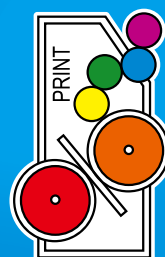


绿色 高效 数字化 智能化

Green, Efficient, Digitalized and Intelligent



**CHINA  
PRINT 2017**

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**第九届北京国际印刷技术展览会**

The 9<sup>th</sup> Beijing International Printing Technology Exhibition

**专刊 第一期**

**REPORT NO.1**

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北京·中国国际展览中心·新馆

New China International Exhibition Center

Beijing, China



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ASIA PRINT

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# 发刊词 Preface



备受业界瞩目的“第九届北京国际印刷技术展览会（CHINA PRINT 2017）”将于2017年5月9日-13日在北京中国国际展览中心新馆举办。本届展会将以160,000平方米的超大展出面积，1,300多家海内外展商豪华阵容，20万人次的海量专业观众，继续巩固其“亚洲第一、世界第二”的顶级国际印刷展地位。

目前中国共有印刷企业10.5万家，从业人员339.4万人。2013年中国印刷工业总产值首次突破1万亿元，跃升为世界第二大印刷市场，傲然跨入世界印刷大国的先进行列，2014年总产值达到10,857.5亿元，与上一年相比增长了5.3%。CHINA PRINT 2017将是2017年全球规模最大、最重要的国际印刷展，印刷领域的各大跨国企业和国内大企业均对此展高度重视，将悉数参展，并在现场推出中国首发、亚洲首发，甚至全球首发的最新印刷技术设备，展会现场将亮点频现，异彩纷呈。展会期间将举办第四届国际印刷工业发展论坛（Forum-PI）、中国印刷高峰论坛、中国标签印刷工业论坛等高端论坛，同时，还将举办第六届中华印制大奖颁奖典礼、亚洲印刷展览联盟会议、国家主题日等多场专业、先进、丰富的同期活动。

为了让参与CHINA PRINT 2017的各位朋友能及时获取展会的相关资讯，了解展会的各项筹备进展情况，我们特出版CHINA PRINT 2017展会专刊。专刊共计划出版4期，敬请关注。

CHINA PRINT 2017感谢您的关注与支持！

CHINA PRINT 2017组委会  
2016年2月

Always being paid close attention, CHINA PRINT 2017 (also known as The 9<sup>th</sup> Beijing International Printing Technology Exhibition) will be held on the 9<sup>th</sup> to 13<sup>th</sup> of May, 2017 at New China International Exhibition Centre. The total exhibition area of CHINA PRINT 2017 will be over 160,000 square metres, and there will be more than 1,300 exhibitors and estimated 200,000 professional visitors participated in; hence a “top-1-in-Asia, top-2-around-the-world” printing exhibition.

Currently, there are approximately 105,000 enterprises and 3.39 billion jobholders in the graphic arts industry. In the year of 2013, for the first time, China's gross output value of printing industry broke 1,000 billion RMB (Chinese Yuan). China hence was 'qualified' to be the second largest print market in the world and is proud to be one of the greatest powers around the world in terms of graphic communication. In 2014, the gross industrial output value reached 1,085.75 billion RMB (Chinese Yuan) and realised an increase of 5.3% compared to the last year. CHINA PRINT 2017 is no doubt to be the grandest international printing exhibition of the largest scale and the most significant importance in the year of 2017. Prestigious printing enterprises and equipment manufacturers from both abroad and home have always been paying close attention to and will participated in CHINA PRINT 2017. In the exhibition, some brand new products and state of the art technologies will give their first look to Asia market, even to the world, and will definitely enrich the exhibition with various highlights. There are also plenty of conferences that will be held during the exhibition period, including high-end forums, for instance, Forum-PI 2017 (aka. The 4<sup>th</sup> International Forum for the Development of Printing Industry), China Print Summit, China International Forum for Label Printing. Also, various professional and advanced events and activities will be held concurrently, such as, The 6<sup>th</sup> China Print Award Ceremony, Asia Print Meeting, and National Themed Days.

A series of show report on the preparation progress and relevant information of CHINA PRINT 2017 as well as some industrial information will be published for exhibitors and visitors to conveniently acquire any up-to-date information as needed. The series contains 4 reports and awaits your reading.

Thank you very much for your close attention and support to CHINA PRINT 2017.

Organising Committee of CHINA PRINT 2017  
February, 2016

# 第九届北京国际印刷技术展览会聚势创新 携手共赢

2015年10月29日闭幕的中国共产党第十八届中央委员会第五次全体会议明确提出实施网络强国战略，实施“互联网+”行动计划，传统印刷行业这个万亿级市场被“互联网+”是大势所趋。同时，随着《中国制造2025》行动纲领的推出，我国将全面推进实施制造强国战略。印刷装备制造业作为国民经济的重要组成部分和印刷工业发展的重要支撑，同样面临产业结构调整 and 升级的重任。

在此契机下，由中国印刷及设备器材工业协会、中国国际展览中心集团公司联合主办的第九届北京国际印刷技术展览会（CHINA PRINT 2017）将于2017年5月9日—13日在北京中国国际展览中心新馆举办。CHINA PRINT 2017将以“绿色、高效、数字化、智能化”为主题，力求从国际视野和战略高度反映最新技术成果和最前沿的发展动向，通过和世界各地印刷及设备器材行业同仁的交流和对话，为供需双方和中国印刷业带来新的发展契机。展会展出面积将达160,000平方米，参展厂商逾1,300家，预计观众将达200,000人次。

## 一、展出规模宏大 再现亚洲第一大展

作为国内综合性的国际印刷大展，CHINA PRINT一直受到业内企业的高度关注和踊跃参与。CHINA PRINT 2013启用了中国国际展览中心（新馆）的8个室内展馆，同时搭建了11个室外临时展馆，展出面积16万平方米，即便如此，仍未能满足部分厂商的参展需求。为了充分满足展商的参展需求，本届CHINA PRINT 2017计划展出总面积预计超过16万平方米，将持续稳固“亚洲第一”的国际印刷大展地位。

## 二、八大专馆八大专区 助力商贸配对

随着展会规模的扩大，展商及观众数目日益增加，CHINA PRINT 2017将特设八大市场热点主题专馆，同时特设八大特色主题专区，设计有针对性的宣传推广方案，高效助力展商与买家的商贸配对。

### 八大主题专馆包括：

- |           |          |
|-----------|----------|
| 1. 综合印刷馆  | 2. 印刷机械馆 |
| 3. 数字印刷馆  | 4. 标签印刷馆 |
| 5. 印后主题馆  | 6. 包装主题馆 |
| 7. 器材、耗材馆 | 8. 前沿技术馆 |





#### 八大特色专区包括:

1. VOC治理专区
2. 工业制造4.0
3. 智能制造2025专区
4. 3D打印专区
5. RFID专区
6. “互联网+工业机器人”专区
7. “互联网+印刷”专区
8. “互联网+传媒”专区

### 三、行业巨头云集 展示印刷全套解决方案

CHINA PRINT 2017将是2017年全球规模最大、最重要的国际印刷展，业界各大跨国企业和国内大企业均对此展高度重视。传统胶印、数字印刷、包装印刷、标签印刷、印刷版材、印后、耗材等领域的国际、国内巨头将悉数参展，并将在现场推出中国首发、亚洲首发，甚至全球首发的最新印刷技术设备，展会现场将亮点频现，异彩纷呈。



### 四、新技术展示区 促进行业发展

创新与技术革新是行业发展的主要推动力，作为以技术为先导的展会，CHINA PRINT 2017将在各馆设置相关领域的新技术展示专区，展示行业的最新技术和产品，同时邀请知名厂商、专家、学者对新技术的发展趋势和应用方向进行解读，通过与会人士的技术交流与共享，促进行业和市场发展。

### 五、高端论坛荟萃 同期活动精彩

CHINA PRINT 2017将举办第四届北京国际印刷工业发展论坛（Forum-PI）、中国印刷高峰论坛、中国标签印刷工业论坛等高端论坛，同时还将举办第六届中华印制大奖颁奖典礼、亚洲印刷展览联盟会议、国家主题日等多场专业、先进、丰富的同期活动，全面把握产业趋势与动态，共同探讨印刷业现状和未来。

### 六、整合全球资源 展会强势推广

1. 充分发挥中国印刷及设备器材工业协会的行业优势，利用其10个专业分会、7个工作委员会、47个团体会员，以及全国各省市自治区兄弟协会广泛进行宣传，扩大展会的影响。
2. 出席海外和国内知名印刷展会及相关活动，寻求合作，积极推广。
3. 遍布全球30多个国家和地区的近百家行业媒体深度宣传。
4. 向海内外专业观众直接发送邀请函、门票、电邮及传真，并对国内专业观众进行电话、短信邀请。
5. 官方网站、官方微信、官方APP三位一体，创新宣传，展会资讯随时掌握。
6. 组织各省、市、自治区的印刷协会会员和包装协会、出版协会等相关社会团体组团参观。
7. 充分利用亚洲印刷展览联盟和环球印刷联盟的网络，组织世界各地的用户和买家，以及成员国的印刷协会等社会团体组团参观。

# Innovation via Industries' Consolidation and Reinforcement, Mutual Benefits and Win-win by Cooperation – CHINA PRINT 2017

In the 5<sup>th</sup> Plenary Session of the 18<sup>th</sup> Central Committee of the Communist Party of China successfully closed in the 29<sup>th</sup> of October, 2015, a national strategy of “Cyber-power” was enacted whilst the conduction of the “Internet+” action plan. It proves to be the future trend for the traditional print market to be “Internet+”. China is also about to promote the implementation of the national strategy of “Manufacturing Power” whilst the implementation of the action directive of Made-in-China 2025. Printing equipment manufacturing industry, as a crucial part of national economy and an important support for the development of graphic industry, is also urged to have its industrial structure reformed and upgraded.

In this case, CHINA PRINT 2017 (aka. The 9<sup>th</sup> Beijing International Printing Technology Exhibition), jointly held by Printing and Printing Equipment Industries Association of China (hereinafter PEIAC) and China International Exhibition Corporation (hereinafter CIEC), will be held from the 9<sup>th</sup> to the 13<sup>th</sup> of May, 2017. CHINA PRINT 2017 will keep its “green, efficient, digitalised and intelligent” theme, aiming at to showcase the frontier print development and to deliver the latest technological achievements at a high strategic level with great international perspective. New opportunities for further development will also be facilitated by CHINA PRINT 2017 via dialogues and other concurrent events held during the exhibition for printing professionals, printing equipment manufacturers, and visitors focusing on graphic communication. 160,000 square metres will be fully occupied by CHINA PRINT 2017 as its exhibition area with more than 1,300 exhibitors and estimated 200,000 visitors.

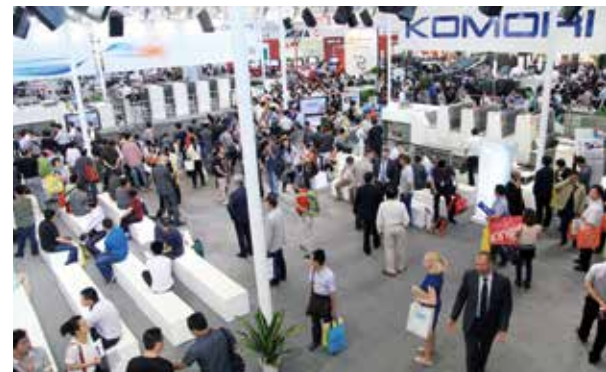
## Grand Exhibiting Scale Representing Asia's Top One

As a comprehensive international printing exhibition held by China, CHINA PRINT has always been paid close attention and participated actively by printing enterprises. In the last session (CHINA PRINT 2013), all 8 in-door exhibition halls were fully occupied, and 11 out-door temporary exhibition halls were built; hence 160,000 square meters total exhibition area. Be that as it may, the feedback shows that there were still a few exhibitors whose demands and desire to expand their exhibition area were not completely satisfied. In order to

better meet exhibitors' needs, CHINA PRINT 2017 plans to occupy more than 160,000 square meters as its exhibition area, which will definitely keep its top 1 international printing exhibition in Asia.

## Special Designed Sections Facilitating Business Matching

In corresponding to the increasing scale of the exhibition and the growing number of exhibitors and visitors, CHINA PRINT 2017, with targeted advertising plans designed, sets 8 exhibition halls covering various hot issues of print market and 8 special zones facilitating both professional buyers and exhibitors in trading.



### The eight themed exhibition halls are:

1. Comprehensive Printing Hall;
2. Printing Equipment Hall;
3. Digital Printing Hall;
4. Label Printing Hall;
5. Post-press Hall;
6. Packaging Hall;
7. Equipments and Consumables Hall;
8. Frontier Technology Hall.

**The eight special exhibition zones are:**

1. VOC Treatment Zone;
2. Industry 4.0;
3. Made in China 2025 Zone;
4. 3D Printing Zone;
5. RFID Zone;
6. Internet + Industrial Robot Zone;
7. Internet + Printing Zone;
8. Internet + Media Zone.

## Prestigious Print Enterprises Providing Total Solutions

CHINA PRINT 2017 will be an international printing exhibition of the largest scale and the greatest importance, and has always been paid close attention by not only cross-border but also domestic printing enterprises. The exhibition is to be participated by prestigious enterprises from both home and abroad focusing on traditional offset printing, digital printing, package printing, label printing, printing plates, post-press and consumables. Some of them plan to release their latest printing products to China, Asia or even to the world.

## New Technology Zones Promoting Industrial Development

The development of printing industry is driven by innovations and technological upgrades. Inspired by printing technologies, CHINA PRINT 2017 establishes special exhibition zones for new technologies in various fields of printing to showcase the latest technologies and products. Also,

prestigious brands, specialists and scholars are invited to illustrate and interpret the future trend, development and applications of the up-to-date printing technologies. Combined the technology exchange with the showcase of the products, it is no doubt that CHINA PRINT 2017 will promote the development of both printing technology and the print market.

## Various High-end Forums Enriching Concurrent Events

During the exhibition period, there are various concurrent events: high-end forums e.g. Forum-PI (aka. International Forum for the Development of Printing Industries), China Print Summit, Forum for China's Label Printing Industry; and other specialised, advanced and various event e.g. the 6<sup>th</sup> China Print Awards Ceremony, Asia Print Meeting and National Theme Days. Via the concurrent events, CHINA PRINT 2017 enables to show the future trend of printing industry, and offers opportunities for both visitors and exhibitors to communicate and exchange their views on contemporary printing industry and possible developments for its future.

## Global Resources Integration Boosting CHINA PRINT 2017

1. CHINA PRINT 2017 takes PEIAC's advantages of its great industrial

influence: 10 sub-associations, 7 working committees, 48 group members and other municipal printing related industrial associations have engaged in the preparation and publicity of the exhibition.

2. CHINA PRINT participates in overseas and domestic printing exhibitions and related activities for better publicity and further cooperation.

3. Nearly 100 Media from over 30 countries are engaged in the publicity of CHINA PRINT 2017.

4. Invitation letters, tickets, emails and faxes are sent to overseas professional visitors directly; invitations are made to domestic visitors via telephone, text message.

5. Innovative approaches are designed for passing news and information of CHINA PRINT 2017: official website, official WeChat and official App.

6. Members of printing associations from different provinces, cities and autonomous regions and related associations, such as packaging associations and publication associations, are organised to visit CHINA PRINT 2017.

7. Overseas printing equipment users and professional buyers are invited and organised to visit CHINA PRINT 2017 thanks to the network of Asia Print and Global Print, printing associations and related organisation of whose member states are also organised to visit the exhibition.



## CHINA PRINT 2013实现自我超越

第八届北京国际印刷技术展览会（CHINA PRINT 2013）于2013年5月14-18日在中国国际展览中心（新馆）召开。展会吸引了来自中国、德国、英国、美国、法国、意大利、韩国、日本、以色列、巴基斯坦、印度、马来西亚、印度尼西亚、菲律宾等28个国家和地区的1,326家参展商，启用了中国国际展览中心（新馆）的8个固定场馆，搭建了11个临时场馆，总展出面积达16万平方米，比上届增长60%。专业观众来自世界145个国家和地区，总数达183,809人次，比上届增长13%，无论从展商数量，展出规模，还是观众人次，CHINA PRINT 2013都创造了国内印刷展会的历史之最，当之无愧的成为仅次于德国drupa的世界第二大展，成为2013年度全球最具区域覆盖和行业影响的世界性印刷行业盛会。



### 一、全球厂商同台竞技

本届展会吸引了世界各地知名设备及器材制造商。传统胶印领域，德国印刷设备制造三大巨头，海德堡、曼罗兰、高宝以全新姿态亮相，其中海德堡公司更是以3,712平方米的本届展会最大展位参展；小森、上海电气、高斯国际、三菱重工、利优比、北人集团、大族冠华也都纷纷参展；数码印刷领域，惠普、柯达、理光、佳能、富士施乐、柯尼卡美能达、爱普生、EFI、网屏等久负盛名的数字印刷行业领袖都在不同展馆为行业带来他们最新的产品，惠普公司更是以3600平方米的单一数字印刷最大参展商亮相；印刷版材方面，柯达、富士胶片、爱克发、乐凯华光、艺巴萨、强邦、新图、康尔达、科印近代等无一遗漏也全部到场；印后领域，博斯特、MBO、HHS、浩友夫、马天尼、浩勒、柯尔布斯等佼佼者纷纷登场；杜邦、盛威科、汉高、东洋油墨等不同领域的国际知名耗材厂商也基本到齐。

### 二、技术亮点处处频现

在CHINA PRINT 2013上，最新的、最适用的设备和器材纷纷亮相，展示了印刷技术发展趋势。本届展会，传统胶印技术和数字印刷技术无疑成为大家共同关注的焦点。胶印最前沿技术代表之一的德国海德堡公司带来了其巅峰技术代表者——速霸SX102八色翻转胶印机，高宝公司最新推出的利必达145首次在中国亮相，曼罗兰公司带来的增值印刷解决方案——罗兰700HiPrint现场演示多种新技术。代表着数字印刷先进技术的惠普公司展位再现德鲁巴2012的精彩场面，B2幅面的惠普Indigo10000数字印刷机在亚太地区首次公开亮相；作为数字喷墨印刷技术代表的柯达公司也带来其多款经典系统。此外，佳能、柯尼卡美能达、富士胶片、富士施乐最新技术的顶尖数字设备也精彩亮相，掀起了展馆内一股数字印刷技术竞赛浪潮。





### 三、首发产品提升品质

而作为本届展会的东道主——中国厂商，更是在印刷不同领域使出了“浑身解数”。刚刚收购日本筱原公司的辽宁大族冠华印刷机械股份公司携双品牌多款顶级印刷设备和新款，上海电气的全系列印刷设备产品线，方正电子久经市场考验的多款数字喷墨系统，天津长荣的多款经典模切烫金机，北人公司最新推出的BEIREN105-5+L对开五色平版印刷机，河南新机多款大幅面单张纸胶印机，乐凯华光新推出UV数字印刷系统，晟图机械具备绝对竞争力皮壳机，浙江国望新推出的模切烫金机等多款覆盖印刷不同领域的“国产品牌”设备都赢得了世界各地专业观众的青睐，现场洽谈气氛异常浓烈。

本届展会有一个很鲜明的特点，现场展出的设备中，全球、全亚洲首发的产品非常多，几乎所有的国内参展制造商，均有新产品推出。这其中，不仅有为数众多的改型升级产品，也有不少是首次推出的创新型产品，比如大族冠华推出的筱原92四色胶印机和激光模切系统，华光精工推出的树脂版CTP制版机，潍坊东航和乐凯华光推出的喷墨标签数码印刷机，北人股份最新开发的BEIREN 300A-1+L+C对开单色多功能平版印刷机，深圳精密达展示的ROSE（玫瑰）12000骑马订联动线等，均属于首次在众人面前亮相的最新产品。

参加CHINA PRINT 2013展览会的海外展商，也带来了部分全球首发产品，如海德堡速霸SX102八色翻转胶印机、富士施乐连续纸喷墨印刷系统、高斯紧凑型卷筒纸印刷机等，另外，还有不少产品属于在亚洲首展。

### 四、同期活动丰富多彩

本届展览会期间举办了“第三届北京国际印刷工业发展论坛——Forum-PI 2013”，13位国家印刷行业协会主席或总裁发表精彩演讲，分别介绍本国印刷工业发展现状和前景。亚洲印刷联盟（Asia Print）召开了北京会议。全球印刷展览联盟（Global Print）召开了秘书长会议。中华印制大奖（China Print Awards）举办了第四届颁奖典礼。此外，“2013中国印刷高峰论坛”、“第一届中国功能材料印刷技术发展论坛”、“首届中国标签印刷工业论坛”、“国际印刷标准化G7论坛”、“第二届数字印刷先锋汇”、“专注印后无限精彩”等各种技术交流活动共计60余场都在展会同期精彩上演。这些国际活动与国际展览会相得益彰，有效地提高了展览会的水平和展出效果。



## CHINA PRINT 2013 Reaching New Stage

The 8<sup>th</sup> Beijing International Printing Technology Exhibition (CHINA PRINT 2013) was successfully held from May 14 to 18 of 2013 in the New China International Exhibition Center. CHINA PRINT 2013 has attracted 1,326 exhibitors from 28 countries and regions. The show area has covered all 8 halls of the New China International Exhibition Center, as well as 11 temporary halls. The total show area has reached 160,000 square meters, with a 60% growth comparing with CP09. 183,809 visitor entries from 145 countries and regions were recorded, growing by 13% comparing with CP09. With the above statistics, CHINA PRINT has become the second largest printing exhibition globally.

### Exhibitors from Around the World

CHINA PRINT 2013 has attracted leading exhibitors from around the world. In the offset press area, Heidelberg, KBA, manroland, Komori, Mitsubishi, Ryobi, Goss International, Shanghai Electrics, Beiren Group, Hans-Gronhi, etc. have all participated with their key products. In the digital press field, Hewlett-Packard, Kodak, Ricoh, Canon, Fuji Xerox, Konica Minolta, Epson, EFI, Screen, etc. have all presented their latest technologies and products. In the pre-press area, Kodak, Fuji Film, Agfa, Lucky, Ipagsa, Strong State, Xingraphics, Konita, Keyin Modern, etc. have all attended. In the post-press area, industry leaders like Bobst, MBO, HHS, HORAUF,

Muller Martini, Hohner, Kolbus, etc. have all participated. Manufacturers of consumables like Dupont, Siegwerk, Henkel, Toyo Ink, etc. have also exhibited.

### Sparkles of New Technologies

A series of latest precuts have been presented during CHINA PRINT 2013, showing the trend of printing technology development. Offset and digital are two main focuses. Leaders in the offset field have all brought their best product to the fairground. Heidelberg has presented Speedmaster SX102, KBA has presented Rapida 145, and manroland has presented ROLAND 700 HiPrint. The digital printing



innovator Hewlett Packard has brought its excellence from drupa 2012 to CHINA PRINT 2013, with its B2 format Indigo10000 debuted in Asian Pacific area. Other leading digital press manufacturers, such as Kodak, Canon, Konica Minolta, FujiFilm and Fuji Xerox have all presented their latest products, raising a wave of digital technology.

Local machinery manufacturers have also attracted a lot of visitors' attentions. Hans-Ghonhi, who has just acquired Shinohara, presented a series of products from both brands. Shanghai Electrics has presented their entire product line. Founder has presented a series of inkjet systems. Masterwork has presented a series of post-press systems. Beiren has presented its latest BEIREN105-5+L. Xinxiang Xinovo, Lucky Huaguang, Shengtuo, Guowang, etc. have all presented the latest products made in China.

### Debut of New Products

There have been plenty of manufacturers choosing CHINA PRINT 2013 as their product release day to promote their latest equipments to Asia, even to the world. Some of the newly released products were based on the original ones yet equipped with updated versions or upgraded functions; some of them were brand new ones of great innovation, such as Shinohara 92

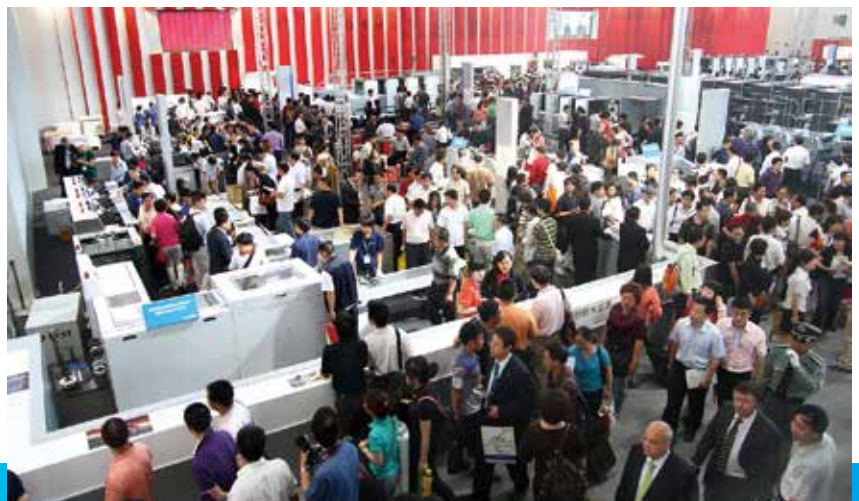
Four-colour Offset Press and Laser Die Cutting System by Hans-Gronhi, Resin CTP Plate-making Machine by Huaguang Precision Machinery, Inkjet Label Digital Press by Weifang Donghang Precision Machinery and Lucky Huaguang Graphics, BEIREN 300A-1+L+C Single-colour Folio lithographic Press, ROSE12000 Saddle Stitching Line by Shenzhen JMD.

Some foreign exhibitors chose CHINA PRINT 2013 as their products' first release to the world, such as Speedmaster SX102 Eight-colour Offset Press by Heidelberg, Continuous-feed Inkjet Printing System by Xerox, Compact Web-fed Press by Goss-International. Besides those world-first released products, there were also products released first to Asia.

### Various Concurrent Activities

There were various concurrent events held during CHINA PRINT 2013,

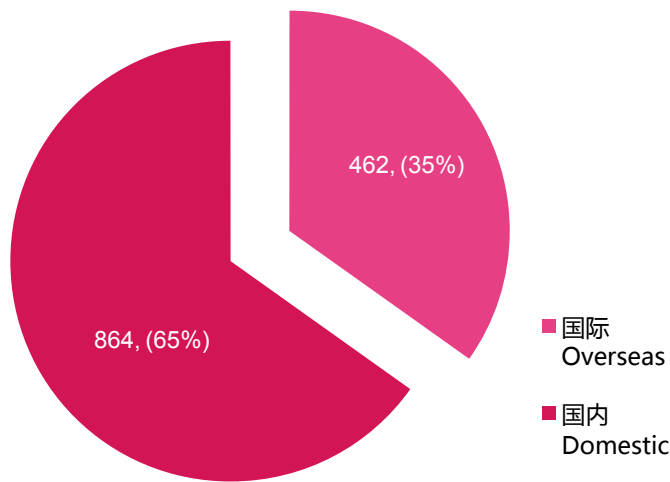
such as "Forum-PI 2013" on which 13 leaders of printing associations from different countries made great speeches introducing the current status and potential development trends of their printing industries. There were also other meetings and ceremonies held, for instance, Asia Print was holding their regular meeting in Beijing; Global Print held their general secretary meeting during the exhibition period; the 4<sup>th</sup> China Print Awards was held. Besides, plenty of forums and conferences were also held concurrently in CHINA PRINT 2013, they are, China Print Summit 2013, Functional Printing China 2013, 2013 China International Forum for Label Printing Industry, The 2<sup>nd</sup> Asia G7 Summit – Printing Standardisation, The 2<sup>nd</sup> Digital Printing Pioneer Seminar, 'Focusing on Post-press' – Digital Post-press Forum. The concurrent events held during the exhibition periods have not only attracted close attention of visitors, but also enhanced and enriched the variety and quality of CHINA PRINT 2013.



## 展商统计 Exhibitors Statistics

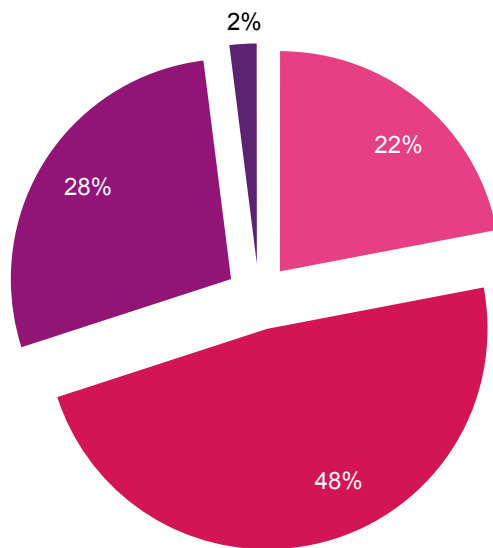
第八届北京国际印刷技术展览会吸引了来自28个国家和地区的1,326家参展商，其中462家来自海外，864家来自中国内地。

CHINA PRINT 2013 has attracted 1,326 exhibitors from 28 countries or regions. Among them, 462 are from overseas and 864 are from domestic.



### 展商对观众质量的评价

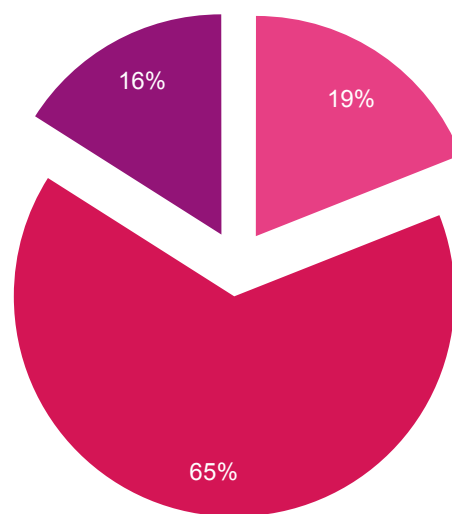
Exhibitors' Response about Visitor Quality



- 非常好 Very Good
- 好 Good
- 一般 Average
- 很差 Below Average

### 展商对参展效果的评价

Exhibitors' Response about Exhibiting Effect

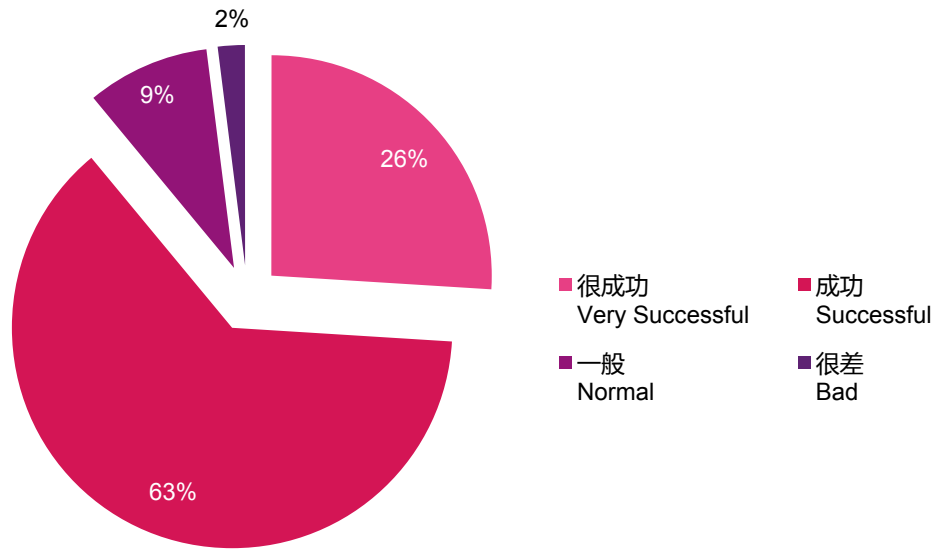


- 超出预期 Beyond Expectation
- 达到预期 Expectation Reached
- 未达预期 Fail to Reach Expectation



### 展商对展会的总体评价

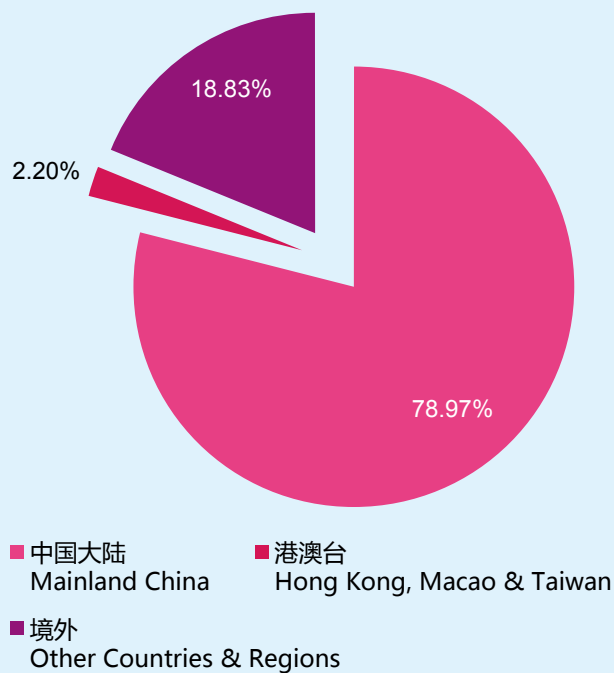
#### Exhibitors' Overall Evaluation on CHINA PRINT 2013



### 观众统计 Visitors' Statistics

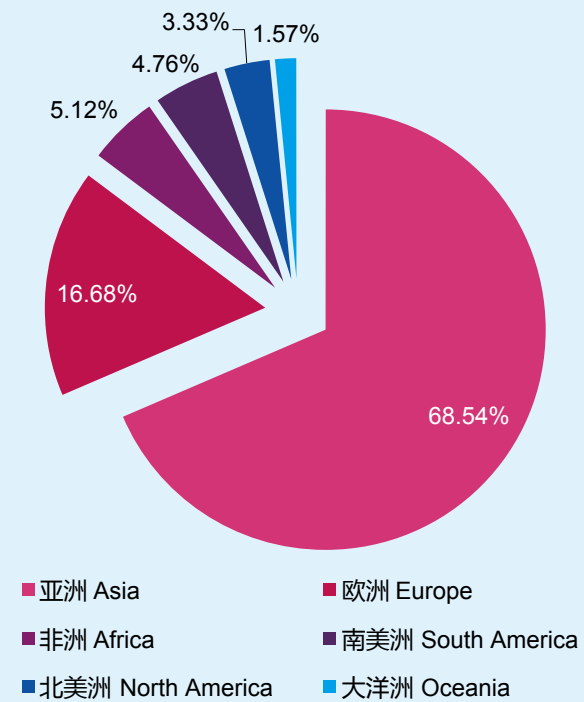
#### 地区来源

#### Visitors from



#### 境外观众各洲比例

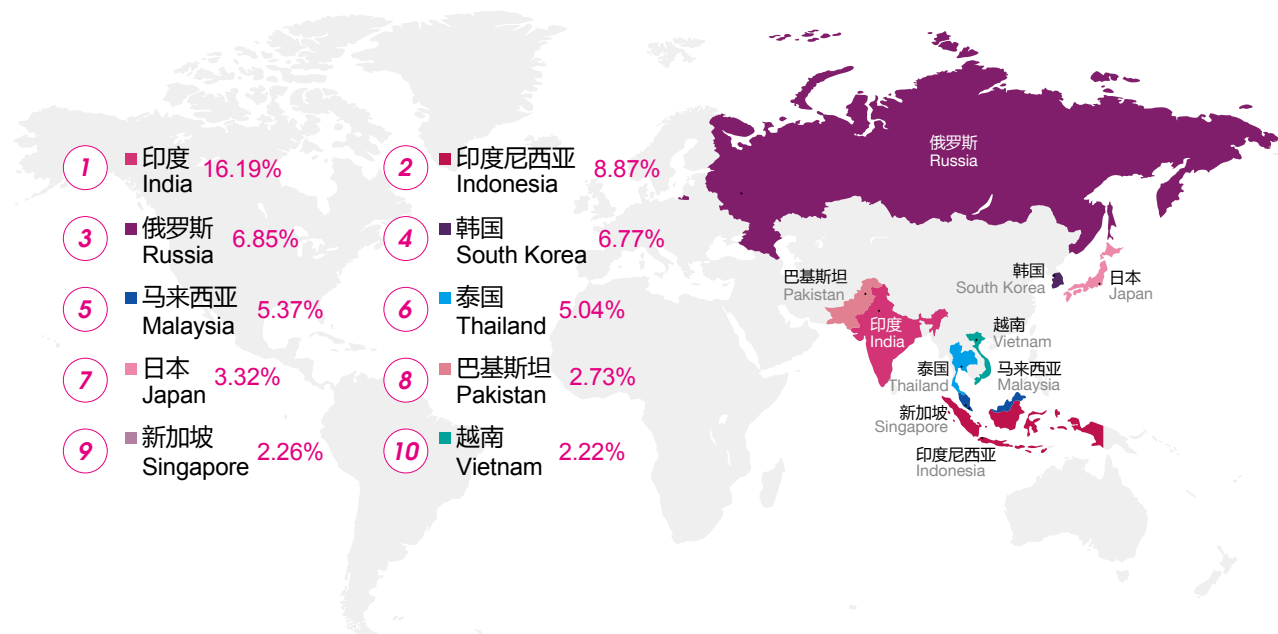
#### International Visitors Divided by Continents



## 境外观众国家来源（前十位）

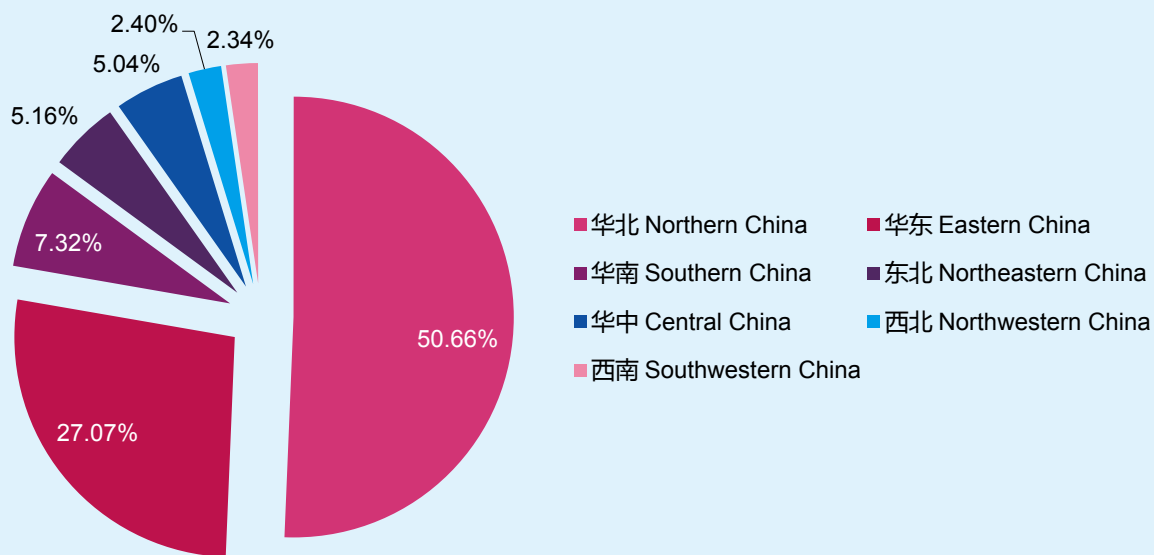
### International Visitors' Countries of Origin (Top 10)

( 比例基数 : 境外观众总数 Basis: Other Countries & Regions )



## 境内观众地区比例

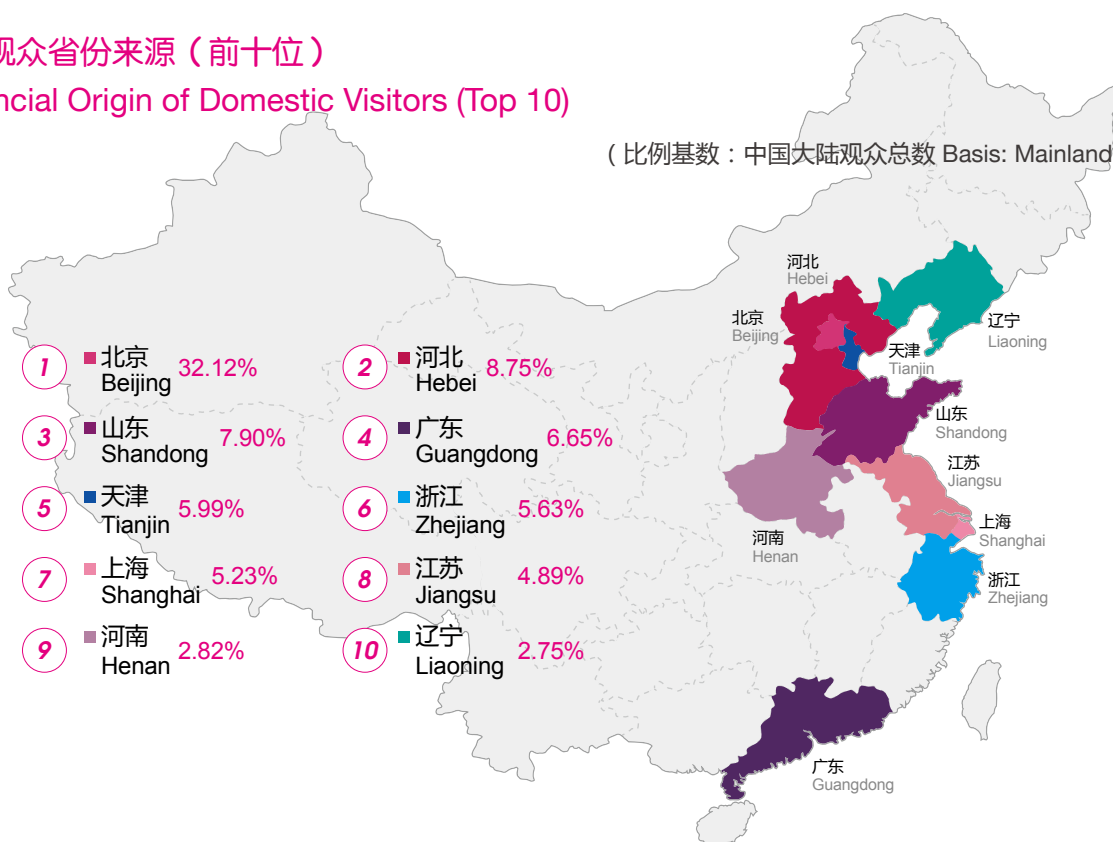
### Domestic Visitors Divided by Areas



### 境内观众省份来源 (前十位)

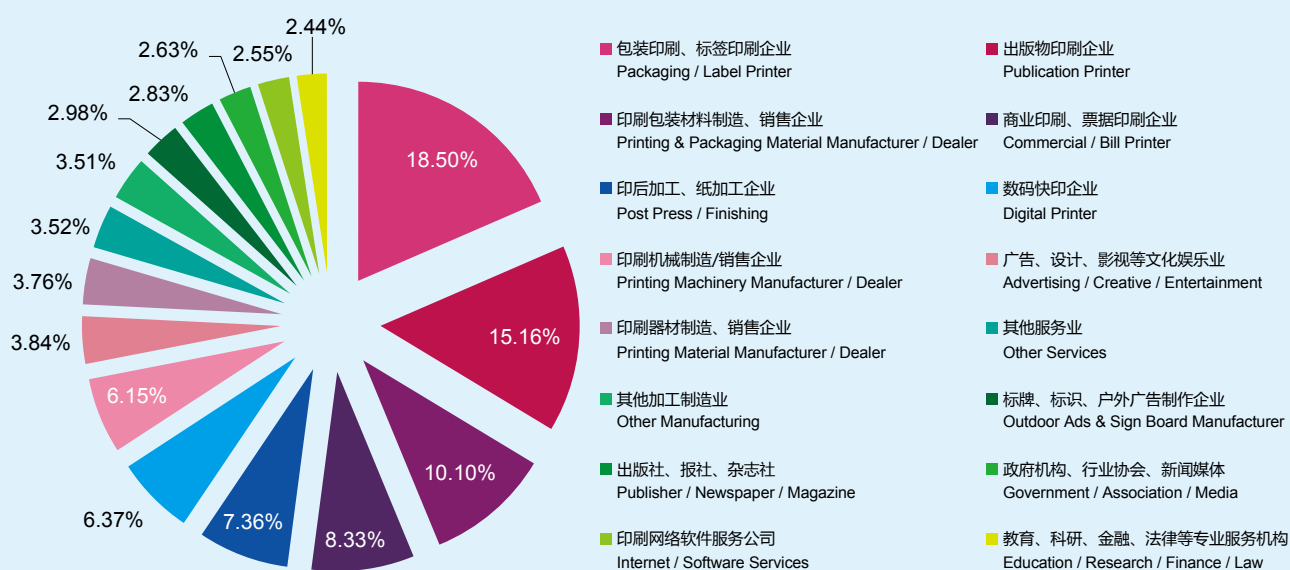
### Provincial Origin of Domestic Visitors (Top 10)

(比例基数: 中国大陆观众总数 Basis: Mainland China)



### 观众行业来源

### Visitors' Industrial Sector



# CHINA PRINT 2017官方网站重装亮相

2015年11月20日，经过精心筹备，北京国际印刷技术展览会官方网站（www.chinaprint.com.cn）全新改版上线。本次改版秉承了CHINA PRINT一贯的国际化品质和设计风格，网站主体以印刷四原色为主色调，清新明快，页面全新的简洁框架结构让内容与层次交相呼应，布局上更加清晰直观，用户关注度最高的“展商名单”、“展位图”、“资料下载”等板块都在首页设置了快捷入口，精准贴合用户需求，提升展商和观众的使用感。

## 服务功能再升级

改版后的新官网进一步升级了服务功能。全新升级的展商服务系统除了能在线提交报名申请外，后期还将增加提交会刊信息、在线预订展期会议室等功能。服务于观众的预登记系统，将改变以往打印纸质电子票的入场方式，直接往登记的邮箱内发送一个二维码，预登记观众保存好二维码，在展会现场的自助终端机直接扫描即可换取入场券，方便迅速。

## 全新开发移动官网

随着智能手机、平板电脑等移动终端设备的不断普及，大大改变了人们的阅读习惯。为了适应移动设备的浏览模式，CHINA PRINT新版官网特别开发了移动端版本，方便用户通过手机、平板电脑等端口登录，并配合官方微信、APP等宣传平台，让用户可以随时随地轻松访问，实时掌握展会的最新动态。





## Launch of Official Website

After elaborate preparation, the official website of CHINA PRINT 2017 (aka. The 9<sup>th</sup> Beijing International Printing Technology Exhibition) has been launched on the 20<sup>th</sup> of November, 2015. The overall design is consistent with CHINA PRINT's style of internationalisation: the four primary colours of printing i.e. CMYK (cyan, magenta, yellow and black) are applied as the dominant colours, which gives the website a bright and fresh look yet shows the basics of printing. The structure of the website is concise and enriched by various contents, aiming at to enhance the convenience for users to discover the information as needed. For further meeting both visitors' and exhibitors' needs and to enhance the overall comfort of use, the quick links for popular functions and pages such as "Exhibitor List", "Floor Plan" and "Download" have been added to the home page.

### Upgrades of Functions

The new official website has been upgraded with more advanced functions. The new exhibitor service system enables applications to be made and submitted online; the functions will also be added to the website, such as submitting information for exhibition journals and online reservation for conference rooms. As for visitors, the pre-registration will change the traditional method to entering the exhibition hall with printed e-tickets. Instead, a QR code will be sent to visitor's email address for redeeming the ticket by scanning the code at the exhibition hall.

### Launch of Mobile Website

With the popularisation of smart phones and tablets, people's reading habits and ways to acquire and share information have been changed accordingly. For better adapting browsing for mobile devices, CHINA PRINT 2017 has developed its mobile website to better further the convenience for users to browse via smart phones or tablets. In addition, with other online platforms such as official WeChat and the App, users will be enabled to the access of up-to-date information and news of CHINA PRINT 2017 at any convenience.



## CHINA PRINT 2017官方微信正式开通

为了更好的服务参展商和观众，CHINA PRINT 2017官方微信现已正式开通（微信名称：北京国际印刷技术展览会，微信号：CHINAPRINT-CPSC）。官方微信将定期发布展会最新进展、行业最新动态和展商最新产品。展会开展前，官方微信将开通观众预登记功能，用户通过微信登录后，直接生成二维码，在展会现场的自助终端机直接扫描即可换取入场券。借助微信平台，广大微友还可与组委会实现即时交流，第一时间了解与印刷展有关的最新动态。

### Setup of Official WeChat

For better serving the exhibitors and visitors, the official WeChat is available now, WeChat ID: ChinaPrint-CPSC. The latest information and news regarding CHINA PRINT 2017, the exhibitors' products and China's printing industry will be released simultaneously in the WeChat. Prior to the start of the exhibition, functions as visitors pre-registration will

also be available at WeChat in the same manner as the official website. The WeChat platform enables WeChat users to communicate with the organising committee of CHINA PRINT 2017 and to obtain the exhibition-related information.



## CHINA PRINT 2017展馆行业分布基本确定

CHINA PRINT 2017将使用北京中国国际展览中心新馆全馆，新馆一期由8个展览厅组成，展厅室内使用面积达到106,800平方米。展厅分为东、西两列，东面依次是东1（E1）、东2（E2）、东3（E3）、东4（E4）展厅，西面是西1（W1）、西2（W2）、西3（W3）、西4（W4）展厅。

为了满足更多展商的参展要求，CHINA PRINT 2017组委会计划启动搭建若干临时展厅，临时展厅也分为东、西两列，东面依次是东5（E5）、东6（E6）、东7（E7）、东8（E8）展厅，西面是西5（W5）、西6（W6）、西7（W7）、西8（W8）。

## Primary Plan for Exhibition Halls of CHINA PRINT 2017

CHINA PRINT 2017 will occupy all exhibition halls of the New China International Exhibition Centre. The indoor exhibition area is composed of 8 exhibition halls whose total area is 106,800 square metres. There are 4 halls on both sides of the indoor exhibition area, they are, E1 to E4 in the East and W1 to W4 in the West.

For better satisfying the exhibitors' demands, CHINA PRINT 2017 also plans to set up the temporary halls just around the indoor sections. There are also 4 halls on both sides of the temporary exhibition area, they are, E5 to E8 in the East and W5 to W8 in the West.

### 展馆行业分布现已基本确定，具体安排如下： The Primary Hall Plan is:

- |                         |                                                              |
|-------------------------|--------------------------------------------------------------|
| 1. 综合品牌馆：W1、W5          | 1. Comprehensive Brand: W1, W5                               |
| 2. 数码及印前技术馆：E1、E2、E5、E6 | 2. Digital Printing and Pre-press Technology: E1, E2, E5, E6 |
| 3. 印刷机械馆：W2、W6          | 3. Printing Equipment: W2, W6                                |
| 4. 标签、器材馆：E3、E7         | 4. Label Printing Equipment & Consumables: E3, E7            |
| 5. 印后主题馆：E4、E8          | 5. Post-press Finishing: E4, E8                              |
| 6. 包装主题馆：W3、W4、W7、W8    | 6. Packaging Equipment: W3, W4, W7, W8                       |

## CHINA PRINT 2017展位申请全面启动 组委会推出系列优惠政策

CHINA PRINT 2017将于2017年5月9日-13日在北京中国国际展览中心新馆举办，预计总展出面积16万平方米，目前展会招展工作已正式启动，组委会于2015年12月正式开始接受展商报名申请。

本届展会将沿用网上报名申请参展的模式，请打开官网[www.chinaprint.com.cn](http://www.chinaprint.com.cn)首页，点击网页右侧的“我要参展”按钮，根据提示完成相关表格，即可进行参展申请。

为鼓励参展企业尽早报名参展，展会组委会特推出系列优惠政策：2016年5月1日前交付展位费定金的展商，可享受展位光地费用10%的折扣；2016年8月1日前交付展位费定金的展商，可享受展位光地费用5%的折扣。中国印刷及设备器材工业协会会员还可享受会员优惠。

想了解更多信息，您可以：

1. 登录展会官方网站[www.chinaprint.com.cn](http://www.chinaprint.com.cn)
2. 关注展会微信公众号：北京国际印刷技术展览会（微信号：CHINAPRINT-CPSC）
3. 联系我们的工作人员：电话：010-51902381/82/83/86/87/89

CHINA PRINT 2017，期待您的参与。



展商注册

English

* 单位	<input type="text" value="请输入单位/企业全称名"/>
* 登录用户名	<input type="text" value="请输入登录用户名,建议使用邮箱"/>
* 邮箱	<input type="text" value="请输入联系邮件"/>
* 电话/手机	<input type="text" value="请输入联系手机或固定电话"/>
* 登录密码	<input type="password" value=""/> <input type="checkbox" value="显示密码"/>
验证登录密码	<input type="text" value="请重复输入登录口令,建议数字字母组合"/>
* 验证码	<input type="text" value="请输入右侧图片中的验证码"/>

提交

[已注册展商登录](#)



## CHINA PRINT 2017: Booth Application Starts with Various Discounts Offered

CHINA PRINT 2017 will be held from the 9<sup>th</sup> to the 13<sup>th</sup> of May, 2017 at the New China International Exhibition Centre. The total exhibition area will be more than 160,000 square metres. Online registrations for exhibitors and booth applications have been open for exhibitors since December, 2015.

All registration and application shall be made online. Should you wish to register with us and apply for your booth, please go to our official website: [www.chinaprint.com.cn](http://www.chinaprint.com.cn), click the button “Exhibitors”, and follow the instructions to finish your forms.

Various discounts have been applied to exhibitors:

### 1. Early-bird Discount:

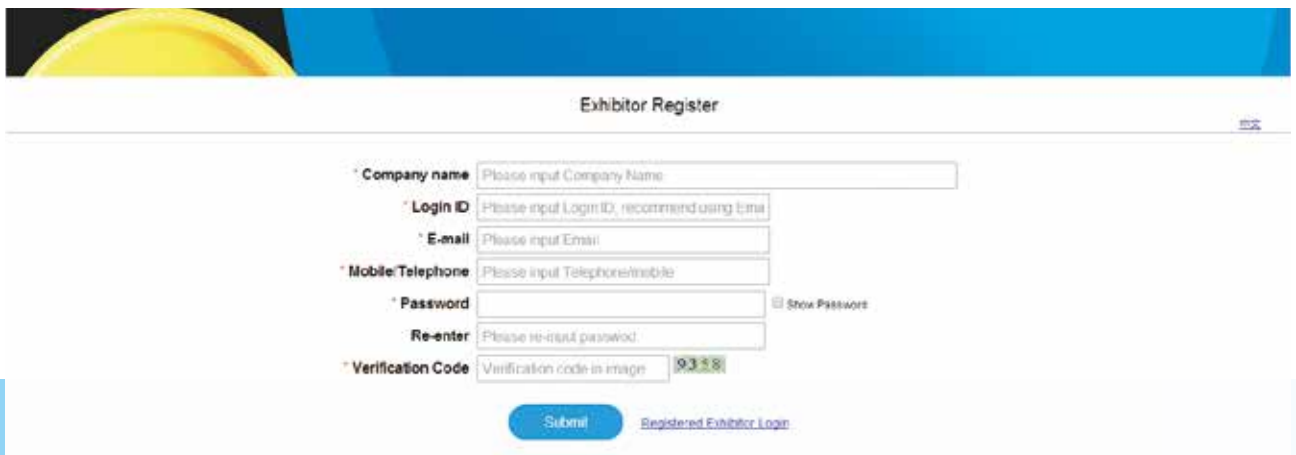
- 1.1. Exhibitors who pay 30% of the contract value as deposit before the 1<sup>st</sup> of May, 2016, shall enjoy an extra 10% discount on the price of raw space (construction fee of the shell scheme is not included);
- 1.2. Exhibitors who pay 30% of the contract value as deposit before the 1<sup>st</sup> of August, 2016, shall enjoy an extra 5% discount on the price of raw space (construction fee of the shell scheme is not included).

### 2. Membership Discount:


Members of the PEIAC shall enjoy a discount in respect of booth fees (raw space), for more information please contact the organising committee.

For more information, you can:

1. Visit our official website: [www.chinaprint.com.cn](http://www.chinaprint.com.cn)
2. Add our official WeChat ID to your WeChat contact: ChinaPrint-CPSC
3. Contact our organising committee: +86-10-5190-2382/83/84



The screenshot shows the 'Exhibitor Register' form on the website. The form includes the following fields and options:

- Company name**: Please input Company Name
- Login ID**: Please input Login ID, recommend using E-mail
- E-mail**: Please input Email
- Mobile Telephone**: Please input Telephone/mobile
- Password**: [Input field]  Show Password
- Re-enter**: Please re-input password
- Verification Code**: Verification code in image 

At the bottom of the form, there is a blue 'Submit' button and a link for 'Registered Exhibitor Login'.

## 行业交流

### 海德堡： CHINA PRINT 2017是不二之选 将全力打造特色主题展区

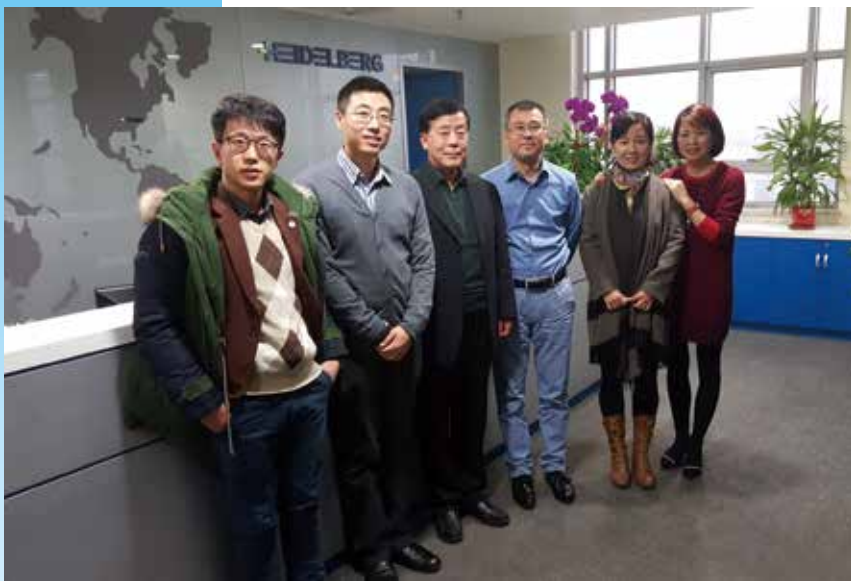
随着CHINA PRINT 2017 招展工作的全面启动，展会组委会对大客户的拜访工作也在紧锣密鼓的进行。2015年11月30日，在中国印刷及设备器材工业协会（以下简称“印工协”）副理事长陆长安的带领下，印工协副秘书长王凤娜、北京中印协华港国际展览有限公司总经理赵晖、业务部经理王金鸣等一行五人来到海德堡中国有限公司，与海德堡首席执行官黄连光等进行了会谈。

组委会首先向海德堡公司代表简要介绍了CHINA PRINT 2017的规划

和进展。海德堡首席执行官黄连光表示，海德堡一直将CHINA PRINT作为其在亚洲乃至全球印刷市场展示顶尖科技及产品的最佳平台，CHINA PRINT 2017将是海德堡的不二之选。作为CHINA PRINT和PRINT CHINA的战略合作伙伴，海德堡公司将在CHINA PRINT 2017上打造专属海德堡的特色展示主题，给广大观众带来耳目一新的观展体验。同时，海德堡将悉数展出其各项印刷设备及尖端科技，提供一体化解决方案，继续引领并推动印刷业向前发展。

随后，双方就中国印刷业的现状及未来发展趋势，以及传统胶印和数字印刷的未来进行了交流和探讨。数字印刷作为印刷的新兴领域，正吸引着众多供应商及印刷企业竞相尝试，但传统胶印不会被数字印刷所取代，而是两者互为补充。当下，如何找到传统胶印与数字印刷的契合点和最佳运营模式，对于印刷厂商无疑是最为关键的。

此外，双方还就书刊印刷、商业印刷以及包装印刷的发展和如何发展绿色印刷以及改善空气质量问题进行了深入的交流和探讨。



## Industry Exchange

### “CHINA PRINT 2017 is no doubt our choice.” — Heidelberg is to Design a Themed Show Area in CHINA PRINT 2017

Since CHINA PRINT 2017 promotion launched, the CHINA PRINT Organising Committee has started its exhibitors visiting scheme. On the 30<sup>th</sup> of November, 2015, Mr. Chang'an LU, the Vice President of Printing and Printing Equipment Industries Association of China (hereinafter PEIAC), and other Committee delegates including Ms. Fengna WANG, Vice Secretary-General of PEIAC, Mr. Hui ZHAO, General Manager of CPSC and Mr. Jinming WANG, Project Director of CPSC, visited Heidelberg China (hereinafter Heidelberg). The Committee members had a meeting with Mr. Lian'guang HUANG, the CEO of Heidelberg, and other representatives of Heidelberg.

To begin with, the Organising Committee briefly introduced the primary plan and the preparatory work that had been undertaken for CHINA PRINT 2017. Mr. Lian'guang HUANG said that Heidelberg always saw CHINA PRINT as its best platform in Asia, even in the world, to showcase Heidelberg's latest technologies and products; CHINA

PRINT 2017, will definitely be the perfect choice for Heidelberg to illustrate its up-to-date innovations. As a strategic partner of CHINA PRINT and PRINT CHINA, Heidelberg will enhance its exhibition quality for its visitors and audiences – a specially designed theme is to be released by Heidelberg in CHINA PRINT 2017. Aiming at escalating the development of graphic communications and the print market, Heidelberg will exhibit its latest printing equipments, graphic technologies and total solutions in the exhibition.

Afterwards, both sides shared their views on the contemporary China's printing industry and its future development trend. Regarding the future of traditional offset press and digital printing, a further discussion in depth was taken place. Digital printing, as an emerging field, has attracted enormous printers and equipment manufacturers; be that as it may, there is no clue that digital printing would be the alternative to offset printing. As for printers and manufacturers, the comparatively

rational understanding of the relationship between the two printing methods would be seeing and figuring out the balance and the most suitable business model, instead of paying particular attention and efforts only to one of the other.

Besides, both sides shared their statistics of and views on the current status of commercial printing, package printing, book and periodicals printing, and exchanged their opinions on green printing issues and environmental sustainability.





### 惠普HP： 将继续以超大规模亮相CHINA PRINT 2017

CHINA PRINT 自举办以来，一直得到业内企业，特别是龙头企业的大力支持。2015年11月2日，惠普亚太区市场经理Edcent Chan等一行三人来到中国印刷及设备器材工业协会，与副理事长陆长安、副秘书长王凤娜、包装分会秘书长任伊娜、北京中印协华港国际展览有限公司总经理赵晖、业务部经理王金鸣等进行了会谈。

首先，陆长安副理事长对惠普公司的来访表示了热烈欢迎，并就当前中国印刷产业的现状和发展趋势进行了深入交流。随后，北京中印协华港总经理赵晖向惠普公司代表简要介绍了CHINA PRINT 2017的展出规划，并就惠普公司参加2017年北京大印展的相关需求进行了细致沟通。惠普亚太区市场经理Edcent Chan表示，惠普已将CHINA PRINT 2017列入公司全球推广活动的重要日程，惠普公司将继续以超大规模亮相CHINA PRINT 2017，全面展示其最顶级的数码印刷设备及解决方案。同时，惠普公司代表还就CHINA PRINT 2017的主题定义、展区划分以及现场服务等方面提出了许多宝贵意见。

11月4日下午，组委会成员陪同惠普公司一同前往中国国际展览中心新馆，实地考察了展馆、会议室及相关现场广告位。惠普公司现场提出了若干会议室及现场广告的预订需求，双方约定随后将具体落实CHINA PRINT 2017的各项参展事宜。



## HP will Continue its Mega-scale Show on CHINA PRINT 2017

CHINA PRINT exhibitions, since its very first session, have always been strongly supported by prestigious printing enterprises. On the 2<sup>nd</sup> of November, 2015, Mr. Edcent CHAN, Marketing Manager of HP Asia Pacific and Japan, and two delegates from HP China and HP Hong Kong, visited Printing and Printing Equipment Industries Association of China (hereinafter PEIAC). A brief meeting and preliminary negotiation regarding HP's exhibition plan in CHINA PRINT 2017 was undertaken with the presence of the representatives of the Organising Committee i.e. Mr. Chang'an LU, Vice President of PEIAC, Ms. Fengna WANG, Vice Secretary-general of PEIAC, Ms. Yina REN, Secretary-general of Packaging Sub-association of PEIAC, Mr. Hui ZHAO, General Manager of China Print Show Company Ltd (hereinafter CPSC), Mr. Jinming WANG, Project Director of CPSC and etc.

Mr. Chang'an LU showed his warm greeting to HP on their visiting and discussed the contemporary China's printing industry and its development trend in depth with the delegates from HP. Thereafter, Mr. Hui ZHAO briefly introduced the primary plan for CHINA PRINT 2017 and listened carefully to HP's demands. Mr. Edcent CHAN confirmed HP's participation in CHINA PRINT 2017 and saw the exhibition as a vital part of HP's international promotion strategy. He also expressed his desire to occupy a huge space for comprehensively showcasing HP's latest technologies, products and solutions. During the meeting, the delegates discussed with and offered the Organising Committee for their opinions and recommendations on the theme, sections and services of CHINA PRINT 2017.

On the 4<sup>th</sup> of November, the representatives of the Organising Committee and the delegates from HP visited the exhibition halls and conference rooms, checked the available advertising areas in New China International Exhibition Centre – at where CHINA PRINT 2017 will be held. HP expressed their demands on several conference rooms and advertising areas, and is to further confirm with all the exhibition requirements in the next few days.

## CHINA PRINT 2017海外推广计划

序号	国家	展会名称	日期
1	比利时	Label Expo Europe 2015	2015年9月29日-10月1日
2	德国	drupa 2016	2016年5月31日-6月10日
3	新加坡	PrintPack+Sign (PP+S) 2016	2016年6月29日-7月1日
4	马来西亚	Print Technology 2016	2016年8月
5	韩国	Kipes 2016	2016年8月31日-9月3日
6	菲律宾	Print Philippines 2016	2016年9月
7	南非	Africa Print 2016	2016年9月7-9日
8	美国	Graph Expo 2016	2016年9月25-28日
9	印尼	ALLPRINT INDONESIA	2016年10月12-15日
10	俄罗斯	Pap-For 2016	2016年10月25日-28日
11	印度	PrintPack India 2017	2017年2月4日-8日

## CHINA PRINT 2017国内推广计划

序号	地域	地区	展会名称	日期
1	华北	北京	北京国际印刷信息交流大会	2015年11月20日
2	华东	上海	亚洲国际印刷标签展	2015年12月1-4日
3	华南	广州	第二十三届华南国际印刷工业展览会	2016年3月2-4日
4	华东	上海	第二十四届上海国际印刷包装纸业展览会	2016年3月9-12日
5	西北	兰州	第二十九届中国兰州(春季)国际广告标识展览会	2016年3月18-20日
6	华中	武汉	第二十届中国(武汉)广告技术与设备展览会	2016年3月24-26日
7	华东	义乌	2016中国(义乌)印刷包装工业博览会	2016年3月27-29日
8	西南	成都	第六届成都国际印刷包装技术设备及材料展览会	2016年4月8-10日
9	华南	东莞	2016华南国际瓦楞展	2016年4月14-16日
10	港澳台	香港	香港国际印刷及包装展	2016年4月27-30日
11	华东	上海	2016中国国际标签技术展览会	2016年5月19-21日
12	港澳台	台北	第十六届台北国际印刷机材展	2016年9月22-25日
13	华东	上海	全印展	2016年10月18-22日
14	华南	广州	第二十四届华南国际印刷工业展览会	2017年3月
15	港澳台	香港	香港国际印刷包装及包装展	2017年4月

## CHINA PRINT 2017 Overseas Promotion Scheme

No.	Country	Exhibition	Date
1	Belgium	Label Expo Europe 2015	29/SEP – 1/OCT, 2015
2	Germany	drupa 2016	31/MAY – 10/JUN, 2016
3	Singapore	PrintPack+Sign (PP+S) 2016	29/JUN – 1/JUL, 2016
4	Malaysia	Print Technology 2016	AUG, 2016
5	South Korea	Kipes 2016	31/AUG – 3/SEP, 2016
6	Philippine	Print Philippines 2016	SEP, 2016
7	South Africa	Africa Print 2016	7 – 9/SEP, 2016
8	USA	Graph Expo 2016	25 – 28/SEP, 2016
9	Indonesia	ALLPRINT INDONESIA	12 – 15/OCT, 2016
10	Russia	Pap-For 2016	25 – 28/OCT, 2016
11	India	PrintPack India 2017	4 – 8/FEB, 2017

## CHINA PRINT 2017 Domestic Promotion Scheme

No.	Region	City	Exhibition	Date
1	North China	Beijing	InfoPrint	20/NOV, 2015
2	East China	Shanghai	Labelexpo Asia 2015	1 – 4/DEC, 2015
3	South China	Guangzhou	Printing South China 2016	2 – 4/MAR, 2016
4	East China	Shanghai	China Print East (Shanghai) 2016	9 - 12/MAR, 2016
5	Northwest China	Lanzhou	The 29 <sup>th</sup> Lanzhou (China) International Advertising Signs Exhibition	18 - 20/MAR, 2016
6	Central China	Wuhan	The 20 <sup>th</sup> Wuhan Advertising Technology & Equipment Exhibition	24 - 26/MAR, 2016
7	East China	Yiwu	2016 Yiwu International Packaging and Materials Expo	27 - 29/MAR, 2016
8	Southwest China	Chengdu	2016 Sixth Session of Chengdu International Printing and Packaging Exhibition	8 - 10/APR, 2016
9	South China	Dongguan	Sino Corrugated South 2016	14 - 16/APR, 2016
10	HMT	Hong Kong	Hong Kong International Printing and Packaging Fair	27 - 30/APR, 2016
11	East China	Shanghai	China International Exhibition for Label Printing 2016	19 - 21/MAY, 2016
12	HMT	Taipei	The 16 <sup>th</sup> Taipei International Graphic Arts Exhibition	22 - 25/SEP, 2016
13	East China	Shanghai	All in Print	18 - 22/OCT, 2016
14	South China	Guangzhou	The 24 <sup>th</sup> South China International Exhibition on Printing Industry	MAR, 2017
15	HMT	Hong Kong	Hong Kong International Printing and Packaging Fair	APR, 2017

## CHINA PRINT 2017已展开的海内外推广活动

4.10  
东莞

CHINA PRINT 2017新闻发布会  
及项目启动仪式在东莞展期间成功举办



随着第三届中国（广东）国际印刷技术展览会的成功举办，姊妹展——北京国际印刷技术展览会（CHINA PRINT）的宣传推广工作全面展开。为了更好的向业界推介第九届北京国际印刷技术展览会（CHINA PRINT 2017），2015年4月10日下午，CHINA PRINT 2017在嘉华大酒店F7会议室举办了新闻发布会及项目启动仪式。

在本次活动中，中国印刷及设备器材工业协会副理事长陆长安、中国国际展览中心集团公司副总裁郑世钧分别致辞；北京中印协华港国际展览有限公司总经理介绍了CHINA PRINT 2017的筹备情况。海德堡、惠普、高宝、曼罗兰、佳能、柯美、爱普生、理光、方正、高斯、博泰、灿虹、卡洛油墨、大兴油墨、深日油墨、德创、汉普森、日田、润达等参展商代表，以及海内外专业媒体记者80余人出席了本次新闻发布会。新闻发布会后，进行了CHINA PRINT 2017项目启动仪式。



## CHINA PRINT 2017 Promotion Campaigns

### 4.10 Dongguan

#### The Press Conference and the Launching Ceremony of CHINA PRINT 2017

As PRINT CHINA 2015 was approaching to an end, the promotion and publicity of its twin exhibition – CHINA PRINT 2017 (also known as the 9<sup>th</sup> Beijing International Printing Technology Exhibition) was correspondingly launched. For better introducing the 9<sup>th</sup> Beijing International Printing Technology Exhibition (hereafter CHINA PRINT 2017) to printing industry insiders, the press conference combined with the project launching ceremony was held on the 10<sup>th</sup> of April, 2015 at the Conference Centre F7 in Regal Palace Hotel.

The ceremony and press conference were hosted by the Deputy Secretary-General of Printing and Printing Equipment Industries Association of China (hereinafter PEIAC), Ms. Fengna WANG. In the press conference, speeches were delivered

by the Vice Chairman, the Secretary-General of PEIAC, Mr. Chang'an LU, and the Vice President of China International Exhibition Center Group Corporation, Mr. Shijun ZHENG. In addition to that, the General Manager of China Print Show Company, introduced the preparation of China Print 2017. More than 80 domestic and overseas professional journalists were attending the press conference. The representatives of exhibitors were also present, for instance, Heidelberg, HP, KBA, manroland, Canon, Konica Minolta, Epson, Ricoh, Founder Group, Goss-International, Brotech, Canhong Printing, Shanghai Colour-Ink, Daihei Ink, Shenri Printing Ink, De-chuang, Hampson, Ritian Printing Materials and Runda. Subsequently, as the press conference finished, the launch ceremony of CHINA PRINT 2017 was held.



11.20  
北京

## CHINA PRINT 2017精彩亮相 第十八届北京国际印刷信息交流大会

由中国印刷及设备器材工业协会主办,《印刷工业》杂志社有限公司承办,北京印刷协会、全军印刷协会、北京印刷联谊会、天津市包装技术协会、廊坊市印刷协会支持的第十八届北京国际印刷信息交流大会于2015年11月20日在北京·中国职工之家成功举行。会议主题为“直面挑战、把握机遇、转型升级”。中国印刷及设备器材工业协会副理事长陆长安、刘学智、张涛、陈均等领导,以及各地印刷协会负责人,知名印刷企业、印刷设备及器材制造及经销商、行业主流媒体的代表,共计500余人出席了本届大会。

经过近半年的精心筹备,CHINA PRINT 2017北京大印展精彩亮相第十八届北京国际印刷信息交流大会,正式拉开推广的序幕。会议期间,北京中印协华港国际展览有限公司总经理赵晖向参会者详细介绍了CHINA PRINT 2017的筹备情况。为了让参会者深入了解展会相关资讯,会议现场设置了资料宣传台供与会代表取阅。同时,CHINA PRINT 2017项目人员在现场与企业进行了积极的互动交流,并就企业提出的相关问题予以细致的解答,得到了与会者的热切关注。现场的部分企业当即在线提交了参展申请,预订了北京大印展的展位,希望在四年一届的国际印刷盛会上“抢占先机”。自此,CHINA PRINT 2017北京大印展在线报名工作正式启动。



## 11.20 Beijing The 18<sup>th</sup> InfoPrint Got the First Look of CHINA PRINT 2017

Sponsored by Printing and Printing Equipment Industries Association of China (hereinafter PEIAC), undertaken by Print China Magazine, the 18<sup>th</sup> InfoPrint was successfully held in China People's Palace on the 20<sup>th</sup> of November, 2015, with the help and support of Beijing Printing Association, Military Printing Association, Beijing Printing Society, Tianjin Printing Technology Association, Langfang Printing Association. The theme of the 18<sup>th</sup> InfoPrint is "to undertake challenges, to seize opportunities, to transform and upgrade". The attendance was approximately 500 people, including vice presidents of PEIAC, Mr. Chang'an LU, Mr. Xuezhi

LIU, Mr. Tao ZHANG, Mr. Jun CHEN, the executives of printing associations, prestigious printing enterprises, major media representatives, leading manufacturers and distributors of printing equipments.

CHINA PRINT 2017 that has been elaborately prepared for more than half a year finally gave its first look at the 18<sup>th</sup> InfoPrint. General Manager of China Print Show Company, Mr. Hui ZHAO, introduced the preparing work of CHINA PRINT 2017 in detail. For better delivering the information regarding CHINA PRINT 2017 to potential exhibitors and visitors, brochures and other

relevant materials were placed in a designated table and free for the participants of the InfoPrint. Whilst, the project managers of the organising committee of CHINA PRINT 2017 were fully engaged into the communication with enterprises of great exhibition desires; enquiries brought up by potential exhibitors and enterprises were answered in detail; hence a considerable number of reservations and online applications of CHINA PRINT 2017 was made during the conference in order to "seek the priority". Henceforth, the online application for CHINA PRINT 2017 officially starts.



# 12.1-4 上海 Shanghai



## CHINA PRINT 2017 在上海标签展上积极推广

为深入推介 CHINA PRINT 2017，北京中印协华港国际展览有限公司项目经理杜婧，随中国印刷及设备器材工业协会标签分会邱晓红秘书长一同，参加了于 2015 年 12 月 1 日 -4 日在上海新国际博览中心举办的第七届亚洲国际标签印刷展。

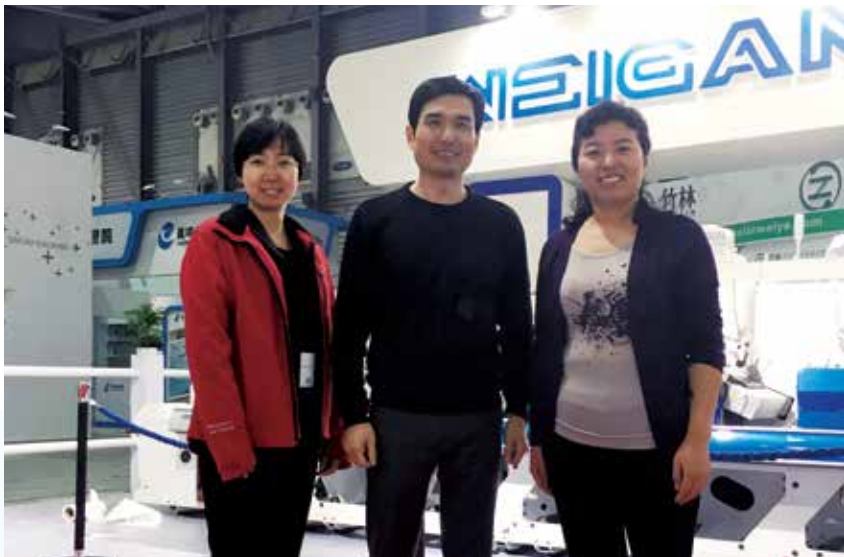
展会期间，工作组约见了欧洲标签协会、荷兰包装协会主席，简要介绍了 CHINA PRINT 2017 的基本情况，诚挚邀请国际同行参与合作，得到了积极回应。工作组在现场拜访了部分参展企业，向企业介绍了 CHINA PRINT 2017 的组织筹备情况，同时深入了解企业设备研发或转型近况，探讨标签市场的发展。参展企业表示会一如既往的参加 CHINA PRINT 2017，会后将积极筹办参展事宜。此外，CHINA PRINT 2017 还在展会现场设立了宣传展位，吸引了众多专业人士的关注，工作人员向每一位前来咨询的专业人士进行了解答。

## CHINA PRINT 2017 Promote at LabelExpo Asia 2015

In order to expand the influence of CHINA PRINT 2017, Ms. Xiaohong QIU, Secretary-General of Label Printing Branch Association of PEIAC, and Miss. Jing DU, Project Manager of CPSC visited LabelExpo Asia 2015 held in Shanghai New International Expo Center from Dec 1<sup>st</sup> -4<sup>th</sup> of 2015.

During the exhibition, the organizer committee met with the Mr. Thomas Hagmaier, the President of FINAT and Mr. Corey Reardon, the President of Alexander Watson Associates (AWA) to invite the overseas partner to join the grand gathering and received active feedback by introducing the basic information of CHINA PRINT 2017.

The promotion team visited the exhibitors to introduce the preparation progress of CHINA PRINT 2017 and discuss about situation of label equipments research as well as the development of label printing industry. All the exhibitors have shown the positive attitude to participate into CHINA PRINT 2017 and will prepare the exhibition progress actively. The special promotion booth of CHINA PRINT was located in LabelExpo Asia 2015, attracting more attention by printing insiders. The promotion team members answered all the consults from the visitors.





## 国际支持 Supporting Federations



Global Print

### 全球印刷联盟 Global Print

[www.global-print.org](http://www.global-print.org) 全球印刷联盟 ( Global Print ) 由中国、美国、英国、德国、法国、意大利、西班牙、瑞典、印度和日本于2008年5月共同发起成立,旨在加强印刷设备制造业强国之间的信息交流与合作,促进印刷工业向国际化发展,进而为全球印刷技术发展提供便利。2014年3月,中国印刷及设备器材工业协会理事长徐建国当选为全球印刷联盟主席。CHINA PRINT和PRINT CHINA被列入联盟支持的展览项目。

Global Print was established in May, 2008, by joint efforts of China, the US, the UK, Germany, France, Italy, Spain, Sweden, India and Japan. Global Print aims to enhance information exchanges and cooperation among all printing equipment manufacturing powers, to promote the development of the printing industry towards internationalisation, and thus to better provide convenience for the development of global printing technologies. In March 2014, the Chairman of PEIAC, Jianguo XU, was elected to be the President of Global Print. CHINA PRINT and PRINT CHINA are recognised as the exhibition programs supported by Global Print.



### 亚洲印刷展览联盟 Asia Print

[www.asia-print.org](http://www.asia-print.org) 亚洲印刷展览联盟 ( Asia Print ) 于2009年第七届北京国际印刷技术展会上正式宣告成立,联盟发起国有中国、印度、印度尼西亚、韩国、马来西亚、菲律宾、巴基斯坦七个成员;随着斯里兰卡和泰国的加入,成员国总数发展为9个。该联盟每年度都在各成员国举行全体会议,共同商讨促进亚洲地区印刷产业及印刷展览发展的相关事务。2015年4月9日,亚洲印刷展览联盟在东莞举行全体成员大会,中国印刷及设备器材工业协会理事长徐建国全票当选,连任亚洲印刷展览联盟主席。CHINA PRINT、PRINT CHINA、北方展 ( PRINT NORTH )、南方展 ( PRINT SOUTH ) 成为联盟支持的展览会。

Asia Print was formally established in 2009 at the 7<sup>th</sup> Beijing International Printing Technology Exhibition (CHINA PRINT 2009). The seven members engaging in the establishment of Asia Print are China, India, Indonesia, South Korea, Malaysia, Philippines and Pakistan. With Sri Lanka's and Thailand's joining in Asia Print, the number of member states increased to 9 in total. It holds plenary meetings every year in its member states to discuss relevant affairs for promoting the development of the printing industry and printing exhibitions in Asia. In April 9, 2015, Asia Print held a plenary meeting in Dongguan during PRINT CHINA 2015, at which the Chairman of PEIAC, Jianguo XU was re-elected to be the President of Asia Print by unanimous vote. CHINA PRINT, PRINT CHINA, PRINT NORTH and PRINT SOUTH are recognised as the exhibition programs by Asia Print.

## 惠普公司与中国人像摄影学会达成战略合作伙伴

2015年11月9日-11日由中国人像摄影学会婚纱专委会主办，沈阳时尚经典承办的第十八站“成功之道中国之行”在沈阳揭幕。成功之道期间，中国人像摄影学会主席闫太昌及其主席团委员会见了惠普科技(北京)有限公司(以下简称“惠普公司”) Indigo/Inkjet 数字印刷事业部大中华区总经理黄志铭先生等公司高层领导，惠普公司与中国人像摄影学会双方就未来发展达成官方合作，惠普公司将参与中国人像摄影学会的各项重要活动，也会在会在未来对行业全力给予支持，共同推动人像摄影的发展。



图为惠普科技(北京)有限公司 Indigo/Inkjet 数字印刷事业部大中华区总经理黄志铭先生(左)和中国人像摄影学会主席闫太昌先生(右)签约仪式上签字留影

据了解，中国人像摄影学会自成立以来，以推动人像摄影行业发展为己任，是全国性、专业性并兼有学术性、行业性的组织。其致力于为行业人带来最宝贵的成功经验和最前沿的行业资讯，在全国业界具有极佳的口碑及号召力。惠普公司作为全球领先的打印成像领域的企业，一直注重技术的创新和服务的完善，惠普公司针对影像行业开发的数字印刷输出设备具有完善的印刷品质、完整的数字印刷解决方案、全面的设备升级理念，能够为客户提供更多选择及更具价值的影像输出解决方案。

随着数字印刷技术的发展和应用的日益广泛，数字印刷在中国已经发展到了新的历史阶段，人们对印刷品高品质、快速化、个性化、多样性的需求越来越急迫。数字印刷在影像行业打开了新的篇章，并将成为印刷行业发展的一个重要支点。从影像行业的市场需求方面来看，数字输出市场的潜力巨大。

正如惠普科技有限公司亚太区影像行业经理颜涵怡女士所说：“有人认为传统银盐冲印市场一直在下滑预示着影像行业的衰退，其实这是一个商机，这是数字印刷时代的商机。从欧美市场反馈的数据来看，数字印刷技术在照片书、影像礼品市场的表现可谓来势汹汹。数字印刷技术改变照片的排列、呈现，帮助人们更好的向他人分享故事，改变了人们的生活方式。很荣幸能够与中国人像摄影学会有这样的机会一起学习交流，我们希望透过行业的力量以先进科技作为载体，传递幸福，记录每一个欢笑的瞬间，也借此机会，让忙碌的你停下繁忙的脚步，捕捉瞬间回忆，让此刻成为永恒。”

此次惠普公司与中国人像摄影学会之间的合作，以全球化思维和本土化发展战略，积极打造并推动影像行业的印刷数字化发展。双方优势互补、强强联合，用最先进的技术及精良的输入设备，结合中国影像行业的实际，以客户需求为中心，量身定制、精心打造，共同为中国影像行业提供高性价比的影像数字输出解决方案，为客户创造源源不断的价值，加快中国影像行业数字化和智能化进程。



图为本次签约活动出席的嘉宾：中国人像摄影学会主席闫太昌、中国中国人像摄影学会监事会主席、中国金夫人集团总裁、时尚经典婚纱摄影集团董事长周生俊老师、婚纱专委会温思源会长、冀运表主席、李丽娜主席、李建成主席、马志霞秘书长、韩悦志秘书长。惠普科技（北京）有限公司 Indigo/Inkjet 数字印刷事业部大中华区总经理黄志铭、惠普科技有限公司亚太区影像行业经理颜涵怡、惠普科技（北京）有限公司 Indigo/Inkjet 数字商业印刷销售经理王大伟、惠普科技（北京）有限公司 Indigo/Inkjet 数字印刷北方区商业销售安瑞琦、惠普科技（北京）有限公司 Indigo/Inkjet 数字印刷市场经理刘真以及经纶全讯科技（北京）有限公司影像行业销售经理王立群等。



## 海德堡奔向2016年德鲁巴

# ——以“Simply Smart”为口号展示印刷业的数字化未来



海德堡印刷机械股份公司（以下简称海德堡）将在2016年德鲁巴展会上（5月31日至6月10日在德国杜塞尔多夫举办），以“Simply Smart”为口号，全方位展示印刷业的数字化未来。

“Simply Smart”是海德堡公司为应对与印刷媒体业4.0相关的挑战而提出的口号。海德堡始终致力于为客户们带来各种实实在在的好处，帮助印刷企业轻松便捷地应用日益复杂的生产流程和技术。

海德堡认为：要满足印刷企业的迫切需求，帮助他们不断提高生产效率，以更快和更灵活的方式，响应他们的客户的各种印刷需求。如何开展企业商业模式的数字化改造？印刷企业必须对此尽早做出决定，并使他们的客户参与到这一过程中。个性化印刷品与日俱增，高度灵活的印刷正在成为一种常态。将来，印刷企业将与其客户和供应商一道，更深层次地融入到数字化供应链中，并进一步满足其客户对于附加服务的期待。

海德堡公司董事会成员、服务部总负责人 Harald Weimer 表示：“秉承 Simply Smart 的精神，海德堡在德鲁巴上的所有展品将展示数字化和工业化的印刷企业新面貌，这是构成未来成功的商业模式的基本要素。我们与商业伙伴密切合作，力求为客户们提供面向未来的产品和服务，帮助印刷企业获得成功。我们相信，对于业内众多期待成功的企业来说，集成化、网络化的印刷厂将起到模范带头作用。通

过提供自动化流程和服务，我们帮助客户赢得竞争力并满足未来的市场需求。”

具体而言，“智能印刷厂”将展示集成化、网络化的印刷厂新风貌。绝大多数海德堡的产品对印刷企业的集成化和自动化生产来说已经是再适合不过的了。海德堡印通印刷及媒介工作流程在系统和设备之间构建了一体化的基础。其重点是胶印和数字印刷的智能化集成、生产流程的自动化、商务流程的集成以及将印刷品买家融入流程中。众所周知，海德堡在不断扩充数字印刷的产品阵营。在本届德鲁巴上，海德堡的一款面向商务印刷及包装印刷的全新喷墨数字印刷系统将首度亮相。

海德堡还将在德鲁巴上展示“智能服务”对于设备可利用率和生产率的促进作用。海德堡服务和印刷材料或称“智能服务”可以确保印刷系统全天候平稳运转。得益于印通，印刷企业拥有开放接口，因此在日常生产中以及在获得服务方面可享受特别的好处。比如：借助 eCall，在出现生产故障时，印刷机可以自动联系海德堡服务团队。有了远程服务，海德堡工程师可以通过开放接口登录客户系统，进而快速提供有针对性的服务。当然，可靠而高效的印刷还取决于经过严格测试并适合相关工艺的印刷材料。这方面，客户完全可以从全面的海德堡赛飞扬印刷材料中灵活选择。

德鲁巴展会期间，海德堡将分别在杜塞尔多夫一号展厅以及海德堡威斯洛赫印刷媒体中心，为客户全方位演绎印刷业的数字化未来。在一号展厅，海德堡及其合作伙伴将围绕着“Simply Smart”的核心理念，现场演示面向商务印刷和包装印刷的一体化解决方案。演示重点将包括胶印、数字印刷、印前、印后、工作流程、相关服务及印刷材料的创新成果。与此同时，在威斯洛赫举办的演示活动将展示更完整的海德堡产品系列。若印刷企业需要了解最新的技术成果，或是针对生产率、自动化、设备性能等问题有各种各样的需求，那么，海德堡威斯洛赫“大本营”将是为他们答疑解惑的最佳场所。



## 2015上半年印刷设备器材进口数据

## Import Data of Printing Equipments and Materials during the First Half of 2015

金额单位: 亿美元 (Unit: Hundred Million Dollars)

项目 Items	2015年上半年 the First Half of 2015	2014年上半年 the First Half of 2014	同比增长 Plus or Minus
1.印刷设备 Printing Equipments	8.9991	11.5725	-22.24%
1.1印前设备 Prepress	0.3461	0.4041	-14.35%
1.2印后设备 Post Press	0.7379	1.0249	-28.00%
1.3印刷机 Printing Machine	5.7497	7.6793	-25.13%
1.3.1胶印机 Off-set Machine	3.1748	4.2187	-24.74%
1.3.2其他常规印刷机 Other Printing Machine	0.6524	1.4288	-54.34%
1.3.3数字式印刷机 Digital Printing Machine	1.9224	2.0318	-5.38%
1.4辅机零件 Accessory	2.1655	2.4642	-12.12%
1.4.1非数字印刷机用 Non-digital Printing Machine	0.3252	0.4694	-30.72%
1.4.2数字印刷机用 Digital Printing Machine	1.8403	1.9948	-7.75%
2.印刷器材 Printing Materials	1.8539	1.9862	-6.66%
2.1印刷油墨 Printing Ink	1.3625	1.6686	-18.34%
2.2喷墨墨水 Inkjet Machine Ink	0.2763	0.1259	119.46%
2.3胶印板材 Offset Plate	0.0292	0.0526	-44.49%
2.4柔性印刷版 Flexographic Plate	0.186	0.1391	33.72%
3.印刷设备器材 Printing Equipments and Materials	10.8531	13.5587	-19.95%
4.参考项: 软片 Reference: Film	2.7814	2.8731	-3.19%

## 2015上半年印刷设备器材出口数据 Export Data of Printing Equipments and Materials during the First Half of 2015

金额单位: 亿美元 (Unit: Hundred Million Dollars)

项目 Items	2015年上半年 the First Half of 2015	2014年上半年 the First Half of 2014	同比增长 Plus or Minus
1.印刷设备 Printing Equipments	8.2437	8.4566	-2.52%
1.1印前设备 Prepress	0.7044	0.7876	-10.56%
1.2印后设备 Post Press	1.28	1.1832	8.18%
1.3印刷机 Printing Machine	5.0333	5.2395	-3.94%
1.3.1胶印机 Off-set Machine	0.3326	0.3418	-2.69%
1.3.2其他常规印刷机 Other Printing Machine	1.4347	1.3072	9.75%
1.3.3数字式印刷机 Digital Printing Machine	3.2659	3.5905	-9.04%
1.4辅机零件 Accessory	1.2261	1.2462	-1.61%
1.4.1非数字印刷机用 Non-digital Printing Machine	0.2505	0.259	-3.28%
1.4.2数字印刷机用 Digital Printing Machine	0.9756	0.9872	-1.18%
2.印刷器材 Printing Materials	3.4445	3.281	4.98%
2.1印刷油墨 Printing Ink	0.7316	0.6857	6.69%
2.2喷墨墨水 Inkjet Machine Ink	0.2314	0.1666	38.90%
2.3胶印板材 Offset Plate	2.4511	2.3984	2.20%
2.4柔性印刷版 Flexographic Plate	0.0304	0.0303	0.33%
3.印刷设备器材 Printing Equipments and Materials	11.6883	11.7375	-0.42%
4.参考项: 软片 Reference: Film	0.1673	0.1859	-10.01%

## 主办单位

中国印刷及设备器材工业协会  
中国国际展览中心集团公司

## 支持单位

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中华人民共和国新闻出版广电总局  
中国国际贸易促进委员会  
中国机械工业联合会  
中国石油和化学工业协会  
中国轻工业联合会

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