

**CHINA  
PRINT 2013**

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**第八届北京国际印刷技术展览会**

**The 8th Beijing International Printing Technology Exhibition**

# **Exhibition Report**

**May 14th-18th, 2013**

**New China International Exhibition Center  
Beijing, China**



**Global Print**



Officially Supported Exhibition of MOFCOM China

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# Post-show Summary

The well-anticipated 8th Beijing International Printing Technology Exhibition (CHINA PRINT 2013) ended on May 18, 2013. This exhibition, with the guidance of relevant Chinese government departments as well as great support and participation by industry peers from home and abroad, achieved resounding success.

CHINA PRINT 2013 standing out in its theme of 'Green, Efficient, Digital and Intelligent' and fully displayed new ideas, technologies and variety of advanced and functioning printing equipment and materials. The exhibition, which covered 160,000 square meters, 60% increase over the preceding one, attracted 1,326 exhibitors from 28 participating countries and regions, registering a slight upsurge over the last exhibition. CHINA PRINT 2013 attracted visitors from 145 countries and regions, with a total of 183,809 visitor entries, and among them, 36,772 (20%) from overseas. CHINA PRINT 2013 has exceeded the 2nd International Printing Technology Exhibition of Guangdong (PRINT CHINA 2011) in scale, emerging as the biggest printing exhibition in China, and it has

become the second largest printing exhibition after DRUPA globally.

The Third International Forum for the Development of Printing Industry (FORUM-PI 2013) was held during CHINA PRINT 2013. Leaders of ten national printing industry associations introduced the industry development in their respective countries and presented insight on printing industry's future on the podium.

Coinciding with CHINA PRINT 2013, China Print Summit 2013, the First China Functional Material Printing Forum, the Second Asia G7 Summit - International Printing Standardization and the China International Label Printing Industry Forum (2013) were held, along with over 60 workshops, seminars, and promotion sessions. The Asia Print Meeting, Global Print General Secretary Meeting and the Awarding Ceremony for the 4th China Print Awards also took place on the sidelines of the event.

'Korea Day' and 'India Day' were also celebrated by the Organizing Committee. These international activities and international exhibition complemented each other, effectively enhancing the exhibition quality and effect.

CHINA PRINT will hold its 9th exhibition (CHINA PRINT 2017) in Beijing in May 2017, and The International Printing Technology Exhibition of Guangdong (PRINT CHINA), the sister event to CHINA PRINT, will hold its third edition (PRINT CHINA 2015) during April 7-12, 2015, in Dongguan. The two exhibitions, one in the North and one in the South, have raised each other's profile standing together on the stage. As China's economy steadily grows, China's printing market is set to expand, and it can be expected that both the influence and quality of CHINA PRINT and PRINT CHINA will increase. We hope that printing industry colleagues, professionals and friends from home and abroad can pay more attention to these two exhibitions, and we appreciate deeply your even more broadly-based participation and stronger support.

This Post-show Report collects, analyzes and summarizes what happened at CHINA PRINT 2013. Please read it and we value your suggestions and comments.

CHINA PRINT 2013 Organizing Committee  
July 2013

# Leaders' Support

During CHINA PRINT 2013, leaders from various government departments and associations have visited the exhibition to show their support and care to the printing industry and to this industry grand gathering.

Abdul'ahat Abdulrixit, Vice Chairman of the 11th CPPCC



# Leaders' Support

Mr. Yu Zhen, member of the 10th CPPCC Standing Committee, Honorary Chairman of China Machinery Industry Federation (CMIF), Honorary Chairman of Printing and Printing Association of China (PEIAC)



Ms. Wang Yanbin, Director of Printing and Publication Department of State General Administration of Press & Publication, Radio & Television

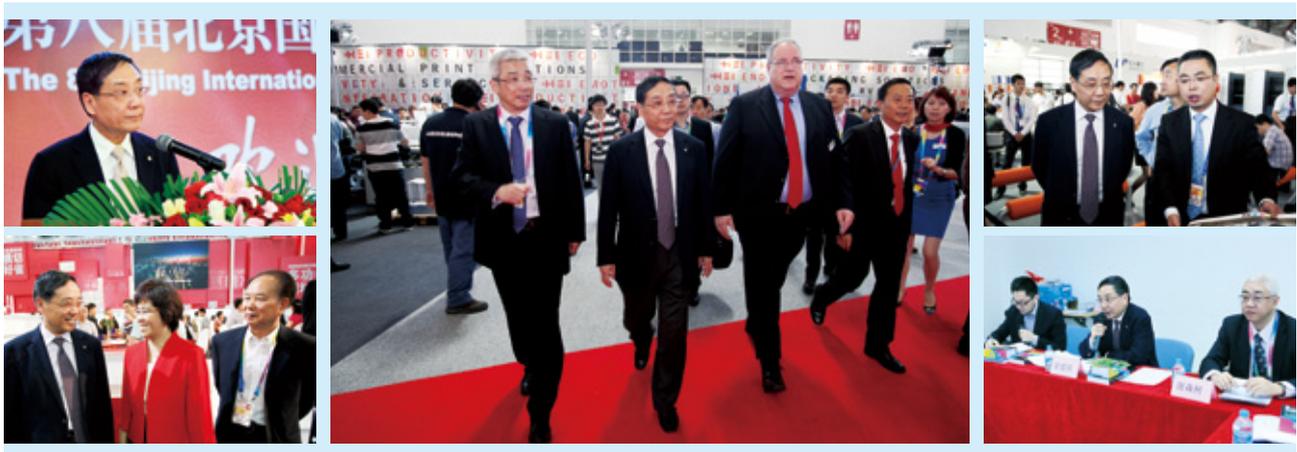


# Leaders' Support

Ms. Lu Renqi, Vice-Chairman of CMIF



Mr. Xu Jianguo, Chairman of PEIAC



Mr. Li Weiwei, Vice President of China International Exhibition Center Group Corporation (CIEC)

Mr. Yin Haixing, Adviser of CIEC



## Basic Information

**Exhibition:** The 8th Beijing International Printing Technology Exhibition

**Time:** May 14-18, 2013

**Exhibition Venue:** New China International Exhibition Center

**Sponsor:** Printing and Printing Equipment Industries Association of China  
China International Exhibition Center Group Corporation

**Supporter:** Ministry of Industry and Information Technology of P.R.China  
General Administration of Press and Publication of P.R.China  
China Council for the Promotion of International Trade  
China Machinery Industry Federation  
China Petroleum and Chemical Industry Association  
China National Light Industry Council

**Organizer:** China Print Show Company Limited

**Co-organizer:** Print China Show Company Limited



# Exhibition Overview

## Exhibition Statistics

**Exhibition Area:** 160,000 square meters

**Number of Exhibitors:** 1,326

Overseas Exhibitors: 462, occupying 35% of total exhibitors

Domestic Exhibitors: 864, occupying 65% of total exhibitors

**The exhibitors come from 28 countries and regions:**

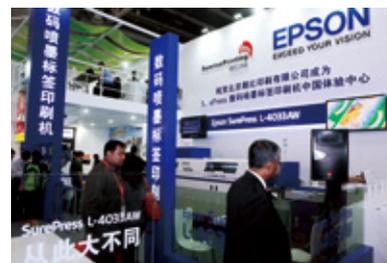
China, Germany, UK, USA, France, Italy, Korea, Japan, Israel, Pakistan, India, Malaysia, Indonesia, Philippines, Sri Lanka, Denmark, Switzerland, Sweden, Netherlands, Australia, Finland, Belgium, Spain, Singapore, Russia, Hong Kong, Macao, Taiwan

**Visitor Entries:** 183,809

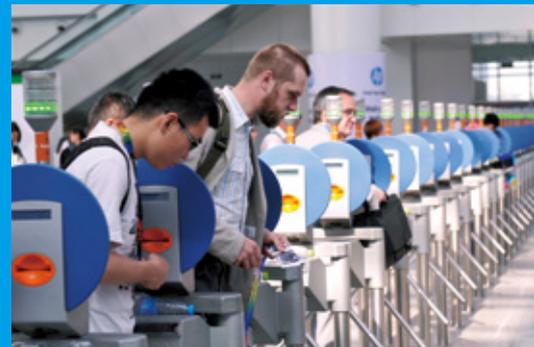
Overseas Visitor Entries: 36,772

Overseas visitors come from 145 countries and regions and the number of overseas visitors occupies 20% of total visitors:

USA, Germany, Britain, Canada, France, Australia, New Zealand, Italy, Spain, Russia, Japan, India, Indonesia, Korea, Malaysia, Thailand, Pakistan, Singapore, Vietnam, Sri Lanka, Brazil, Philippines, Iran, Egypt, Turkey, Mongolia, United Arab Emirates, Ukraine, Uzbekistan, Kazakhstan, Mexico, Saudi Arabia, Israel, Poland, Peru, Myanmar, Bangladesh, South Africa, Nigeria, Venezuela, Tunisia, Algeria, Netherlands, Lebanon, Yemen, Kuwait, Ecuador, Colombia, Azerbaijan, Oman, Bangladesh, Portugal, Austria, Slovakia, Belarus, Chile, Lithuania, Bolivia, Sweden and Hong Kong (China), Macao (China) and Taiwan (China).



# CHINA PRINT 2013 Reaching New Stage



The 8th 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. The industry grand gathering has reached new records in show size, exhibitors and visitor entries. Various new exhibits and huge trade volume have led to the great success of the trade fair.

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.

# Exhibition Overview

## 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, 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



# Exhibition Overview

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 Indigo 10,000 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. 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

CHINA PRINT has become an important platform for printing machinery manufacturers to present



# Exhibition Overview

their new product premiere. Exhibitors from home and abroad have presented the following products for the first time globally or in the Asia Pacific region.

No.	Exhibitor	Product	Debut Range
1	Heidelberg	SX102 Offset Press	China
2	KBA	Rapida 145 Offset Press	Asia
3	HP	Indigo 10000 Press	Asia
4	HP	Indigo 7600 Press	Asia
5	Komori	Impremia C80 Press	Asia
6	Konica Minolta	bizhub PRO 951	China
7	Konica Minolta	bizhub PRESS 1250/1052	China
8	Konica Minolta	bizhub PRESS 2250P	China
9	Fuji Xerox	iGen150 Press	China
10	Fuji Xerox	Color C75 Press	Global
11	Ricoh	RICOH PRO C5100S/C5110S Series	Asia
12	Ricoh	IRCOH MP CW2200SP Wide Format Press	China
13	EPSON	SurePress L-4033A Label Press	China
14	MBO	Modularized Folding System	Global
15	Shanghai Electrics	EP-106 Offset Press	Asia
16	Goss International	Magnum Compact Web Fed Offset Press	Global
17	Master Work	Sheet Fed Digital Color Press	Global
18	Founder	P5100 Ink Jet Press Series	Global
19	Gronhi	Shinohara 921VH Offset Press	China
20	Gronhi	MQ180 Die Cutter	China
21	Huaguang	CTYP Plat Setter	China
22	JMD	ROSE 12000 Saddle Stitcher	China
23	Beiren	BEIREN 300A-1+L+C Offset Press	China
24	Wanjie	Wanjie UV PS Plate Web Fed Offset Press	Asia
25	Xingraphics	FIT Nano CTP Plate	Global

# Exhibition Overview

## Visitor Number Beyond Expectation

CHINA PRINT 2013 attracts a lot of visitors. manroland global CEO Pang Ruifan expressed that he was surprised by the quantity of visitors. According to statistics, the exhibition attracted a total of 183,809 professional visitors from 145 countries and regions in the world, including 36,772 international visitors, exceeding the organizers' expectation. At the same time, this exhibition has also attracted more than 80 delegations from Europe, the Americas, Africa and Southeast Asia and 64 delegations from local and domestic provinces and autonomous regions associations. These visitors not only visit, but also negotiate and procurement.

As the exhibition hall is located in the outskirts of Beijing, subway has become the best way to visit the exhibition. As CHINA PRINT 2013 was held, Beijing Subway Line 15 has become hot line, with the NCIEC station crowded with CHINA PRINT visitors. In the first two days of the show, visitors have to queue outside the East Gate and South Gate of NCIEC, which are the two gates near the subway station.

## Exhibition Achievement Beyond Imagination

The number of exhibitors, the size of show area and the number of visitors reached an unprecedented scale has become an indisputable fact. At the same time, exhibitors' achievements during the show are also beyond imagination.

Before closing of the exhibition, the organizing committee has visited leaders of over 30 foreign exhibitors, they have all expressed the following opinion: exhibition scale and visitor quality were all beyond expectation; besides domestic customers, they have also received 15% overseas orders! Heidelberg China said they have upgrade CHINA PRINT as a global exhibition; HP said that they might double the booth size if their new models have launched; KBA said the quantity of visitors in their booth exceeds all expectations and they have received the largest single customer order; manroland signed most sales orders in their CHINA PRINT history at the first day; Beiren Group signed contracts with six printing companies. Gronhi sells 24 offset presses in the first two days



# Exhibition Overview

with revenue of RMB 60 million; Masterwork sold 50 printing and packaging equipments in the first day with revenue of nearly RMB 70 million; MBO expressed the quantity of orders reaching the peak among all exhibitions in China.

## Various Concurrent Activities

During the exhibition, visitors could not only see the latest products and technology from world's top manufacturers, but also attend various concurrent activities to explore the present and future of the printing industry.

On May 13, Forum-PI 2013 was held in Beijing, leaders of printing industry associations from China, United States, Germany, Britain, Italy, Japan, Australia, Russia, India, Indonesia, South Africa, Brazil and South Korea have delivered speeches, describing the current status of printing industry in their won countries and shared

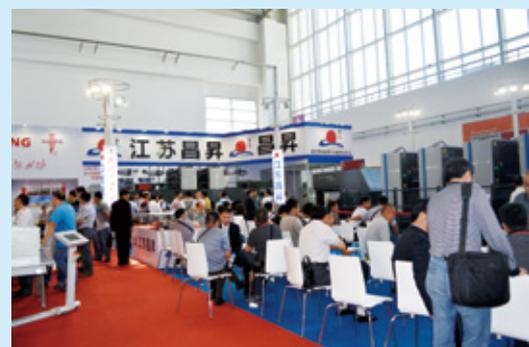
their prospects of the printing industry development.

On May 15, Asia Print (Beijing) Conference was held in Beijing. 11 federation member representatives from China, Korea, India, Pakistan, Malaysia, Indonesia, and Sri-Lanka attended the meeting. The representatives introduced the development of their printing industry as well as their local printing exhibitions. Mr. Xu Jianguo, president of PEIAC was elected as the next Chairman of the Asia Print Federation.

One May 16, Global Print Secretary General Meeting was held in Beijing. More than 20 delegates, including Mr. Markus Heering, general manager of VDMA Printing and Paper Technology, Mr. Lu Changan, vice chairman and secretary general of PEIAC, Mr. Ralph J. Nappi, president of NEPS, Mr. Tim Webb secretary general of PICON, Mr. Higuchi Kyoji,

senior managing director of Japan Printing Machinery Association, Dr. Lukas Sigrist, secretary general of Switzerland printing Machinery Association, and Mr. K.S. Khurana, President of IPAMA attended the meeting. Delegates at the meeting exchange the development status of national printing industry and printing exhibitions.

In addition, over 60 activities, including the 4th China Print Awards Ceremony, China Printing Forum 2013, the 1st China Functional Materials and Printing Technology Development Forum, the 1st China Label Printing Industry Forum, the International Printing Standardization G7 forum, the 2nd Digital Printing Pioneer Seminar, and many more have been held during CHINA PRINT 2013.



# Reception Banquet for CHINA PRINT 2013 Held Ceremoniously

On May 13th, CHINA PRINT 2013 organized reception banquet at China People's Palace, Beijing. Zhen Yu, Member of the Standing Committee of the Tenth CPPCC National Committee, Honorary President of China Machinery Industry Federation, Honorary Chairman of Printing and Printing Equipment Industries Association of China, Zhengfa Bu, Chairman of China National Light Industry Council, Beilei Pan, Honorary Chairman of China National Light Industry Council, Tao Zhang, Director of office of Industry Association of the State-owned Assets Supervision and Administration Commission, Renqi Lu, Executive Vice President of China Machinery Industry Federation, Jianguo Xu, Chairman of PEIAC and Chairman of Shanghai Electric Group, Weiwei Li, Vice President of China International Exhibition Center Group Corporation, and leaders in charge of publishing and printing and packaging industry department of provinces and cities nationwide, leaders of the enterprise

exhibitors, media representatives and representatives to participate in the two meetings of Asia Print and Global Print, a total of more than 200 people attended the dinner reception. The dinner was presided over by Chang'an Lu, Vice Chairman and Secretary-General of PEIAC. Jianguo Xu, and Weiwei Li delivered speeches respectively.

Jianguo Xu expressed his warm welcome to the domestic and foreign guests who attended the reception banquet. He said, since the reform and opening up, with the rapid development of Chinese economy and the printing industry, CHINA PRINT continues to gallop on the line of growth and development. With the strong support and careful preparation of the sponsors and colleagues from the industry at home and abroad, the scale of CHINA PRINT 2013 has reach a stupendous 160,000 square meters, a 60% increase over the previous show; audiences from home and abroad are expected to reach a record

18 million people; total exhibitors will be more than 1,000. While the world is facing a tremendous economic downturn, the exhibition reaching such success reflects the broad prospects and great potential of Chinese rapid economic development and the growing Chinese market. Over the last 30 years, CHINA PRINT is not only increasing its scale, but is also setting higher standards, providing perfect service levels and thus today has become an important platform for technological exchanges, trade cooperation within the world's printing and equipment trade and is playing an increasingly important role resulting in a win-win situation for all involved.

Weiwei Li explicitly mentioned in his speech "on behalf of the exhibition organizing committee, I express my heartfelt thanks to the friends at home and abroad for their concern and support for the CHINA PRINT over the years".



# Major Events

## Forum-PI 2013

May 13th, 2013, the 3rd International Forum for the Development of Printing Industries (Forum-PI 2013), sponsored by Printing and Printing Equipment Industries Association of China (PEIAC), and organized by Print China Publishing Company Limited and China Print Show Company Limited, held in Auditorium, Tower C, China People's Palace, Beijing.

Mr. Zhen Yu, Member of the Standing Committee of the Tenth CPPCC National Committee, Honorary President of China Machinery Industry Federation, Honorary Chairman of PEIAC; Ms. Renqi Lu, Executive Vice President of China Machinery Industry Federation, Mr. Jianguo Xu, Chairman of PEIAC, Mr. Chang'an Lu, Vice Chairman and Secretary-General of PEIAC; Mr. Tongxin Li, Mr. Yucheng Ren, Mr. Jianguo Xiao and Mr. Juesheng Gu, Mr. Peiwu Zhang, Mr. Fangqian Teng, Mr. Guangyuan Feng, Vice

Chairman of PEIAC; Mr. Demao Wang and Mr. Jinfeng Xu, Special Adviser of PEIAC; Mr. Xinhai Rong, Director of Administration of Press and Publication of Tianjin, and other leaders, as well as senior members, senior experts and representatives of large and medium-sized printing and printing equipment and material companies, universities, and professional of the media from America, UK, Germany, Italy, Japan, India, Indonesia, Pakistan, Korea, the Philippines, Sri Lanka, Malaysia, Nigeria, Main and Cambodia, Brazil, Saudi Arabia, Jordan, Thailand, Mainland China and Hong Kong, Macau, Taiwan Region, more than 400 people attended the meeting, which was presided by Mr. Chang'an Lu and Ms. Renqi Lu.

At the meeting, Mr. Chang'an Lu started the session with introduction of the esteemed guests. Mr. Zhen Yu, in his opening statement said that in the case of current development of the global real

economy, there are still many difficulties, the convening of Forum-PI 2013 is expected to help in promoting mutual communication and understanding between the countries in the printing industry. The effort was to discuss methods and measures to promote the global printing industry to remain viable and retain sustainable development. In addition, on behalf of the sponsor, he cordially invited the guests attending the meeting to visit and to attend the various activities of CHINA PRINT 2013.

Subsequently, Mr. Govind Bhargava, President of All India Federation of Master Printers; Mr. Kai Büntemeyer, President of VDMA, Printing and Paper Technology (Section), Germany; Dr. Guido Corbella, Secretary-General of Italian Manufacturers Association of Machinery for the Graphic, Converting and Paper Industry; Mr. Kyoji Higuchi, Executive Managing Director of Japan Printing Machinery Association;



# Major Events



Mr. Jimmy Juneanto, President of Indonesian Master Printers Association; Mr. Muhammad Ismail Memon, Chairman of Pakistan Association of Printing and Graphic Arts Industry; Mr. Peter Morris, Chairman of Printing Industry Confederation; Mr. Ralph J. Nappi, President of Association for Suppliers of Printing, Publishing and Converting Technologies; Mr. SuKon Koh, Chairman of Korea Federation of Printing Industry Cooperatives and Mr. Jianguo Xu made interesting speeches and introduced the development of their respective national printing industry. The speakers emphasized the outlook of printing industrial development in their countries. In addition, Mr. Rick Nichols, President of Goss International introduced the development of web offset technology for the printing industry. Mr. Yong Peng, Vice President of Shanghai Electric Printing & Packaging Machinery Group and General Manager of Goss Graphic Systems(China)

Co.,Ltd. explained the rotary press in the field of China packaging industry. Meanwhile, Mr. Xuezhong Gao, Mayor of Tianjin Beichen Municipal Government outlined of the significance and determination to establish a national News Publication Equipment Industrial Park under the title "To build world-class national news and publishing equipment industry park".

In accordance with the established practice, during the meeting, the sponsor awarded the guests who first spoke in this forum with the title of honorary member of PEIAC to express gratitude and respect. Award certificates were bestowed upon them as souvenir. Finally, Mr. Changan Lu made the closing speech, expressing his sincere gratitude to the esteemed guests who made such effective wonderful speeches and thanked the fellow colleagues in the industry for listening to them so attentively. He said, "Although

due to the different stages of economic development, the development trend of the countries in the printing industry is not the same, but it was indeed encouraging to find that both in the developed as well as in the developing countries, the printing industry showed sufficient self-confidence and vitality which is a very positive sign". "The success of the forum held will certainly promote mutual communication and understanding between the countries in the printing industry, and promote mutual learning and cooperation between them", he added.

After Forum-PI 2013, Mr. Zhen Yu, Ms. Renqi Lu, Mr. Jianguo Xu, Mr. Chang'an Lu, Mr. Tongxin Li, Mr. Demao Wang and Mr. Jinfeng Xu, the leaders of PEIAC met the speakers and the representatives of overseas printing associations, which was presided by Mr. Chang'an Lu.



# Major Events

## The 4th China Print Awards Ceremony

The 4th China Print Awards was opened in New China International Exhibition Center on May 15th, 2013. Over 500 people attended, including Mr. Zhen Yu, Member of the Standing Committee of the 10th Session of Chinese People's Political Consultative Conference, Honorary Chairman of China Machinery Industry Federation and Honorary Chairman of Printing and Printing Equipment Industries Association of China, Ms. Yanbin Wang, Chief of Printing and Distribution Department of General Administration of Press and Publication of the People's Republic of China, Ms. Renqi Lu, Executive Vice Chairman of China Machinery Industry Federation, Mr. Chang'an Lu, Vice Chairman and General Secretary of Printing and Printing Equipment Industries Association of China, Mr. Tongxin Li, Vice Chairman of PEIAC, Mr. Demao Wang and Mr. Jinfeng Xu,

Special Advisers of PEIAC, Mr. Jinxi Yang, Lifetime Honorary Chairman of Hong Kong Printers Association, Mr. Jinyin Chen, Chairman of Printing and Printing Equipments and Materials Association of Taiwan Region, Mr. Shaoxiang Zhou, Chairman of Macau Printing Association and attendees from printing associations, media and representatives of contestant enterprises and manufacturers from home and abroad.

Mr. Zhen Yu and Mrs. Yanbin Wang addressed the meeting, speaking highly of the China Print Awards on which they placed ardent hopes. Following that, trophies and certificates were officially awarded.

Over 1000 works were selected during last year, among which 23 were finally awarded Gold Medal, 53 Silver Medal

and 76 Copper Medal. Colorful Scroll of Olympic Culture submitted by Shenzhen Artron Color Printing Co., Ltd. won the highest prize-Fullcourt Award. Organizing committee issued honorary certificates to each appraisal specialist and thanked them in having reviewed all selected works fairly, transparently and conscientiously.

Vice Chairman of Artron, the biggest winner, received the award and played a short film showing Artron to the audience. Artron has won the award several times. It attached great importance to China Print Awards in actively involving itself in selecting and sending works to the organizing committee each time.

Organizing committee added The Outstanding Entrepreneur on Contributions to Printing Industry Award





and The Innovative Printing Entrepreneur Award this time.

Eight companies were awarded The Outstanding Entrepreneur on Contributions to Printing Industry Award, namely Mr. Guangyuan Feng, Chairman of Leo Paper Group, Mr. Weiwu Ma, Chairman of Lijia International Group, Mr. Junde Fei, Chairman of Shanghai Jielong Group, Mr. Shibao Xu, Secretary of Party Committee and Chairman of Anhui Xinhua Printing Co. Ltd., Mrs. Li Li, Chairman and General Manager of Masterwork Machinery Co., Ltd., Mr. Fangqian Teng, Vice Secretary and General Manager of China Lucky Film Corporation, Mr. Liancheng Cai, CEO of Heidelberg China and Mr. Xuezhi Liu, General Manager of HANS-GRONHI Graphic Technology Company Limited.

Eight companies were awarded The Innovative Printing Entrepreneur Award. They are Mrs. Lijuan You, Chairman of Fujian Hongbo Shares, Mrs. Yan Xiao, Chairman of Hunan Linghua Printing, Mr. Kang Chen, President, Chairman of the board and Secretary of Party Committee of Yibin Licai Group of Sichuan, Mr. Zaijian Zhang, General Manager of Jiangsu Phoenix Printing, Mr. Xiaoming Sha, Chairman of General Manager of Jiangsu Changsheng Group, Mr. Bin Zheng, General Manager of Shenzhen JMD Machinery Co. Ltd., Mr. Zhineng Yuan, Chairman of Greater China Market of manroland China and Mr. Yong Peng, General Manager of Goss China.

These companies have made remarkable contributions to the development of printing industry in China.

The event was hugely supported by publication bureaus and printing associations of many cities and provinces of China, for which awards were bestowed upon the contributing bureaus and associations.

Leaders of organizers officially lunched the 5th China Premier Print which was going to be held on April in Dongguan of Guangdong Province at the end of this ceremony. They hoped that more companies could join in this activity, coming up with more splendid printing works.



# Major Events

## Mr. Jianguo Xu Elected as President of Asia Print

Representatives from eight countries including China, India, Pakistan, Sri Lanka, Malaysia, Philippines and Korea attended the Asia Print meeting during CHINA PRINT 2013. The meeting was chaired by Mr.Wang Demao, President of Asia Print and Ms.Belle Yam, Vice President of Asia Print. The purpose of Asia Print is basically to enhance the exchanges between the Exhibition Organizers of the countries involved, in terms of ideas, technology sharing, mutual cooperation and support for each other in order to help the growth of exhibitions in the respective countries.

After the opening announcement by the President Mr.Wang Demao, the agenda of the meeting included self-introduction of each participant and a welcome speech by the meeting hosts, in which the participants were welcomed to CHINA PRINT 2013. The Asia Print Secretariat report was presented by Mr.Sam Xie, which outlined the work done by the secretariat from the last meeting at India (Print Pack India 2013 Exhibition) and until now (CHINA PRINT 2013). Following this, the reports from individual countries were read out by the

Chief Representatives of the respective countries which included Mr.Chua Ngam Lok (Malaysia), Mr.Jimmy Juneanto (Indonesia), Mr.John L Choa (Philippines), Mr.Sanjeev Mohan (Sri Lanka), Mr.Irfan Ahmed (Pakistan) and Mr.K L Khurana (India).

Speaking on the occasion, Mr. Xu Jianguo of PEIAC emphasized that exchanges between the members of the Asia Print community is a great achievement and added "I find this forum to be a great opportunity for the members to discuss issues with other members and find solutions to the problems faced by them. He also emphasized that cooperation in technological localisation is a wonderful thing as seen by the launch of Magnum by Goss is a result of Goss technology being implemented into machines as per the local demands of the Chinese printers. It may be noted that Shanghai Electricals had bought Goss earlier last year and Mr.Xu is the Chairman of Shanghai Electricals. Similarly he also pointed out the success of Heidelberg machines being manufactured in China and being exported to various

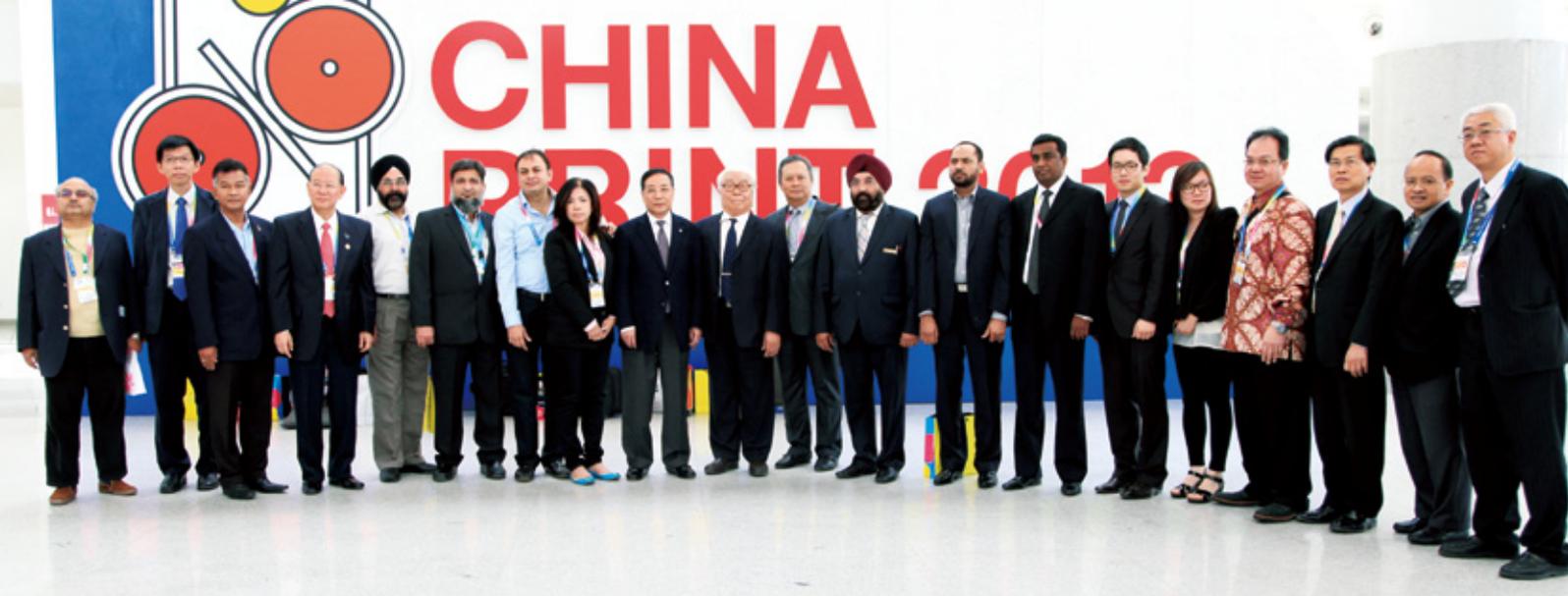
countries in the world. Mr.Xu said "The first day of the CHINA PRINT 2013 exhibition had over 54000 visitors, which makes me feel confident of us achieving the 180,000 mark by the last day".

Speaking of the PEIAC's other show-Print China in Dongguan, Mr.Sam Xie said "We will have an extra day this time (from the earlier 5 days to 6 days) this time". Starting in 2007 with a modest 80,000 visitors, Print China show in Dongguan in 2015 is expected to have more than 200,000 qualified visitors according to him.

The members agreed mutually to make it compulsory for each member country representative to meet at least once a year failing which there would be a possibility for the member country to be disqualified. After a bit of deliberations by the members of Asia Print meeting, it was decided mutually that the next meeting will be held in Pakistan.

The election for the post of President and two Vice Presidents was held towards the end of the meeting and a secret ballot resulted in the election of Mr.Xu Jianguo





(China) as the President of Asia Print along with Ms. Belle Yam (Malaysia) as Vice President (I) along with Mr. Jimmy Juneanto as Vice President (II). The whole house wholeheartedly welcomed the elected members with huge round of applause.

Thanking the members on the occasion of his election as the President of Asia Print, Mr. Xu said "The aim of the establishment of Asia Print is for promoting exchanges and also to promote the respective shows amongst the members." He also assured that and he would do all that is possible on his part to promote the cause". He also added he had the opportunity to visit India during the Print Pack 2013 exhibition organized by IPAMA and was a valuable experience to actually attend the Asia Print meet there. He emphasized on the need for more valuable exchanges being the need of the hour and said "As the President, along with the two efficient Vice Presidents- Ms. Belle Yam and Mr. Jimmy Juneanto,

I promise to promote the legacy left by Mr. Wang Demao and take the same to the next level for the benefit of all the members of Asia Print". He also added that he would make the Asia Print Secretariat more proactive and interactive in order to reach the intended goals. "Thank you very much for electing me" he beamed.

Thanking the members, Ms. Belle Yam of Kaizer Exhibition (Malaysia), on being elected as the Vice President (I) of Asia Print said "Being elected another time as the Vice President is not only a matter of honour for me but also makes me most humble. I promise to contribute more than before to this esteemed organization for the benefit of all the members of Asia Print".

Jimmy Juneanto, President Indonesian Master Printers Association, in his thanking speech on being elected as the Vice President (II) emphasized "Thank you for the support extended to me in electing

me as one of the Vice Presidents by all of the esteemed members of Asia Print and I intend to do perform towards adding more members to our association especially those from Taiwan, Vietnam and Thailand".

Towards the end of meeting, as a matter of respect to the outgoing founding President of Asia Print, the newelected presidents jointly proposed to Make Mr. Wang Demao the honorary Chairman of Asia Print, which the whole house wholeheartedly approved. Speaking on the occasion of being made as the Hon. Mr. Wang Demao said "I am 77 years old now and I feel honored by being bestowed the position and will try to do my best, as I always do." Meanwhile, the new President, Mr. Xu said "While my being based in Shanghai would have made it a little difficult to manage the things but with Mr. Wang Demao accepting the honorary post as Chairman, my job will be made much easier, thanked Mr. Wang Demao for his gracious acceptance.



# Major Events

## The Global Print General Secretary Meeting Held

Interesting deliberations marked the Global Print General Secretary Meeting on May 16th in new China International Exhibition Center, coinciding with the ongoing CHINA PRINT 2013. Dr. Markus Heering, Managing Director of VDMA Germany presided over the meeting graciously. The meeting was attended by various representatives from different member countries, namely Mr. Chang'an Lu, Vice Chairman and General Secretary, Mr. Tim Webb from UK, Mr. Kyoji Higuchi from Japan, Dr. Lukas Sigrist from

Switzerland, Mr. Ralph Nappi from USA and Mr. K. S. Khurana from India.

After the welcome address, all the present members representing their respective countries gave brief reports on the present conditions in their market along with the future outlook and trends. The presentations were widely supported by relevant data and statistics.

During the talks about the exhibition standards being followed by various

countries and the data interpretation of various components of an exhibition, Mr. Manuel Matare, the outgoing chief of Messe Dusseldorf exhorted on following stringent procedures and certifications while holding exhibitions and releasing the event data. He made his stand clear with his presentation "How do we count". The officials of CHINA PRINT also contributed by deliberating on the intricacies being faced by them in holding the exhibition. The overall sentiment that emerged out of the whole discussion was



# Major Events

that with changing times the organisations must change for better and equip themselves for the future.

The discussions among the different member countries about the market conditions in their respective domains revealed that apart from China and India, the future outlook of the printing industry would continue to remain a cause of worry. While Japan and Switzerland echoed the ongoing recessionary trends, UK, USA and Germany talked about a more or less static market, China and India were quite upbeat quoting a healthy growth rate of about 15% for the next year. All of the members were

however unanimous on the constant emergence and dominance of the packaging sector.

Towards the end of the meeting a small presentation was made by Ms. Katherine Zepf of VDMA, Germany which focused on the ecological aspects of the printing industry emphasizing on our environmental responsibilities. Her study compared Print versus Online to ascertain the balance between print and electronic media. The conclusion however did not tilt the scale in one direction, which was a point of surprise as it is widely assumed that the growth of printing industry is a direct component of ecological imbalance.

The verdict was there is no way to tell which is causing greater concern to the ecological burden: print media or the electronic media, thereby suggesting a scenario where we would need constant re-evaluation in what we use and how much we use.

The meeting ended on that note and with the announcement of the next meeting getting fixed on September 10th, 2013 at Chicago, USA.



# Major Events

## CHINA PRINT 2013 Korea Day

Sponsor of the CHINA PRINT 2013 has convoked the Korea Day in W1-105 meeting room which is located in new hall of the China International Exhibition Center. ZhenYu, member of the National Committee of the Chinese People's Political Consultative Conference(CPPCC), honorary chairman of the China Machinery Industry Federation(CMIF) as well as the Printing and Printing Equipment Industries Association of China(PEIAC), Chang'an Lu, Deputy chairman as well as General Secretary of PEIAC, and its special advisor

Demao Wang and Jinfeng Xu, Sukon Koh, Chairman of the Korea Federation of Printing Industry Cooperation. Zhengpei Jin, president of Korea Printing Technology Association, people in charge of printing associations in the main area of Korea together with part of the enterprise representatives of both China and Korea attended the meeting.

The activity began with national anthems of both countries. Changan Lu, the deputy chairman as well as the general secretary of PEIAC made the speech and

expressed welcome to friends from Korea printing industries on behalf of PEIAC. He appreciated for Korea's organization of 1000 professionals to visit CHINA PRINT 2013, which supported CHINA PRINT best. He said that printing professionals of the both countries kept close relationship and the range of cooperation extended continuously after the interviews and communication. Printing industry in Korea developed well and requirements on equipments were largely lifted, while the Chinese manufactures achieved great improvement in both quality and level



# Major Events

under decades of creative development, thus there was large room for Events exports. Communication between the Chinese brand enterprises and those of Korea was improved and friendship as well as cooperation were strengthened through this activity, so as to bring fruits and long leadership to both countries.

During the speech, Sukon Koh, chairman of the Korea Federation of Printing Industry Cooperation indicated that CHINA PRINT 2013 was the first exhibition with the special organization

of Korea Day and he was excited to hear the Korean National anthem during the activity, although he had attended many print exhibitions abroad. He hoped that the similar communication activities should be held continuously, interaction should be improved and cooperation between the two countries should also be promoted, leading long-lasting friendship . Afterwards, Chang'an Lu, deputy chairman as well as general secretary of PEIAC and Sukon Koh, chairman of Korea Federation of Printing Industry Cooperation Shoukun Gao, gave presents to each other showing

the friendship between printing industries in the two countries.

Three famous companies coming from manufacture area of printing machines such as Jiangsu Chang Sheng, HGPM and JMD introduced their development, the relevant technologies, product development and popularization respectively . Together with Chang'an Lu, Mr. Sukon Koh visited the exhibition halls of companies mentioned above.



# Major Events

## CHINA PRINT 2013 India Day

India Day was held during CHINA PRINT 2013. Mr. Chang'an Lu, Vice Chairman and General Secretary of Printing and Printing Equipment Industries Association of China (PEIAC), Mr. Tongxin Li, Vice Chairman of PEIAC, Mr. Demao Wang and Mr. Jinfeng Xu, Special Adviser of PEIAC attended.

With an attendance of over 100 printers from India at the India Day held at the sidelines of CHINA PRINT 2013, Mr. Jinfeng Xu invited all the attendees including the

Chief Guest, Dr. B. Balabhaskar, Indian Vice Ambassador to China in Beijing; Mr. Govind Bharagava, President of AIFMP; Mr. Khurana, from IPAMA and Mr. Kamal Chopra, from NIPA. He said "According to initial information from him, there has been over 2000 visitors from India and over 1000 from Korea on the 3rd day of CHINA PRINT 2013".

The meeting started with the playing of national anthem of China as well as India. Emotional Indian audience sing it aloud

with vigor and a sense of immense national pride. Mr. Kamal Chopra made opening address. He narrated an idea which Mr. Wang Demao shared with him on one of his visits to China wherein he expressed that if India with its vast and powerful IT capabilities joined hands with China who has a reasonable strength in its hardware manufacturing capabilities can make a force in the international market to reckon with. Yes, it would be a nightmare for competing manufacturers and a huge relief for actual user, we presume.



# Major Events

Mr. Bharagava, President of AIFMP, in his inaugural speech welcomed everybody gathering in the India Day and thanked PEIAC for helping arrange a congregation of Indians at CHINA PRINT 2013, “Despite sluggish economic growth of 6%, the printing industry is still growing at an average rate of 12% showing the resilience of the printing industry in general”. He also gave an overall brief view of the Indian print industry.

Dr. B. Balabhaskar was impressed upon the cooperation that China and Indian industry enjoyed at the moment and he, in fact, termed it as amazing. “China is the largest trade partner of India and India in turn is the 7th largest trade partner of China” he said. He further added that the trade now is moving into investment proposals and implementation. “India Day is being seen as a platform to increase cooperation between India and China” he emphasized.

Mr. Chang'an Lu, General Secretary and Vice Chairman of PEIAC in his speech thanked all the assembled Indians for joining his team for India Day. “Thank you all for this and it is a great pleasure to be host you as esteemed guests on the occasion of your visit to Beijing to attend CHINA PRINT 2013” he said. He also emphasized that PEIAC is arranging for a meeting of machine manufacturers from China and India for mutual benefit.



# Technical Exchange Activities



## 1. China Print Summit 2013

May 14, 2013, China Print Summit 2013, organized by Printing and Digital and Network Printing Sub-association of PEIAC, took place at Conference room W-201, the New China International Exhibition Center (NCIEC).

## 2. Functional Printing China 2013

May 16, 2013, the Functional Printing China 2013, organized by PEIAC and Dusseldorf (Shanghai) limited Company, debuted at Conference room W-201, NCIEC.



## 3. The 2nd Asia G7 Summit – Global Printing Standardization

May 15, 2013, the 2nd Asia G7 Summit – Global Printing Standardization, organized by PEIAC, The Hong Kong Printers Association, Beijing Printing Association and IDEAlliance, was held at Conference room W-105, NCIEC.

## 4. 2013 China Label Printing Forum

May 13, 2013, 2013 China Label Printing Forum, sponsored by Printing & Printing Equipment Industries Association of China (PEIAC) and co-organized by Label Printing Sub-association of PEIAC and Print China Magazine, was held at Conference room 11, 6th floor of Building C, the ACFTU ("Worker's Family") Hotel.





## 5. The 2nd Digital Printing Forum

May 15, 2013, the 2nd Digital Printing Forum, sponsored by PEIAC and organized by Quick Printing Sub-association of PEIAC and Print China Magazine, was convened at Conference room W-101, NCIEC.

## 6. International New Technique Release Conference for Digital Post-press

May 15, 2013, the International New Technique Release Conference for Digital Post-press, organized by China Research Institute of Printing Science and Technology, was held at Conference room W-102, NCIEC.



## 7. China Digital Printing Union Annual Conference 2013

May 16, 2013, China Digital Printing Union Annual Conference 2013, organized by Print Today Magazine, was held at the third floor conference room of Crowne Plaza International Airport Hotel Beijing.

## 8. Digital Post Press Forum- “Post Press Forum”

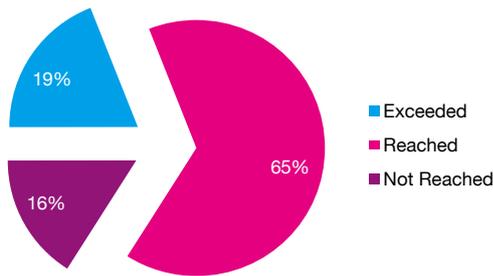
May 16, 2013, Post Press Forum, organized by Ningbo-based [www.cpp114.com](http://www.cpp114.com) and [www.wyy.cn](http://www.wyy.cn) e-commerce platforms, took place at Conference room W-103, NCIEC.



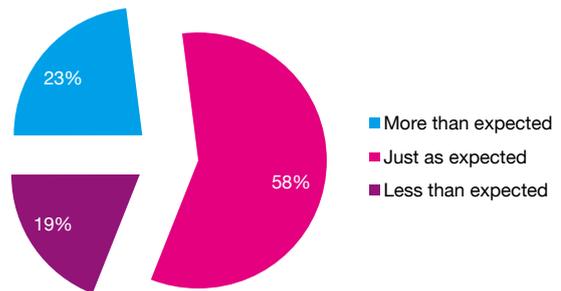
## Exhibitor Survey Result

During the exhibition, the organizer has distributed survey forms for all exhibitors. 656 forms are valid with complete information. The organizer uses these data to generate the following survey results:

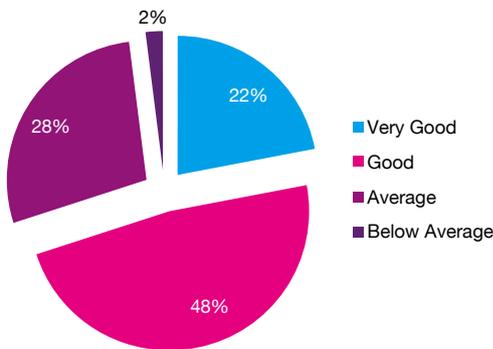
### Goal of Exhibiting



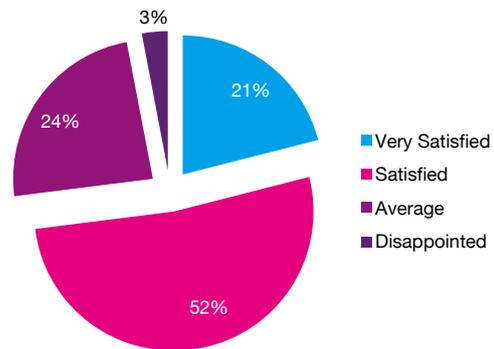
### Visitor Quantity?



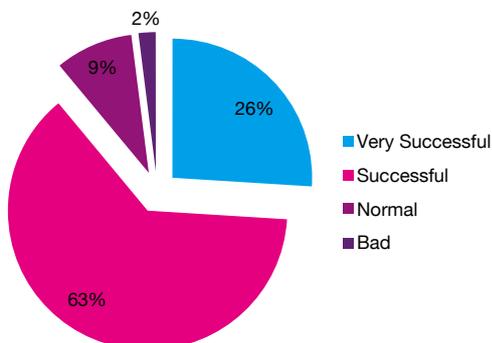
### Visitor Quality



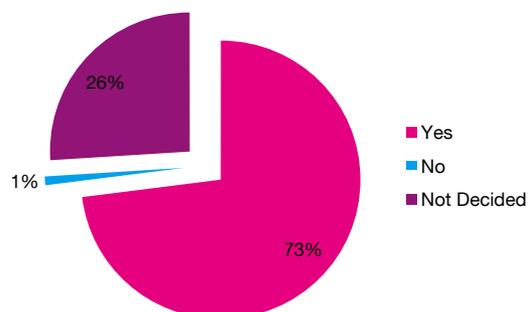
### Organizer's Services



### General Evaluation

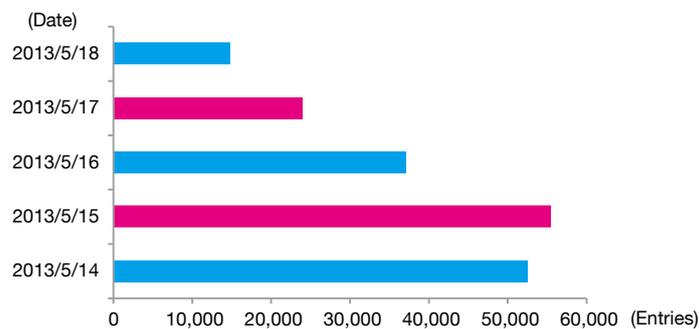


### Will you participate in CP17?



## Visitor Data Analysis

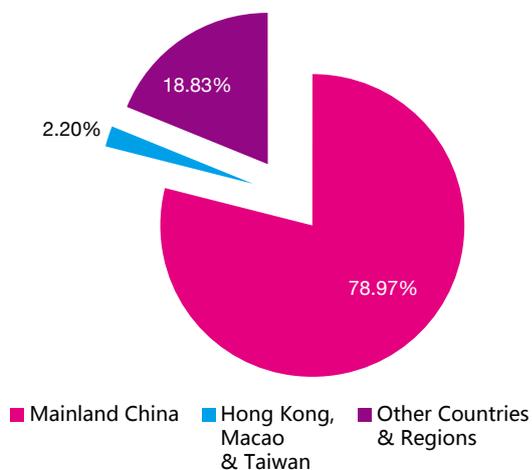
### Daily Visitor Entries



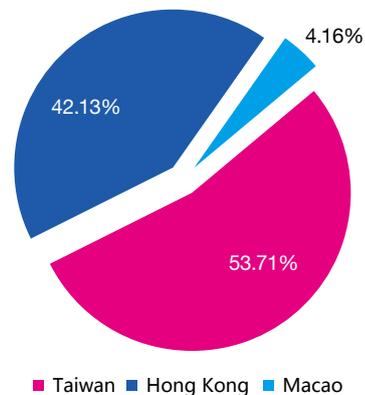
**13%** Growth Comparing with CP09.

During the exhibition, the organizer has received nearly 60,000 visitor registration forms. Our service provider has confirmed that 35,404 forms are valid with complete information. The organizer uses these data to generate the following analysis:

### Origin of the Visitors



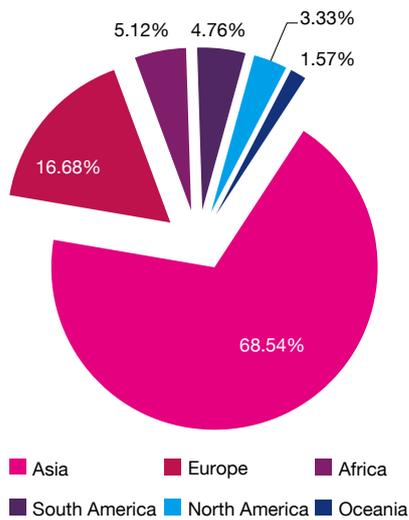
### Visitors from Taiwan, Hong Kong and Macao



# Data Analysis

Number of International Visitors' Countries & Regions **145**.

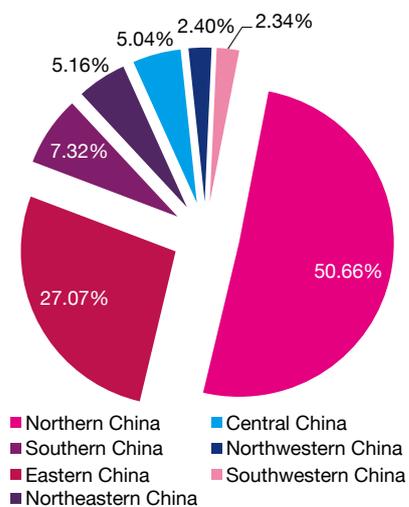
International Visitors Divided by Continents



International Visitors' Countries of Origin (Top 10) (Basis: Other Countries & Regions)

Rank	Province	Percentage
1	India	16.19%
2	Indonesia	8.87%
3	Russia	6.85%
4	Korea	6.77%
5	Malaysia	5.37%
6	Thailand	5.04%
7	Japan	3.32%
8	Pakistan	2.73%
9	Singapore	2.26%
10	Vietnam	2.22%

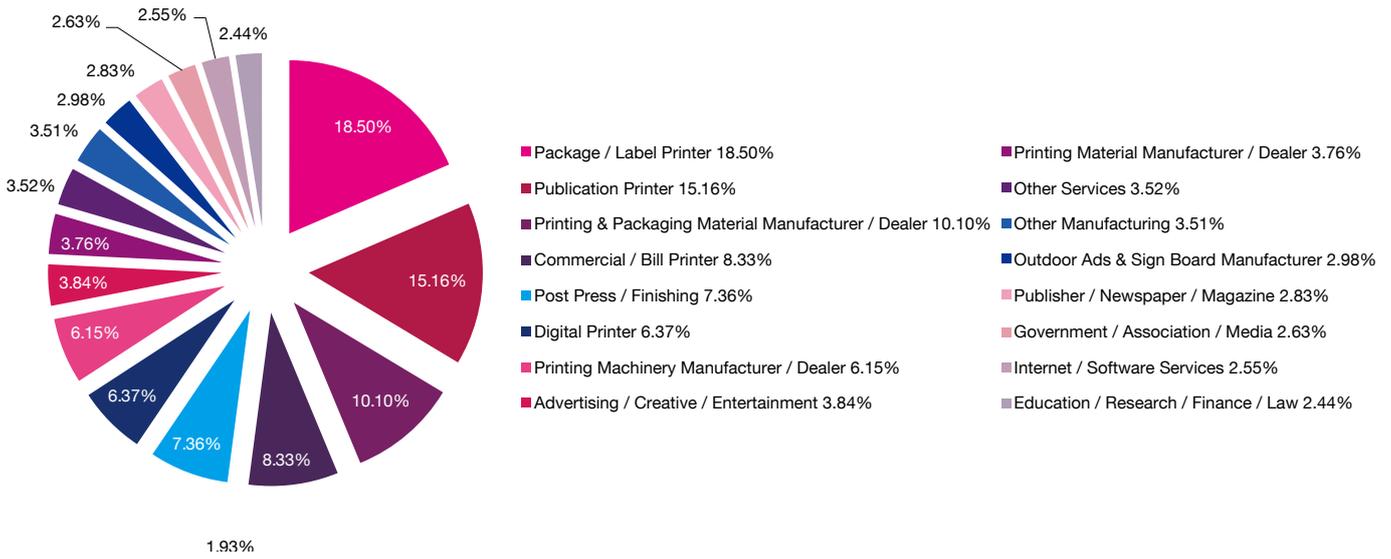
Domestic Visitors Divided by Areas



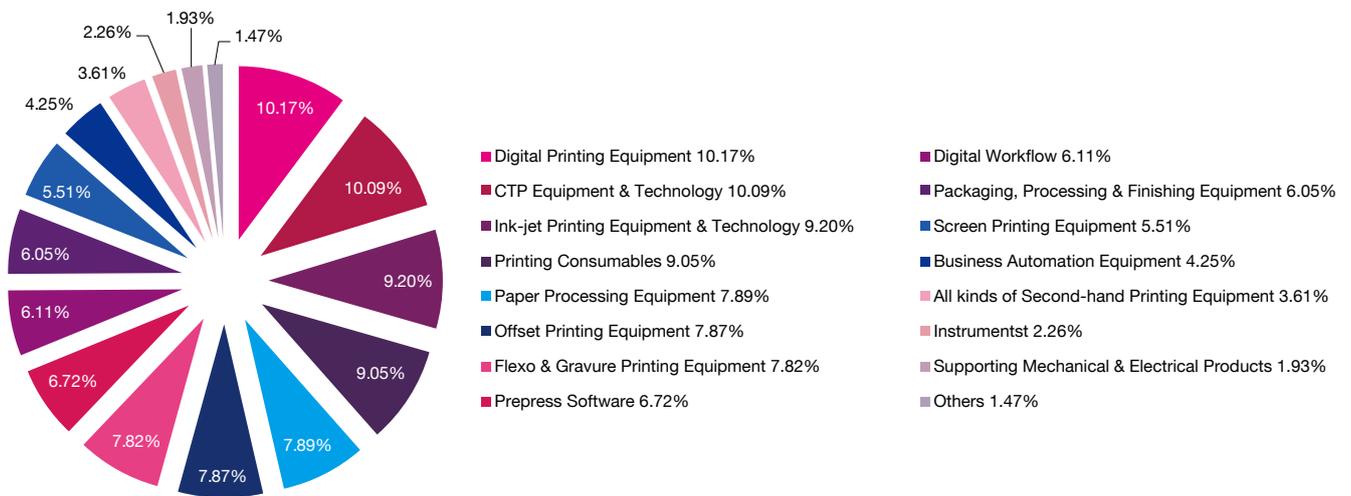
Provincial Origin of Domestic Visitors (Top 10) (Basis: Mainland China)

Rank	Province	Percentage
1	Beijing	32.12%
2	Hebei	8.75%
3	Shandong	7.9%
4	Guangdong	6.65%
5	Tianjin	5.99%
6	Zhejiang	5.63%
7	Shanghai	5.23%
8	Jjiangsu	4.89%
9	Henan	2.82%
10	Liaoning	2.75%

## Visitors' Industrial Sector

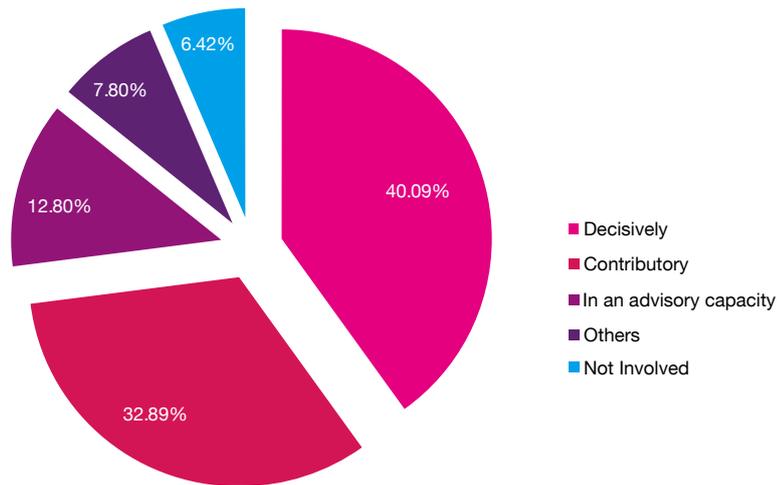


## Visitors' Interest in Product Ranges

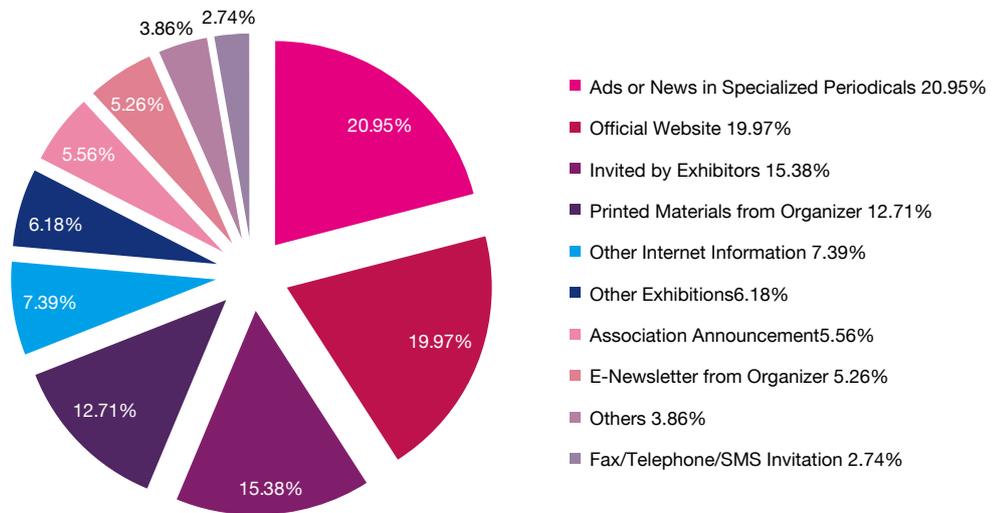


# Data Analysis

## Visitors' Role in Purchasing



## Visitors' Way of Getting CP13 Information



## Exhibitor Comments

CHINA PRINT 2013 has achieved great results, attracting record-breaking visitors, as solutions presented by Heidelberg are well received by customers. The desired on-site demonstration will spark more interest in the future. Up to this moment, deal signed at the exhibition venue has exceeded our expectations, and president of Heidelberg Management has expressed delight and satisfaction while acknowledging the dedication and competence of Heidelberg China. I have great confidence in Chinese market, as China's printing industry has tremendous potential and has been making progress and growing steadily, though unlike the hyper-growth rate witnessed a few years ago. Heidelberg has considered China the most important market in the world, attaching attention to the China that far exceeds other countries. CHINA PRINT has firmly established as one of the preeminent printing exhibitions globally and we are very pleased with the outcome of CHINA PRINT 2013.



*Chua Lian Seng, CEO of Heidelberg China Ltd.*



CHINA PRINT 2013 is a resounding success, as the number of deals signed by KBA on-site breaks the record, far exceeding expectation. The overall organization of the event is outstanding, and if minor suggestion were sought, it would be to have longer exhibition time as current event lasts only four and half days. CHINA PRINT has become the second most influential printing exhibition worldwide following DRUPA, and has high global exposure, not a local event anymore. We hosted visiting delegations from many countries like Austria and Russia, and KBA's subsidiaries in south-east Asia were all at presence. KBA unveiled Rapida 145 which just made its debut last year at DRUPA, generating great response. Chinese customers have been able to accept latest technology and products in the world. As a brand, CHINA PRINT has been very successful in increasing its value.

*Walter Zehner, CEO of KBA Greater China*

I am very glad to come to China, to Beijing, meeting customers and old friends. I particularly appreciate meticulous organization and arrangement made by the organizing committee. Generally speaking, sales are exceptional and we signed many deals and received numerous orders at the venue, surpassing prior exhibitions, as Bosch gained broader recognition and publicity, fulfilling our objectives. Since the labor cost in China rises steadily, Chinese customers are placing sharper focus on automation level and ease of operation of the equipment and machinery. Bosch has done a lot in response, and we believe that post-printing equipment market possesses great potential. From the perspective of visitors, the ratio of international visitors stays at 15%, or even higher perhaps. The key is the high quality of visitors. It's a little bit short to have just 5 days for such a grand event, and it could be better to have one or two more days.

*Jean-Luc Cachin, Head of Business Development China, BOBST*



# Remarks



We are very satisfied with the overall result of CHINA PRINT 2013 including deals made and publicity generated for Komori brand, beating expectations. Every day of the exhibition, visitors flocked to our stand, and we are very relieved that Komori brand captures widespread attention in China and has been accepted by multitude of Chinese customers. Komori's all distributors in Asia attended CHINA PRINT 2013 and signed deals with customers mainly from Asia. Alongside Asia, Central and South American and some European customers also attended, which is the vivid evidence that CHINA PRINT has become a printing industry event with global influence. Though global printing market is still beset by challenges, we remain very hopeful and rosy about Chinese market.

*Tsugawa Toshiyuki, Operating Officer, Group General Manager of Overseas Sales Group, Komori Corporation*

CHINA PRINT 2013 exceeds expectations from number of visitors to on-site sales volume, by a margin of 30% to 35%. Komori held its Asian distributor meeting for the first time in the interim of CHINA PRINT, set against its increasingly global stature. By attending the exhibition, we realize that printing industry is still in upward trajectory, as packaging and printing is experiencing sustained growth, and demand for printing services is making inroad from coastal region to inland. While inland demand for advanced printing equipment increases dramatically, customers on the east coast are replacing vintage machines, stressing more on automation and capacity of producing high value-added equipment. As a result, we are very confident about Chinese market. CHINA PRINT has eclipsed Japan's IGAS in its internationalization, and we received many overseas customers on the exhibition. Another pronounced impression is that as the level of domestic printing equipment manufacture rises, many overseas customers and agents are coming to seek cooperation opportunities with Chinese printing equipment manufacturers, which is another indicator of CHINA PRINT's expanding global exposure.

*Guo Xuan, President of Infotech Printing Machine Co. Ltd*



I am very impressed with CHINA PRINT 2013, especially its global aspect. The printing market is still expanding, as the bulk of customers are from Korea, India and south-east Asia. Comparing with the preceding events, products displayed at CHINA PRINT 2013 apparently are more modern and digitalized. Printing equipment and products from domestic manufacturers are more diversified with elevating maturity and product design, and it's the reflection of trend of market development and the shifting industry technology. For Kodak, numerous deals were made at the exhibition, especially color digital printer NexPress SX3300 and Prosper 1000 press using KODAK's revolutionary Stream Inkjet Technology captured great attention. This robust and high performance inkjet web press solution is a field upgradable to color and helps publishing house solve storage and timeliness issues. Overall state of economy reflected in the printing industry in particular is far better than last year.

*Qiu Jianming, Publishing & Newspaper Sales Director, Kodak (China) Investment Company Limited*

On CHINA PRINT 2013, many customers requested updates on Maroland, as deals reached beat expectations and considerable number of potential customers wanted to purchase machinery. Exhibition excels both in visitor traffic and quality, gaining more global exposure. Meanwhile, relying on CHINA PRINT platform, we have conveyed our concepts and ideas to wider customers in the Greater China region, i.e. adopt distinctive value-added printing solution to support customers in realizing sustained profitability. It is achieved on two fronts: first, add value to printing products through unwavering commitment to quality and distinctive printing application; second, enhance company's sustained profit-making capacity by raising productivity and services while reducing cost. As the best business partner, Maroland not only provides cutting-edge and high-quality press to customers but offers them all-in-one value-added printing solutions, helping them obtain optimal investment return through sustained profit-making capacity and creating maximum profit.

*Adam Yuan, Managing Director of maroland Greater China*



Muller Martini attaches great importance to CHINA PRINT 2013 since Chinese market has become ever more critical to our group. CHINA PRINT has become No.2 printing exhibition in the world, and CEO of Muller Martini came to Beijing, staying at the venue throughout the event. Muller Martini holds great confidence in printing industry, and what we need to do is develop all sorts of solutions constantly to meet the changing demand of the market. Muller Martini has five sales and post-sales service outlets in the Greater China region covering Beijing, Shanghai, Shenzhen, Hong Kong and Taipei. Headquarters supports our efforts wholeheartedly, approving our plan to attend CHINA PRINT 2013 very early. Post-press equipment businesses are facing a significant development opportunity on the Chinese market. Chinese customers used to invest in pre-printing and printing, however, because of tight labor market, rising labor cost and mobility of labor force, the golden era of automated post-press equipment is approaching. On the exhibition, I was very busy meeting customers from home and abroad. As reported that Korea, Singapore and India made prominent presence at the exhibition, there was a big chunk of overseas visitors at the event, though without comparison with previous event. CHINA PRINT has become a global event.

*Finn Nielsen, Managing Director of Muller Martini (Hong Kong) LTD.*

# Remarks



On CHINA PRINT, HP demonstrated its printing and proofing equipment, inkjet printing, advertising production equipment and hardware, as well as pre-printing processing system and software, and the debut of B2-format HP Indigo 10000 digital press in Asia created huge buzz. We set up demonstration areas like commercial printing, packaging printing, personal imaging studio and publication printing, highlighting versatile applications of digital printing. HP's creative ideas generated overwhelmingly positive feedback from customers. In order to give customers more direct view on HP's product line, we designed theater-like demonstration effect, displaying HP products through content-rich video clips. We don't happen to make accurate estimate on visitor traffic, but every day big crowd showed up at our booth. On-site sales are fantastic, exceeding expectations. I have a suggestion: the exhibition time is a bit short. If more time were planned, we would bring even bigger-scaled equipment for the event.

*Edcent Chan, Marketing Manager of HP Indigo and Ink Jet Press Solutions, Imaging & Printing Group, Asia Pacific and Japan*

CHINA PRINT 2013 went really well, with numerous deals signed, beating expectations. This year's performance has seen 30% growth over last year. More deals are being negotiated, and the final result of this event will be known at the end of May or early June. Company leadership believes that CHINA PRINT has better exhibition effect than DRUPA, along with the home court feeling. Visiting delegations or visitors from India, Indonesia, Russia and Malaysia came in record number, as overseas buyers made their presence felt. One customer from Brazil purchased our equipment on site.

*Steel Li, General Manager of Production Printing Sales Div., Konica Minolta*



I noticed huge visitor traffic each day, and CHINA PRINT 2013 will have a huge boost to printing industry in China. As a tremendously attractive market, Mitsubishi will bring the best printing technology to China, making bigger contribution to the development of local printing industry. We had high expectations for CHINA PRINT 2013, and what has happened has met our anticipation, as more negotiations are under way.

*Hyakutake Satoru, General Manager of Printing Machinery Division, Mitsubishi Heavy Industries (Shanghai) Co., Ltd. Beijing Sales Branch*

First, thank you very much for all the support. It's the first appearance for RICOH China Co., Ltd. at CHINA PRINT. I think that the exhibition is a great success, which is reflected in high-quality preparation, organization and on-site services, as well as in results and deals made at the venue site.

*Hiroki Matsuzaki, General Manager of PP Sales Department,  
RICOH China Co, Ltd.*

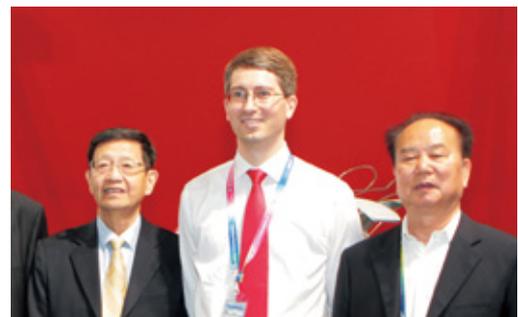


The exhibition attracted huge crowd, and the atmosphere at the venue was exciting especially for the beginning few days. We have a keen sense that people's knowledge about digital equipment has leapfrogged, and there is still wide space for future development of printing industry. CHINA PRINT 2013 was under international spotlight, as we received customers from Australia, Russia and the Middle East. CHINA PRINT's influence in global printing industry has risen substantially.

*Ding Xiangcheng, Sales Manager,  
Fuji Xerox (China) Limited*

CHINA PRINT is a wonderful opportunity for Canon to showcase its latest applications. Attendance at CHINA PRINT 2013 was great, and it has met our expectations in terms of quantity and quality. The portion of overseas visitors to our booth was 5 %-6% of the overall and on-site sales was encouraging.

*Daniel Van Zelst, Senior Manager of WFP Strategic Business  
Development Division, CAMG Wide Format Printer Products  
Center, Canon (China) Co., Ltd.*



I am very pleased with the results of the exhibition, as the quality of customers is very high, along with many potential customers. The overall effect was outstanding. We brought in numerous new machineries to demonstrate, and the event developed plenty of opportunities for us. We were so busy receiving domestic visitors that we could barely sit down. The customer formation is a mixture of new and old.

*Wu Yingyi, General Manager,  
Wenzhou Zhengrun Machinery Co., Ltd.*

# Remarks

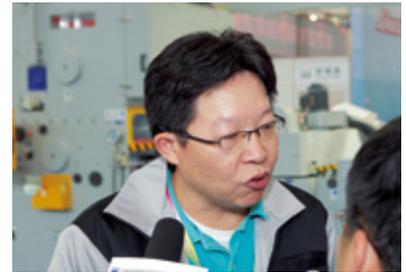


CHINA PRINT 2013 has exceeded our expectations. Take the product manuals for example, they were all handed out on the first day, and we had to ship a bunch of them from Nanyang the next day at short notice. As us, our peers also think that the event beats expectations. We appreciate the great work done by the organizer. It attracted big number of visitors, and stood out in quality.

*Gao Jian, Marketing Manager of Sales Department,  
Lucky Huaguang Graphics Co., Ltd.*

The event is a resounding success, attracting a great many visitors and outstanding sales. All the machineries were sold out, exceeding our expectation by a wide margin. We made deals with many overseas buyers from the Middle East, South America and Europe. The result is the best among all exhibitions we attended, better than DRUPA.

*Tank Che, Assistant General Manager  
Wen Cheng Machinery(Dongguan) Co.,Ltd*



Many customers signed deals with us at the venue, and overseas visitors made up the rather big chunk of the crowd. We met customers from India, Argentina, Brazil and Mexico, with satisfying results.

*Yan Shibin, General Manager and Board Member,  
Shenzhen Xiandai Dongke Machinery Co., Ltd.*

The outcome of the exhibition is exceptional, as all equipment at display was sold out and we also received close to twenty orders. The sales showing regardless of domestic-bound or outbound was fantastic, and we particularly appreciate the great job that the organizer has done. In order to highlight domestic brand, we shipped in many new products which captured great attention. A numerous new international customers reached cooperation intention agreement with us, as many agents in Brazil, Mexico, India, Korea and the UK approached us, totally beating expectations.

*Bian Yu, General Manager of Marketing,  
Shandong Century Machinery Co., Ltd.*



The exhibition result is excellent. Our company is in the transition development period, and attending CHINA PRINT is to showcase new profile, concept and technology. 90% of the products at display made their debut, therefore, overseas customers, mainly agents from Russia, Southeast Asia, Europe and South America flocked to our booth.

*Chen Jijun, General Manager,  
Pinghu BindEx Machinery Co., Ltd.*



We are very satisfied with the exhibition result, having received a big number of customers, domestic and overseas. We would like extending our thanks to the event organizer. We took all equipment represented to the grand event including cutting-edge products from Japan, Switzerland, Italy, France, Korea and Taiwan, which has won concerted recognition.

*Ma Jianying, General Manager, Wilson (Hong Kong) Ltd.*

CHINA PRINT 2013 is a great success, especially in publicizing domestic companies. We shared the same stage with international brands in a setting that highlighted globalization. We are pleased with the result as well as the attending visitors at the exhibition. We appreciate that the event organizer provided such outstanding platform and opportunity. We will come back in four years, for sure.

*He Yong, Deputy-General Manager,  
Chengdu Xingraphics Co., Ltd.*



# Remarks



We mainly act as the bridge between overseas customers and domestic manufacturers. We took over 300 customers from Thailand, Malaysia, Indonesia and Vietnam to CHINA PRINT 2013. The feedback is overwhelmingly positive after spending three days at the exhibition. The product quality, scale and brand of Chinese companies have improved noticeably, and international customers have greater confidence in our equipment, and I believe that Chinese companies will get more competitive. At the exhibition, I witnessed the ever narrowing gap between new equipment produced by China and those by Germany and Japan. We are relieved that thanks to exorbitant cost of German and Japanese equipment and the resulting investment pressure on the purchase behavior by printing manufacturers, Chinese equipment suppliers could offer appealing alternative for printing companies to reduce cost and generate profit at faster clip.

*Qi Xiaoyun, President, Sansin Holdings International Group Co., Ltd.*

The effect of CHINA PRINT 2013 is better than the preceding one, with better organization. Chinese companies' globalized image was in full display, and we are very pleased. We also received customers from Uzbekistan and signed the agreement.

*Zhejiang Wity Machinery Group Co., Ltd.*



The attendance at CHINA PRINT 2013 sets record, and the customer source is great and upscale. We sold a dozen machines at the exhibition venue with a total revenue of over RMB10 million. The portion of overseas customers is considerable, while the overall quality of visitors is high, so is the proportion of visitors with professional knowledge. We attached great importance to the event due to lackluster economic situation of the recent two years.

*Shanghai Dragon Printing Machinery Co., Ltd.*



## Media Evaluations

# CHINA PRINT 2013 Review

——Liu Jiying  
Editor-in-Chief of Print China Magazine

Beyond doubt, the 8th Beijing International Printing Technology Exhibition (CHINA PRINT 2013) has achieved unprecedented success. Under the broad context of global economic uncertainty, when printing industry in the major developed countries remains sluggish and some international printing exhibitions are in the doldrums, CHINA PRINT 2013 has showcased the resilience and vitality of China's printing sector, with its record-setting exhibition area and the number of visitors. In the course of the grand event, Print China interviewed some exhibitors and obtained the almost identical answer that the outcome exceeded their expectations with brisk trade made. It's the undeniable evidence that emerging economies led by China have become the main impetus to the growth of global printing industry, while the printing sector at some developed economies stagnates. CHINA PRINT 2013 has also affirmed the aspiration and efforts by China's printing companies to achieve transition and upgrading, as highly automated printing & post-printing equipment, green printing and digital printing equipment & materials were under the spotlight. We believe that on the basis of the vast market demands of China's printing industry, backed by supports and endeavors from all sides, China Print exhibition is destined to become a signature event of international printing trade shows.



# CHINA PRINT Impression

——Jin Shuting, Vice President of Print Today magazine



The 8th Beijing International Printing Technology Exhibition (CHINA PRINT 2013) has come to a successful close. Though the curtain falls, the profound impact and radiating capacity of CHINA PRINT 2013 on the technological innovation and market development of the printing industry in China and even the whole world cannot be underestimated.

We can take the pride in the fact that CHINA PRINT 2013 has secured the runner-up position among global printing trade shows, as many records were set. It saw the total exhibition area reaching 160,000 square meters, 60% increase over the preceding one; 1,326 exhibitors

from 28 countries and regions converged at the event, beating the number of attendance at last year by 4%; a record-breaking figure of 183,809 visitors confirms China Print exhibition's rising influence and popularity.

As professionals in China's print media industry, we are proud of the fact that China can stage such a big-scale and significant international printing exhibition, and the gradual transformation of the stature of China's printing market in the global context. We take even greater pride in Print Today magazine's accomplishments: relying on its distinctive brand advantages and authority

established during the past three decades in printing sector, Print Today has, since CHINA PRINT 2001 to the current edition, been the main officially-sanctioned media, and has edited and published in ground-breaking fashion series of special publications, like China Print Daily and China Print Technical Guidance for the trade show, which I believe have been noticed by the printing industry peers. We are very pleased that as one of the publications of the Printing and Printing Equipment Industries Association of China (PEIAC), Print Today has been dedicated to timely news reporting on China Print exhibition, promoting leading-edge technologies and offering exhibition and exhibitor services. I would like taking this opportunity to convey my deep appreciation for the great support to Print Today by the exhibition host and organizer, exhibitors and printing industry colleagues. "Print Today magazine journeys together with printing industry people," is our staunch commitment.

Envisaging the future, as the leader of Print Today magazine, I, on behalf of all colleagues and in my personal capacity, wish a bright future of China Print exhibition and a more spectacular show at the next edition of CHINA PRINT.

# CHINA PRINT 2013 Review by HC360.com.cn

—General Manager of No.6 Business Group of HC360.com &  
General Manager of Printing.HC360.com  
Zhao Yifen

On May 18th, 2013, the 8th Beijing International Printing Technology Exhibition (CHINA PRINT 2013) ended at New China International Exhibition Center, Beijing, in a resounding success. CHINA PRINT 2013 has set multiple records in the size and in the number of exhibition halls, exhibitors and visitors, and it will exert sustained impact on the printing industry development in China, Asia and even the world.

The rapidly ascending popularity of CHINA PRINT 2013 forms strong contrast to the decline of IPEX 2014 hosted by the UK. Such disparity reflects the monumental shift in global printing industry as the East powers ahead, as well as the enormous market potential in emerging economies represented by China.

As the only media authorized for live webcast of CHINA PRINT 2013, HC360.com was honored to participate in the coverage of this grand event within the printing industry. While witnessing the vigor and competence of the industry leaders and leading companies, we have enhanced our own professional knowledge and experience. HC360.com made extensive networking with various



manufacturers before the exhibition, conducting researches on exhibition products and running pre-show reports, including specials. During the exhibition, HC360.com provided timely, accurate and substantive coverage on exhibitors, products at display and concurrent activities held, as it deployed video, graphic and text forms, widely publicizing the spectacle of this event while streaming live the exhibition venue to netizens.

HC360.com takes great pride in the involvement with CHINA PRINT 2013's reporting and in contribution to extending

the event's global influence. It is also our obligation as a responsible industry media. I appreciate the trust and support from the Printing and Printing Equipment Industries Association of China, China Print Show Company Limited., various participating exhibitors and industry colleagues.

CHINA PRINT 2013 has written a new chapter, and the event has even promising future ahead. Hereby, I, on behalf of HC360.com and myself, extend the best wishes to China Print exhibition, growing into the weathervane of global printing industry development.

## Comments of CHINA PRINT 2013 by www.wyy.cn

——Wang Guiping

General Manager of Ningbo Woyaoyin Electronic Commerce Co., Ltd.



CHINA PRINT 2013 held on May 14-18 in Beijing has charted a new course and achieved unprecedented influence for China's printing industry in the aspects of exhibitors, products at display, visitors and exhibition area.

At the exhibition, the stands of Heidelberg, powerhouse in traditional offset printing, and HP, a new force of digital printing, captured the most attention. The showdown of the two large international brands struck the audience deeply. As the biggest exhibitor, Heidelberg demonstrated the integrated solutions that best fit in with China's printing market conditions and future development, in the W1-001 exhibition area measuring

3,700 square meters; as the all-digital technology exhibitor with the most potent lineup, HP showcased its innovative digital printing solutions that had dazzled on DRUPA 2012, in the E1-001 exhibition area with well over 3,200 square meters of space.

CHINA PRINT 2013, which attracted leading players within the industry, is undoubtedly the most influential printing exhibition worldwide this year, while being the most important trade show attended by www.wyy.cn since its foundation.

www.wyy.cn made its appearance at the exhibition with the record-breaking show area in company's history, as the

blending of e-commerce and traditional printing displayed its distinctive charms at two stands featuring CCP114 (China packaging printing website) and wdhc.cn (print consumables website). Our presence at CHINA PRINT 2013 was also noticed by the printing industry colleagues.

“CPP114 High-End Face-to-Face” Live-News-Room welcomed the visits by top management from renowned printing equipment companies, such as HP, MAN Roland, MBO, Hans-Gronhi Graphic Technology Co., Ltd., Changsheng Group, Shanghai Guanghua Printing Machinery Co., Ltd., Shanghai Purlux Machinery Co., Ltd. and Shanghai Shen Wei Da Machinery Co., Ltd. Wyy.cn hosted successfully the first Digital Post-Print Forum, inviting industry experts like Wang Huaizhu and Pan Xiaodong, and business leaders from Heidelberg, Purlux Machinery and Xingraphics for presentation. It's worth mentioning that as CHINA PRINT 2013's exclusive partner in web media, CPP114 under wyy.cn along with a few hundred of printing industry elites witnessed the most celebrated and glorious moment at the 4th China Print Award Ceremony.

I believe that the next edition of China Print exhibition will make still further progress, being more rewarding!

CHINA PRINT is one of the biggest and most important exhibitions of the world, I always say that CHINA PRINT is another 'DRUPA' may be by next time CHINA PRINT will surpass DRUPA in every field. Visit to CHINA PRINT this time was a great experience and this visit may prove to be another milestone for the development of printing especially print education and research. India is a vast consumer country, printing industry of both the countries is developing; China is developing very fast in the field of manufacturing some good quality machines especially the post press machinery is very successfully running round the globe. Chinese machines can be more successful in Indian market, if some after sales service center is established in India. I feel there is a need for establishing hub for after sales service for such machinery in India. On the other hand, it is now noticed that printing is not merely ink on paper, the field is open especially for 3-D printing and printed electronics, and I do feel that jointly India and China can be leaders of the field. During the visit of CHINA PRINT, I noticed that while India is leading in software and China in hardware and if both of them join hand, definitely they can conquer the world trade and industry.

CHINA PRINT is a must show for each and every printer of the world, on the behalf of North India Printers Association (NIPA) and Offset Printers Association (OPA), I do congratulate the organizers China Print Show Company and PEIAC for this most successful effort for the betterment of Global Printing Industry.



—Kamal Chopra  
-General Secretary  
North India Printers  
Association (NIPA)

## “CHINA PRINT 2013 catches global attention!”

—SK Khurana, Editor, PRINT & PUBLISHING, New Delhi (India)



I would like to call it a triumph as the recent 8th Beijing International Printing Technology Exhibition (CHINA PRINT 2013) received such a huge footfall of trade visitors from all nooks and corners of the globe rushing to perceive the 1,326 exhibitors representing 28 countries or regions. Covering an area of 160,000 sq m exhibition floor in eight halls of NCIEC and 11 temporary halls is not ordinary at all. So, there's no doubt to declare this printing expo as Asia's biggest event for the printing industry. Now that it gets to the level of mega fairs in Europe, America and Asia, such as IPEX (UK), IGAS (Japan), DRUPA (Germany) and Print (US), I believe CHINA PRINT will someday outshine all such leading international expos. Being a big marketing platform based out of the world's largest population and second largest population in the neighbour, CHINA PRINT will surely be emerged as an ultimate confluence of all the global printing markets in near future. It has been quite a visible reality that China and India poise as new destinations with full of unexplored business opportunities for the international players who are now fade up with the saturated western markets. And CHINA PRINT as the crowd puller!

We, the editors of Kursiv Publishing House (Russia), have participated 8 years ago in CHINA PRINT 2005, and can compare these shows: CHINA PRINT 2013 is not only larger in space and visitors attendance, this exhibition became really international. The show has real perspectives to become the most important in the world of printing.

The most impressive fact for us was the highly improved level of Chinese equipment presented at the exhibition. Now it corresponds to global technical level. Many of local companies have shown really high technologies.

At this show we have met a lot of visitors from Russia and CIS, and all of them are very satisfied with their contacts at CHINA PRINT.

It is necessary to note very good organization of the show - it was very convenient to international visitors and exhibitors.

Wishing a good success to Print China 2015 and CHINA PRINT 2017.



—Nina V. Shapinova-Editor-in-Chief  
Kursiv Publishing House (Russia)

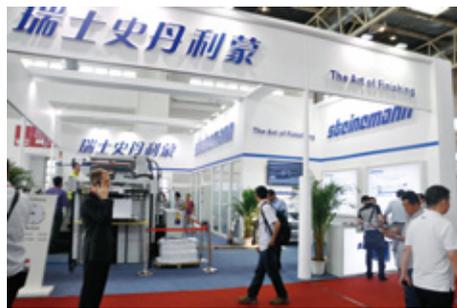
# Industrial Appraisements

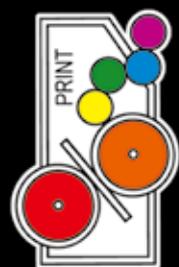


**Mr. Benny Landa, Chairman and CEO of Landa Corporation**

I have been to China many times, but CHINA PRINT 2013 is the first exhibition I have ever attended, and I have visited almost every stand. I think that CHINA PRINT 2013 is an outstanding exhibition, which has been well-received. It has great atmosphere better than anyone I have participated in, with many concurrent events held. On the last DRUPA Print Media Fair I attended, only a small portion of companies held activities, like at the stands of Landa, Indigo and some digital printing ones. At CHINA PRINT 2013, alongside a variety of activities held at digital printing booths, multiple activities were also conducted at normal printing, traditional printing, packaging, stamping and folding cartons & paper bags stands, with brisk trade everywhere at the venue. It indicates the vibrancy and dynamics of China's printing market, which is experiencing rapid growth indeed.

# 精彩剪辑





# PRINT CHINA 2015

[www.printchina.org](http://www.printchina.org)

## 第三届中国（广东）国际印刷技术展览会

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2015年4月7-12日

April 7-12, 2015

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Printing and Replicating Industries Association of Guangdong

### Organizers:

Print China Show Company Limited

### Co-organizer:

China Print Show Company Limited

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Construction plan and key support for cultural  
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