTRY

The drupa and interpack trade shows, held in Düsseldorf, are regarded as world leading and exemplary in their sectors. PACK PRINT INTERNATIONAL developed its trendsetting role in Thailand – a strategically favourable position in the booming industrial heartland of Southeast Asia.

'PACK PRINT INTERNATIONAL provides an exceptional forum for networking between international and Thai companies. This contributes to the attainment and improvement of production standards and processes within Thailand.'

*Mr. Wannarat Channukul,
Minister for Industry, Thailand*



CONNECTIONS AND COOPERATION

Messe Düsseldorf is well known for its ability to detect trends and respond to market impulses. And this is also true for this economic region of Southeast Asia. We, too, are observing market developments and analysing how trade fair brands from our portfolio can support their respective sectors in their ambitions for growth.

The success of our fair is also in part due to networking. In Thailand, Messe Düsseldorf Asia maintains a close partnership with The Thai Packaging Association and The Thai Printing Association. Since its première in Bangkok in 2007, PACK PRINT INTERNATIONAL has grown dynamically year on year, and today enjoys an outstanding reputation as the leading 'shop window' for the printing and packaging industry in the region.

Thanks to the official support of the Thailand Convention & Exhibition Bureau and over 20 international trade associations, today PACK PRINT INTERNATIONAL is a trade fair that sets new benchmarks. This is where customers with high expectations encounter innovations. This is where experts from all over the world gather to exchange ideas and know-how. This is where connections are made and business relationships are nurtured.

In brief, PACK PRINT INTERNATIONAL is the Basis for Business in the dynamic markets of Southeast Asia.



CONTENT MATTERS

The high quality of our trade fairs can best be judged from their figures. PACK PRINT INTERNATIONAL 2013: Over 200 exhibitors. Some 17,000 visitors from 51 countries. And a result of which we can be proud.



PREMIÈRES GALORE.

We are delighted when businesses use our events to launch new products. At PACK PRINT INTERNATIONAL 2013 prestigious manufacturers presented their new print and software solutions to the region. Suppliers from all over the world used the fair for their first steps into the Southeast Asian market.

TALK TO EXPERTS.

Another plus point for quality – Expert-to-Expert only. And in 2015, we will organize in Bangkok concurrently with T-PLAS, the International Trade Fair for the Plastics and Rubber Industries, to form a synergy of the leading exponents of the packaging, printing, plastics and rubber world.

Let our know-how work for you at PACK PRINT INTERNATIONAL – with the latest machinery, plant, technologies and solutions for the entire printing and packaging supply chain.

WE WELCOME VISITORS FROM: AUSTRALIA BANGLADESH BELGIUM BHUTAN BRUNEI CAMBODIA CHINA CROATIA COSTA RICA CZECH REPUBLIC DENMARK ETHIOPIA FRANCE FRENCH POLYNESIA GERMANY HONG KONG INDIA INDONESIA ITALY JAPAN JORDAN KENYA LAOS LEBANON MALAYSIA MYANMAR MALDIVES NEW ZEALAND NETHERLANDS OMAN PAKISTAN PHILIPPINES REPUBLIC OF KOREA RUSSIA SAUDI ARABIA SINGAPORE SOUTH AFRICA SRI LANKA SWEDEN SWITZERLAND TAIWAN THAILAND TURKEY UAE UK USA VANUATU VENEZUELA VIETNAM ZAMBIA **WE WELCOME EXHIBITORS FROM: AUSTRALIA CHINA FRANCE GERMANY HONG KONG INDIA INDONESIA ITALY JAPAN MALAYSIA POLAND SINGAPORE REPUBLIC OF KOREA SWEDEN SWITZERLAND TAIWAN THAILAND UK VIETNAM**



'We feel honoured that leading enterprises from two industries have chosen PACK PRINT INTERNATIONAL for showcasing their new products. This underlines the importance of the fair as an outstanding exhibition for advanced technology that reflects the latest trends and is capable of responding to market demands.'

Mr Pornchai Rattanachaikanont,
President, Thai Printing Association



OUR LEADING PRODUCT GROUPS

drupa and interpack are the trade fair brands that set standards for the world's printing and packaging industries. They are the global forum for the exchange of ideas between specialists. They are the events at which the latest innovations are presented to an international specialist audience. They are the Basis for Business – bringing together suppliers and buyers on a truly global scale.

'We have also established targeted versions of these exhibition topics in the most important global growth regions. The whole industry can profit from these shows. On one level, it means the access to new, extremely promising markets. And on another, it's the opportunity to present themselves at their own local, regional marketplace side by side with the international players. Visitors get the chance to see the latest technology from all over the world right on their doorstep. The Messe Düsseldorf Group thus intensifies networking at a global level. All will meet at drupa and interpack in Düsseldorf.'

PRINT

- › **drupa** Düsseldorf/Germany
- › **All in Print China** Shanghai/China
- › **PRINTEXPO** Brno/Czech Republic
- › **PACK PRINT INTERNATIONAL** Bangkok/Thailand
- › **INDOPRINT** Jakarta/Indonesia

PACKAGING

- › **interpack** Düsseldorf/Germany
- › **International PackTech India** Mumbai/India
- › **PROCESS EXPO** Chicago/USA
- › **UPAKOVKA/UPAK ITALIA** Moscow/Russian Federation
- › **FISPAL TECNOLOGIA** São Paulo/Brazil
- › **Embax** Brno/Czech Republic
- › **FOOD PROCESSING & PACKAGING EXPOSYM** Nairobi/Kenya
- › **PACK PRINT INTERNATIONAL** Bangkok/Thailand
- › **Bevtec Asia** Bangkok/Thailand
- › **CHINA PHARM** Shenzhen/China
- › **PacPro Asia** Shanghai/China
- › **FoodPex** Shanghai/China
- › **BulkPex** Shanghai/China
- › **INDOPACK** Jakarta/Indonesia

PACK & PRINT EVOLUTION

World market leaders in innovative print production technology meet buyers from all over Asia. Demand for environmentally responsible printed matter is growing, as is the willingness to manufacture in an environmentally sustainable manner. From its location in Bangkok, PACK PRINT INTERNATIONAL 2013 is a powerful magnet for print industry experts from all over Southeast Asia. Here new inventions, applications and technologies for the printing and packaging industry were presented to a discerning specialist audience.

So further enhancing the flagship status of this exhibition as an information platform for investment decisions and as an orientation aid for businesses seeking to make use of the new technical opportunities to improve their competitiveness.

For the growing print industry of Southeast Asia it is the Basis for Business that leaves an abiding impression: A trade fair brand that meets the specific market requirements of Thailand and the region, perfectly. See you in Bangkok! www.pack-print.de

CONTACT

Messe Düsseldorf Asia Pte. Ltd.

3 Harbourfront Place #09-02

Harbourfront Tower Two

Singapore 099254

Tel.: (65) 6332 9620

Fax: (65) 6332 9655 / 6337 4633

www.messe-duesseldorf.de/MDA



Messe Düsseldorf Asia Pte. Ltd.
3 Harbourfront Place #09-02 _ Harbourfront Tower Two _ Singapore 099254
Tel.: (65) 6332 9620 _ Fax: (65) 6332 9655 / 6337 4633

www.messe-duesseldorf.de/MDA

Basis for
Business

