

# Application Form

| Company Information   |   |   |   |
|---|---|---|---|
| Company Name  |   |   |   |
| Address   |   |   |   |
| Post Code   |   | Website   |   |
| Contact Person  |   | Position  |   |
| Telephone   |   | Fax   |   |
| Email   |   | Mobile  |   |
| Exhibit Categories  |   |   |   |
| <input type="checkbox"/> Pre-press System and Software  |   | <input type="checkbox"/> Plate-making Equipment   |   |
| <input type="checkbox"/> Digital Printing and Proofing Equipment  |   | <input type="checkbox"/> Offset Printing Equipment  |   |
| <input type="checkbox"/> Flexo, Gravure and Label Printing Equipment  |   | <input type="checkbox"/> Screen Printing and Specialty Printing   |   |
| <input type="checkbox"/> Ink Jet Printing and Advertising Production Technology and Equipment   |   | <input type="checkbox"/> Post-press Equipment   |   |
| <input type="checkbox"/> Package Printing Equipment   |   | <input type="checkbox"/> Carton and Paper Converting, Processing and Packaging Equipment  |   |
| <input type="checkbox"/> Various Used Printing and Printing-related Equipment   |   | <input type="checkbox"/> Various Paper, Ink, Plate, Blanket and other Consumables   |   |
| <input type="checkbox"/> Testing Equipment, Automatic Control Equipment and Supporting Electro-mechanicals  |   | <input type="checkbox"/> Other Relevant Services  |   |
| Booth Requirements  |   |   |   |
| 1. Booth Area:<br><input type="checkbox"/> Section A<br><input type="checkbox"/> Section B<br><input type="checkbox"/> Section C<br><input type="checkbox"/> Section D  | 2. Booth Type:<br><input type="checkbox"/> Standard Booth<br><input type="checkbox"/> Raw Space | 3. Booth Open Type:<br><input type="checkbox"/> 1-side Open<br><input type="checkbox"/> 2-sides Open (+10%)<br><input type="checkbox"/> 3-sides Open (+13%)<br><input type="checkbox"/> Island Stand (+15%) | 4. Booth Size:<br>___m x ___m=___m <sup>2</sup> |
| <b>Instruction</b><br>1. Please fill out the form with CAPITAL LETTERS;<br>2. Please fax back the duly filled form to +86-10-5190-2393;<br>3. A further confirmation will be made by the organising committee after the receipt of the form;<br>4. No application shall be accepted if made later than the 31 <sup>st</sup> of December, 2016 (GMT +08:00, Beijing Time). |   |   |   |

Company Stamp/Legally Binding Signature \_\_\_\_\_ Date \_\_\_\_\_

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Green, Efficient, Digitalized and Intelligent



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**Growth Beyond Limit**

### 北京中印协华港国际展览有限公司

#### 项目负责人

王金鸣  
电 话: +86-10-51902384  
电 邮: wangjinming@chinaprint.com.cn

#### 展商服务

夏小渊、王浩成、蒲晓樱、杨琦侠、高明远  
电 话: +86-10-51902381/82/83/86/87  
传 真: +86-10-51902393  
电 邮: xi Xiaoyuan@chinaprint.com.cn  
wanghaocheng@chinaprint.com.cn  
puxiaoying@chinaprint.com.cn  
yangqixia@chinaprint.com.cn  
gaomingyuan@chinaprint.com.cn

#### 任伊娜

电 话: +86-10-63037226  
传 真: +86-10-63186369  
电 邮: maggielin80@163.com

#### 宣传/新闻服务

魏 萍、沈 穹  
电 话: +86-10-51902385/63186369  
电 邮: weiping@chinaprint.com.cn  
peiacschen@sina.com

### 东莞市中印协国际展览有限公司

#### 展商服务

张 娜、涂 峥  
电 话: +86-769-85588658、+86-10-51902380  
传 真: +86-769-85830618、+86-10-51902393  
电 邮: zhangna@printchina.org  
tuzheng@chinaprint.com.cn

#### Please Contact:

Mr. Kent Wang, Ms. Cecily Pu, Mr. Jason Wang  
Tel: +86-10-51902382/83/84  
Fax: +86-10-51902393  
Email: wanghaocheng@chinaprint.com.cn  
puxiaoying@chinaprint.com.cn  
wangjinming@chinaprint.com.cn



**CHINA  
PRINT 2017**

[www.chinaprint.com.cn](http://www.chinaprint.com.cn)

**第九届北京国际印刷技术展览会**  
The 9<sup>th</sup> Beijing International Printing Technology Exhibition

2017年5月9-13日 May 9<sup>th</sup>-13<sup>th</sup>, 2017

北京·中国国际展览中心·新馆

New China International Exhibition Center

Beijing, China



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## 中国经济步入新常态 印刷市场稳中提质

目前,世界经济仍处于危机后的修复期,发达经济体经济运行分化加剧,发展中经济体增长放缓。中国经济从高速增长转为中高速增长,减速步入新的运行轨道——新常态。国家统计局公布的最新数据显示,2014年我国国内生产总值(GDP)636,139亿元,比上年增长7.3%。

作为中国经济的一部分,为中国经济提供配套服务的中国印刷业,在近一段时期虽增速放缓,但仍保持平稳运行。根据国家新闻出版广电总局印刷企业年度检验统计,2014年我国印刷业总产值达到10,857.5亿元,比去年同期增长了5.3%。根据国家统计局统计,2014年规模以上印刷企业4,950家,同比增长16%,年主营业务收入6,580亿元,同比增长26%,约占全行业的70%。

据史密瑟斯·派诺公司最新的《2018全球印刷市场预测》报告显示:在包装、标签和数字印刷等领域的带动下,全球印刷市场规模将在2018年达到9,800亿美元。在经历了多年的高速发展后,中国的印刷产量和产值将分别在2018年全面超过美国,成为世界上最大的印刷市场。

随着“十三五”规划的临近,中国印刷业将更加明确、细化“绿色环保”、“数字融合”的发展方向。继续培育绿色发展理念,绘制绿色印刷工程路线图,提升绿色印刷工程的实施绩效;鼓励创新数字网络印刷商业模式,支持数字印刷核心技术研发,实现传统印刷与数字网络融合的发展“质变”,这也为在跨界转型方面踏出探索性步伐的企业提供了发展方向。

## China's New Normal Escalating Print Market

Since the last financial crisis, the world's economy has been keeping recovering. The economic operation of the advanced economies is now confronted with a further differentiation; on the other hand, the developing economies experience a slow growth. China's economy has transferred from high-speed growth to mid-high speed growth; the current economic status is recognised as China's

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中国印刷及设备器材工业协会  
Printing and Printing Equipment Industries Association of China  
中国国际展览中心集团公司  
China International Exhibition Center Group Corporation

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**Supporters**  
中华人民共和国工业和信息化部  
Ministry of Industry and Information Technology of the People's Republic of China  
中华人民共和国新闻出版广电总局  
General Administration of Press, Publication, Radio, Film and Television of the People's Republic of China  
中国国际贸易促进委员会  
China Council for the Promotion of International Trade  
中国机械工业联合会  
China Machinery Industry Federation  
中国石油和化学工业协会  
China Petroleum and Chemical Industry Association  
中国轻工业联合会  
China National Light Industry Council

**承办单位**  
**Organisers**  
北京中印协华港国际展览有限公司  
China Print Show Company Limited  
东莞市中印协国际展览有限公司  
Print China Show Company Limited

## 参展申请表

| 公司信息  |  |   |  |
|---|--|---|--|
| 名称  |  |   |  |
| 地址  |  | 邮编  |  |
| 网址  |  |   |  |
| 联系人   |  | 职务  |  |
| 电话  |  | 传真  |  |
| 电子邮件  |  | 手机  |  |
| 是否为中国印刷及设备器材工业协会会员  |  | <input type="checkbox"/> 是 <input type="checkbox"/> 否                     |  |
| 展品类别  |  |   |  |
| <input type="checkbox"/> 印前处理系统与软件  |  | <input type="checkbox"/> 各种制版用设备  |  |
| <input type="checkbox"/> 数码印刷及打样设备  |  | <input type="checkbox"/> 各类胶印设备   |  |
| <input type="checkbox"/> 各种柔、凹印设备及标签印制技术设备  |  | <input type="checkbox"/> 丝网印刷及各类特种印刷技术设备                                  |  |
| <input type="checkbox"/> 喷墨印刷及广告制作技术设备及器材   |  | <input type="checkbox"/> 印后加工、整饰及装潢设备                                     |  |
| <input type="checkbox"/> 各类包装印刷设备   |  | <input type="checkbox"/> 瓦楞纸箱及纸品加工、包装加工设备                                 |  |
| <input type="checkbox"/> 各类二手印刷及相关设备  |  | <input type="checkbox"/> 各类纸张、油墨、版材、橡皮布等耗材                                |  |
| <input type="checkbox"/> 检测仪器仪表、自控设备及配套机电产品   |  | <input type="checkbox"/> 其他相关服务   |  |
| 参展意向  |  |   |  |
| 1. 展位区域<br><input type="checkbox"/> A区 <input type="checkbox"/> B区<br><input type="checkbox"/> C区 <input type="checkbox"/> D区                                 |  | 2. 展位类型<br><input type="checkbox"/> 标准展位<br><input type="checkbox"/> 室内光地 |  |
| 3. 展位开口类型<br><input type="checkbox"/> 一面开<br><input type="checkbox"/> 二面开 (+10%)<br><input type="checkbox"/> 三面开 (+13%)<br><input type="checkbox"/> 岛型 (+15%) |  | 4. 展台尺寸<br>___m x ___m = ___m <sup>2</sup>                                |  |
| 填表说明:<br>1. 请以正楷填写申请表格;<br>2. 填妥申请表格后,请传真至+86-10-51902393;<br>3. 承办单位的工作人员在收到申请表格后会及时与您联络,确认参展事宜;<br>4. 申请截止日期:2016年12月31日。                                   |  |   |  |

公司盖章/签字

日期



## Exhibit Categories

|   |   |
|---|---|
| <b>1. Prepress and Premedia</b>   |   |
| 1.1 Publishing software   | 5.9 Printing formes and coating formes                            |
| 1.2 Software for packaging prepress   | 5.10 Printing blankets, packing materials and sleeves             |
| 1.3 Workflow and data handling software   | 5.11 Dampening solution additives & printing aids                 |
| 1.4 Software for multimedia   | 5.12 Washing agents & maintenance products                        |
| 1.5 Encoding and identification software and equipment                          | 5.13 Adhesives and glues  |
| 1.6 Input devices   | 5.14 Bookbinding materials  |
| 1.7 Output devices  | 5.15 Embossing and laminating materials                           |
| 1.8 Equipment & systems for printing forme productionpunching equipment         | 5.16 Encoding and identification materials                        |
| 1.9 Colour matching systems   | 5.17 Photographic materials                                       |
|   | 5.18 Conveyor belts and tapes                                     |
| <b>2. Print</b>   |   |
| 2.1 Sheet-fed offset printing machines  | <b>6. Components and Infrastructure</b>                           |
| 2.2 Web-fed offset printing machines  | 6.1 Network systems   |
| 2.3 Flexographic printing machines  | 6.2 Room climate & conditioning                                   |
| 2.4 Letterpress machines  | 6.3 Extraction and ventilation systems                            |
| 2.5 Gravure printing machines   | 6.4 Waste removal and recovery systems                            |
| 2.6 Hybrid printing machines (combination of methods)                           | 6.5 Conveyor and transportation systems(no floor conveyors)       |
| 2.7 Digital printing machines and digital printing systems                      | 6.6 Archiving and documentation                                   |
| 2.8 Screen printing machines  | 6.7 Measuring and testing equipment                               |
| 2.9 Pad / Tampon printing machines  | 6.8 Measuring and testing tools                                   |
| 2.10 Printing machines and systems for special printing applications            | 6.9 Spare parts, wearing parts and lubricants                     |
| 2.11 Peripheral equipment   | 6.10 Control, feed-back control and drive technology              |
| 2.12 Rollers, cylinders and sleeves   | 6.11 Paper handling, machines for sheet, reel andpile handling    |
| <b>3. Postpress and Paper Converting</b>  |   |
| 3.1 Bookbinding machines and print finishing machines                           | 6.12 Sound insulation   |
| 3.2 Paper converting for stationery   | 6.13 Knives & grinding machines                                   |
| 3.3 Paper converting equipment for the paper industry                           | 6.14 Light sources for reproduction techniques                    |
| 3.4 Paper converting equipment for the packaging industry, packaging production | 6.15 Ink milling and mixing machines                              |
| 3.5 Paper converting equipment for hygiene products                             | 6.16 Ink agitators and mixers                                     |
| 3.6 Paper converting equipment for technical paper products                     | 6.17 Ventilation systems (central compressed air supply)          |
| 3.7 Machines for the production of die-cutting formes                           | <b>7. Services and Software</b>                                   |
| 3.8 Encoding and identification systems   | 7.1 Address services  |
| <b>4. Paper and Substrates</b>  |   |
| 4.1 Graphic paper – web printing paper  | 7.2 Basic and further training                                    |
| 4.2 Graphic paper – cut-size paper  | 7.3 Consulting services   |
| 4.3 Paper, cardboard and board for packaging                                    | 7.4 Image archives and image data bases                           |
| 4.4 Tissue  | 7.5 Data processing services                                      |
| 4.5 Paper, cardboard and board for technical and specialapplications            | 7.6 Print services providers                                      |
| 4.6 Films / foils   | 7.7 Printing forme producers                                      |
| 4.7 Other substrates  | 7.8 e-commerce for the printing industry                          |
| <b>5. Inks and Consumables</b>  |   |
| 5.1 Offset printing inks  | 7.9 Financial services & insurance services providers             |
| 5.2 Flexographic printing inks  | 7.10 Research and development                                     |
| 5.3 Gravure printing inks   | 7.11 Used machinery dealers                                       |
| 5.4 Screen printing inks  | 7.12 Mailing and postal services providers                        |
| 5.5 Toners and inks   | 7.13 Machine transportation and machine mounting                  |
| 5.6 Coatings / Varnishes  | 7.14 Software   |
| 5.7 Chemicals   | 7.15 Industrial associations and professionalorganizations        |
| 5.8 Anti-setoff powder  | 7.16 Certification, testing and standardization                   |
|   | <b>8. Others</b>  |
|   | 8.1 Applications for printed electronics /printed functionalities |
|   | 8.2 Applications for nanotechnology                               |
|   | 8.3 Trade and technical literature, technical dictionaries        |
|   | 8.4 Trade press, trade magazines                                  |
|   | 8.5 Trade directories   |



"New Normal". According to the latest statistics from National Bureau of Statistics of the People's Republic of China, China's GDP in 2014 reached 63,613.90 billion Chinese Yuan (approximately 10.4 trillion US Dollar) which meets an annual growth of 7.3%.

As a vital part of China's economy, China's printing industry, offering supporting services to various industries, has been experiencing a period of slow yet steady growth in recent. According to The Statistics of Annual Examination of Printing Enterprises released by State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, as of the year of 2014, the total output value of China's printing industry reached 1,085.75 billion Chinese Yuan (approximately 175.12 billion US Dollar), realising an annual growth of 5.3%. According to the National Bureau of Statistics, in 2014, there are 4,950 printing enterprises whose annual revenue is no less than 20 million Chinese Yuan from their main business operations, approximately 70% amongst all printing industrial enterprises, an increase of 16% compared with the same period of last year; the amount of incomes from those enterprises' main business and operations reached 658 billion, an increase of 26% compared with the same period of last year.

According to The Future of Global Printing to 2018 by Smithers Pira, the global printing industry is forecast to reach \$980 billion by 2018, driven by growth in packaging, labels and digital. After many years of significant growth, China will overtake the US in terms of print volume and constant value in 2018; hence the biggest print market.

In the light of the 13th Five-year Plan (2016-2020), China's printing industry values the gist of "Green Development" and "Digitalised Development". In the aspect that to realise green development in printing industry continuously, a green printing development roadmap is proposed, and the implementation of green printing process is promoted and supervised; in terms of encouraging printing industry to adapt innovative digitalised business mode, the research and development of core technologies of digital printing is highly supported, and the compound development with traditional printing, digital and network involved is about to realise.

## 借力“互联网+”东风 践行《中国制造2025》战略规划

2015年3月5日，李克强总理在政府工作报告中提出制定“互联网+”行动计划。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，发展分享经济，实施国家大数据战略。互联网与更多行业跨界融合已成大势所趋。

网络印刷这一概念早在2005年就已经引入中国。随着互联网在中国的发展和普及，网络印刷也越来越被市场认同，传统印刷行业这个万亿级市场被“互联网+”是大势所趋。主动实施“互联网+”，通过互联网挖掘订单和按需生产，开拓新市场、变革原有的生态链、创造更高的效益，是我国印刷业的未来发展方向。

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。《中国制造2025》明确，通过政府引导、整合资源，实施国家制造业创新中心建设、智能制造、工业强基、绿色制造、高端装备创新等五项重大工程，实现长期制约制造业发展的关键共性技术突破，提升我国制造业的整体竞争力。

制造业是国民经济的主体，是立国之本、兴国之器、强国之基。印刷装备制造业作为国民经济的重要组成部分和印刷业发展的重要支撑，同样面临产业结构调整 and 升级的重任。《中国制造2025》的发布，将促进印刷装备制造业的健康发展。

北京作为中国的政治、经济、文化中心，一直以来都是中国印刷行业的重点地带之一。第九届北京国际印刷技术展览会将再次成为亚洲，乃至全球的国际性印刷盛会。





## Internet+ Supporting “Made-in-China 2025”

On the 5<sup>th</sup> of March, 2015, a conduction plan of “Internet+” was proposed in the Government Work Report by China’s Prime Minister Keqiang LI. 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+” to better develop sharing economy and implement the strategy of “National Big Data”. Cross-industrial cooperation amongst Internet and other industries proves to be the new development trend.

Web-to-print theory was introduced to China in 2005. With the development and popularisation of Internet in China, web-to-print has been well acknowledged. It is inevitable that traditional printing industry will develop its market with the involvement of Internet. Thus, in terms of exploring new market, reforming original industrial chain and escalating efficiencies, it is the future trend for China’s printing industry to initiatively apply Internet+ Strategy by realising online ordering and web-to-print.

Whilst the implementation of the action directive of Made-in-China 2025, China is to promote the implementation of the national strategy of “Manufacturing Power”. Made-in-China 2025 Plan elucidates that, in order to strengthen the overall competitiveness of China’s manufacturing industry and to realise the technological breakthrough in the key fields which have been limiting the development of the manufacturing industry for long, the five vital projects i.e. the establishment of Innovation Centre, Smart Manufacturing, Strong Industrial Bases, Green Manufacturing and High-end Equipment Innovations, are to be undertaken with the help of governmental guides and resources integration.

Manufacturing industry is a principal part of national economy. It is a foundation of establishing a nation, a method to revitalising a nation, and also a basis of strengthening a nation. Printing equipment manufacturing industry, as a crucial part of national economy and an important support for the development of printing industry, is also urged to have its industrial structure reformed and upgraded.

Beijing, the political, economic and cultural centre of China, is always one of the regions of great importance for China’s printing industry. The 9<sup>th</sup> Beijing International Printing Technology Exhibition (CHINA PRINT 2017) will again be a grand international printing exhibition in the world.



## 展品大类

|  |   |
|--|---|
| <b>1. 印前</b>   | 5.9 印刷印版和涂布印版<br>5.10 印刷橡皮布, 包装材料和套筒<br>5.11 润版液添加剂<br>5.12 清洗设备与产品保养<br>5.13 粘合剂和胶水<br>5.14 装订材料<br>5.15 压花和层压材料<br>5.16 编码和识别材料<br>5.17 感光材料<br>5.18 传送带和纸带   |
| <b>2. 印刷</b>   | <b>6. 配套和基础设施</b>   |
| 1.1 出版类软件<br>1.2 包装印前软件<br>1.3 工作流程和数据处理软件<br>1.4 多媒体软件<br>1.5 编码与识别的软件和设备<br>1.6 输入设备<br>1.7 输出设备<br>1.8 印版生产设备及系统 冲压设备<br>1.9 颜色匹配系统   | 6.1 网络系统<br>6.2 室内环境及条件<br>6.3 除湿和通风系统<br>6.4 清除废品和回收系统<br>6.5 输送设备和运输系统 (不占地输送设备)<br>6.6 归档和文档<br>6.7 测量和检测设备<br>6.8 测量和测试工具<br>6.9 备件, 易损件和润滑剂<br>6.10 控制, 反馈控制及驱动技术<br>6.11 纸张处理, 单张纸处理, 卷轴和桩处理<br>6.12 隔音<br>6.13 刀具研磨<br>6.14 再生光源技术<br>6.15 墨研磨和搅拌机<br>6.16 油墨搅拌器和混合器<br>6.17 通风系统 (中央压缩空气) |
| <b>2.1 单张纸胶印机</b><br><b>2.2 卷筒纸胶印机</b><br><b>2.3 柔版印刷机</b><br><b>2.4 凸版印刷机</b><br><b>2.5 凹版印刷机</b><br><b>2.6 混合印刷机 (联机方案)</b><br><b>2.7 数码印刷机和数码印刷系统</b><br><b>2.8 丝网印刷机</b><br><b>2.9 平板印刷机</b><br><b>2.10 特种印刷机</b><br><b>2.11 外围设备</b><br><b>2.12 胶辊, 滚筒和套筒</b> | <b>7. 服务和软件业</b>  |
| <b>3. 印后及纸加工设备</b>   | 7.1 地址服务<br>7.2 基本培训和长远培训<br>7.3 咨询服务<br>7.4 图文档案和图像数据库<br>7.5 数据处理服务<br>7.6 印刷服务供应商<br>7.7 印版生产商<br>7.8 印刷业电子商务<br>7.9 金融服务及保险服务提供商<br>7.10 研究和开发<br>7.11 二手经销商<br>7.12 邮件和邮政服务供应商<br>7.13 印刷机的运输和安装<br>7.14 软件<br>7.15 行业协会和专业组织<br>7.16 认证, 测试和标准化   |
| 3.1 装订机和印后加工机<br>3.2 纸张加工<br>3.3 造纸行业纸加工设备<br>3.4 纸包装行业的设备转换, 包装生产<br>3.5 卫生用品纸加工设备<br>3.6 纸张加工设备, 技术文件产品<br>3.7 成品模切印版机   | <b>8. 其他</b>  |
| <b>4. 纸张和承印物</b>   | 8.1 印刷电子 / 打印功能的应用<br>8.2 纳米技术的应用<br>8.3 贸易和技术文献, 技术词典<br>8.4 贸易, 贸易杂志<br>8.5 贸易目录  |
| <b>4.1 印刷纸 - 轮转打印纸</b><br><b>4.2 印刷纸 - 规格纸张</b><br><b>4.3 纸张, 纸板和包装板</b><br><b>4.4 薄棉纸</b><br><b>4.5 特殊用途的纸张, 纸板和纸板</b><br><b>4.6 覆膜、烫金</b><br><b>4.7 其他承印物</b>  |   |
| <b>5. 油墨和耗材</b>  |   |
| 5.1 胶印油墨<br>5.2 柔版印刷油墨<br>5.3 凹印油墨<br>5.4 丝网印刷油墨<br>5.5 墨粉和墨水<br>5.6 涂布 / 上光<br>5.7 化学用剂<br>5.8 防粘脏粉末  |   |



## 参展费用（光地价格） Participation Cost (raw space)

| A 区<br>Section A   | B 区<br>Section B   | C 区<br>Section C   | D 区<br>Section D   |
|--|--|--|--|
| 人民币 2,200 元 / m <sup>2</sup><br>2,200 Yuan/ m <sup>2</sup> | 人民币 1,700 元 / m <sup>2</sup><br>1,700 Yuan/ m <sup>2</sup> | 人民币 1,300 元 / m <sup>2</sup><br>1,300 Yuan/ m <sup>2</sup> | 人民币 1,000 元 / m <sup>2</sup><br>1,000 Yuan/ m <sup>2</sup> |

## 依展位开口类型不同加收开口费 Surcharge According to Booth Open Types

| 一面开<br>One-side open | 两面开（标准展位）<br>Two-side open | 三面开<br>Three-side open  | 岛型<br>Island type       |
|----------------------|----------------------------|-------------------------|-------------------------|
| 不加收<br>No surcharge  | 加收 10%<br>10% surcharge    | 加收 13%<br>13% surcharge | 加收 15%<br>15% surcharge |

## 价格说明： Price Description:

1. 展位费以人民币为基准，外币按付款当日汇率结算（以中国工商银行当日外币买入价为准）；
2. A区展位为距离展馆主入口及展馆主通道较近的位置，B、C区展位以此类推；
3. 光地展位36平方米起租，标准展位9平方米起租；
4. 中国印刷及设备器材工业协会会员可享受展位费相应优惠，详情请咨询组委会；
5. 标准展位搭建费为人民币100元/m<sup>2</sup>；
6. 定金优惠：2016年5月1日前交付定金，享受展位费光地费用10%的折扣；  
2016年8月1日前交付定金，享受展位费光地费用5%的折扣。

1. Booth fees are based on Chinese Yuan (RMB). Foreign currency shall be settled based on the exchange rate on the date of payment (based on the bid price of such foreign currency of Industrial and Commercial Bank of China on such date);
2. Booths in Section A are of the locations nearer to the main entrance and main passage of the exhibition halls, booths in section B and C can be done in the same manner;
3. The raw space shall be sold at a minimum of 36 m<sup>2</sup>, and shell scheme booths shall be sold from 9 m<sup>2</sup>;
4. Members of the PEIAC enjoy a discount in respect of booth fees (raw space), for more information please contact the organising committee;
5. Construction fee of the shell scheme booth shall be RMB 100 Yuan/m<sup>2</sup>.
6. Early-bird Discount:  
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);  
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).

## 参展办法 How to Exhibit

第九届北京国际印刷技术展展商报名将实行网上注册，展商请登录展会官网 [www.chinaprint.com.cn](http://www.chinaprint.com.cn) 首页，点击“我要参展”在线填写参展申请表。  
参展报名截止日期：2016年12月31日。

Online registration and application are employed for CHINA PRINT 2017.  
The online application form can be found on the official website: [www.chinaprint.com.cn](http://www.chinaprint.com.cn)  
All application shall be made no later than the 31<sup>st</sup> of December, 2016.



## CHINA PRINT 2017亮点

### 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 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、六大专馆八大专区 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 将特设六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。

六大主题专馆包括：1. 综合印刷馆 2. 数字印刷馆 3. 标签印刷馆 4. 印后包装馆 5. 器材、耗材馆 6. 前沿技术馆。

八大特色专区包括：1. VOC 治理专区 2. 3D 打印专区 3. RFID 专区 4. “互联网 + 工业机器人”专区  
5. “互联网 + 印刷”专区 6. “互联网 + 包装”专区 7. “互联网 + 传媒”专区 8. “互联网 + 电子”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、印后装订、配件耗材等领域的国际、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 8 个专业分会、7 个工作委员会、48 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。



## CHINA PRINT 2017 Highlights

### 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 metres 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 metres 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 6 exhibition halls covering various hot issues of print market and 8 special zones facilitating both professional buyers and exhibitors in trading.

#### The six special exhibition halls are:

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

#### The eight special exhibition zones are:

1. VOC Treatment Zone;
2. 3D Printing Zone;
3. RFID Zone;
4. Internet + Industrial Robot Zone;
5. Internet + Printing Zone;
6. Internet + Packaging Zone;
7. Internet + Media Zone;
8. Internet + Electronic 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.

## 国际支持： International Supports:



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.

[www.global-print.org](http://www.global-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 7th 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.

[www.asia-print.org](http://www.asia-print.org)



## 主办单位: Sponsors:



### 中国印刷及设备器材工业协会 Printing and Printing Equipment Industries Association of China (PEIAC)

中国印刷及设备器材工业协会于1985年12月28日在北京成立，是全国性社团组织，是政府与企业之间的桥梁。协会由三个部分组成：印刷、印刷设备和印刷器材。协会既是一个用户协会，又是一个制造商协会。协会是全球印刷联盟以及亚洲印刷联盟的发起盟员之一。现有会员单位1500家，团体会员48家（包括31家省市印刷协会），以及间接会员5万多家。

The Printing and Printing Equipment Industries Association of China (PEIAC) was established on the 28<sup>th</sup> of December, 1985 in Beijing as a national social group organisation, bridging the government and enterprises. The association is mainly focusing on three fields: printing, printing equipments and materials. It is not only a user-oriented association i.e. printing enterprise-oriented, but also a manufacturer-oriented association i.e. printing equipment supplier-oriented. PEIAC is one of the sponsors of Global Print and Asia Print. PEIAC has a direct membership of 1,500, group membership of 48 (including 31 provincial and municipal printing associations) and indirect membership of 50,000.

协会的主要职能有：向政府及行政主管部门反映会员的意见和要求；为会员提供信息和政策咨询等服务，及时提供国内外市场信息；完成政府委托的各项任务；组织开展国内外合作与交流、行业培训、技术咨询、信息交流，为会员的生产经营提供技术开发研究与培训推广等服务；代表行业协会进行反倾销、反垄断、反补贴的调查、应诉和行业损害调查，协调处理有关贸易纠纷等；主办国际印刷展览会、会议等。

The main responsibilities of PEIAC are: to reflect the advices and requirements of its members to the government and competent administrative authorities; to provide its members with information, policy consulting services and up-to-date domestic and overseas market information; to accomplish all tasks appointed by governments; to organise and undertake domestic and overseas cooperation, industry training, technological consulting and information exchanges; to provide technological research and development, training and promotion services for the production and management of its members; to conduct investigations on anti-dumping, anti-trust, anti-subsidies and industrial damage, and to conduct and respond to lawsuits on behalf of China's printing industry; to coordinate in handling relevant trade disputes; and to organise international printing exhibitions and conventions.



### 中国国际展览中心集团公司 China International Exhibition Centre Group Corporation (CIEC)

中国国际展览中心集团公司（CIEC）隶属于中国国际贸易促进委员会和中国国际商会，是中国展览馆协会的理事长单位，中国企业联合会成员，国际展览联盟（UFI）成员和国际展览管理协会（IAEM）成员。主营业务包括：展馆经营及管理，国内组展，海外出展，展览工程，展场广告，展品运输及展会相关服务等，是中国展览行业的龙头企业。

China International Exhibition Centre Group Corporation (CIEC) is affiliated with China Council for the Promotion of International Trade and China Chamber of International Commerce. CIEC is the president unit of China Association for Exhibition Centres, a member of China Enterprise Confederation, Union of International Fairs (UFI) and International Association for Exhibition Management (IAEM). The main businesses of CIEC are: to operate and manage its exhibition halls; to organise domestic and overseas exhibitions, stand design and construction, advertising services at exhibition sites, exhibits transportation and exhibition-related services. It is a leading enterprise in the exhibition industry of China.

## 承办单位: Organisers:

北京中印协华港国际展览有限公司  
China Print Show Company Limited

东莞市中印协国际展览有限公司  
Print China Show Company Limited



### 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 6th 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 visits 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.



## 三十年品牌展会 推动行业发展

我国党和政府历来十分重视印刷技术的发展，中国共产党第十二次代表大会提出建设高度物质文明的同时要努力建设高度的社会主义精神文明，对印刷工业提出了更高的要求。

为了贯彻中共中央、国务院关于加强出版工作的决定，推动我国印刷工业的技术改造和印刷技术的发展，1984年，经过国务院批准，由中国国际贸易促进委员会和国家经委联合主办的第一届北京国际印刷技术展(CHINA PRINT)在全国农业展览馆成功举办。经政府决定，北京国际印刷技术展览会将每四年举办一次，现已成功举办了八届。

三十年的风雨兼程，CHINA PRINT 与中国印刷业共成长，与中国印刷业同仁一起登上了国际大舞台。CHINA PRINT 不再仅仅是中国印刷的民族品牌，更是全球印刷界的饕餮盛宴。

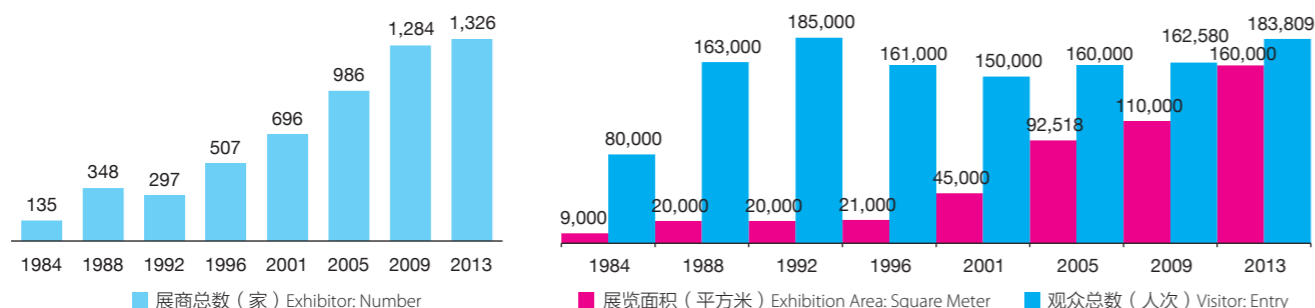
## 30-year Branded Exhibition Promoting Industrial Upgrading

The Communist Party and the government of China always pay close attention to the development of printing technologies. A principle proposed in the 12th National Congress of the Communist Party of China emphasised the importance to construct a high level of socialism spiritual civilization whilst constructing high-level material civilization; hence also a high demand on printing industry.

To implement the Decision on Strengthening Publishing by Central Committee of the Communist Party of China and the State Council, and also to promote the technological transformation and upgrade of China's printing industry, in the year of 1984, with the approval of the State Council, the first session of CHINA PRINT (Beijing International Printing Technology Exhibition) was jointly held by China Council for the Promotion of International Trade and the State Economic and Trade Commission at the National Agriculture Exhibition Centre. CHINA PRINT was then decided to be held every four years; as of now it has successfully held for eight sessions.

Along with 30 years' development, CHINA PRINT saw every step that China's printing industry experienced and the great fruition that not only China's printing enterprises and industry but also the exhibition have been "qualified" to be shown to the whole printing industry in the world. CHINA PRINT proves to be not a domestic brand exhibition anymore; instead, it is a great international exhibition for the whole printing industry.

### 历届展会发展数据 Statistics of Previous Sessions



### 上届展商评价 Exhibitors' Feedback

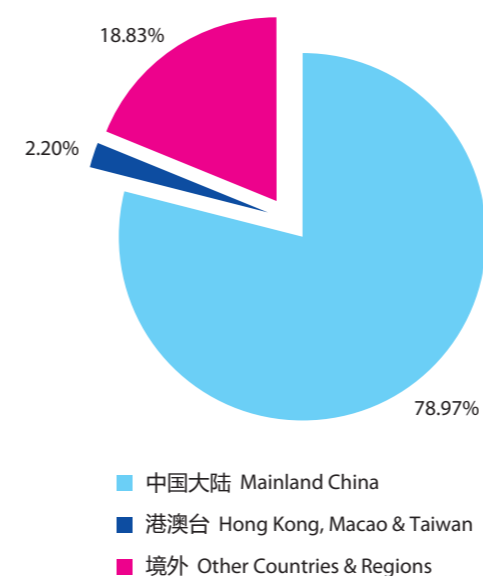
**84%** 的参展商表示达到参展目的，其中 **19%** 的参展商表示超出参展预期。  
 1. 84% of exhibitors are satisfied with their exhibition outcome, 19% of which received greater outcomes beyond their expectations.

**70%** 的参展商对专业观众的质量表示肯定，其中 **22%** 的参展商认为非常好。  
 2. 70% of exhibitors are satisfied with the professionalism of visitors, 22% of which give very high appreciation to them.

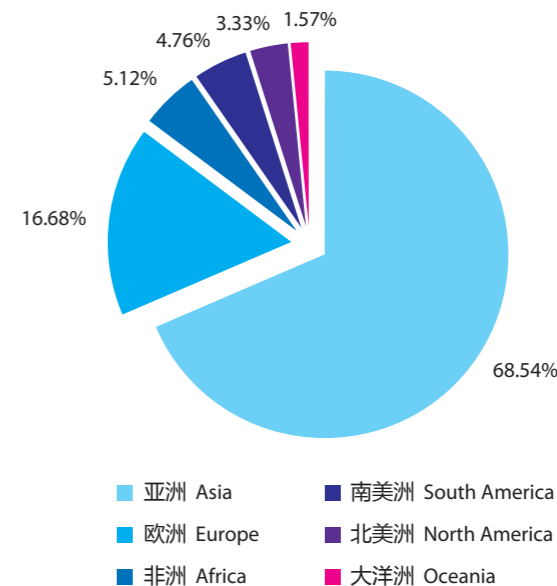
**89%** 的参展商对展会的成功举办十分认可，其中 **26%** 的参展商表示非常成功。  
 3. 89% of exhibitors are satisfied with CHINA PRINT, 26% of which give highly positive feedbacks.

### 上届观众分析 Visitors' Statistics

#### 地区来源 Visitors from



#### 境外观众各洲比例 International Visitors Divided by Continents



#### 境外观众来源国家总数 Number of Countries & Regions where International Visitors Come from: **145**

#### 行业来源 Visitors' Industrial Sector

