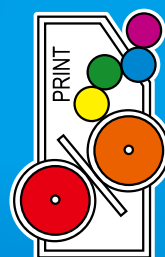绿色 高效 数字化 智能化
Green, Efficient, Digitalized and Intelligent

CHINA PRINT 2017
www.chinaprint.com.cn

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

Exhibition Review

PEIAC

CIEC

ufi Member

Global Print

ASIA PRINT

Official WeChat

Contents

Exhibition Review

The 9th Beijing International Printing Technology Exhibition (CHINA PRINT 2017) made a perfect ending on May 13, 2017. The event ended with a perfect success, thanks to the instruction from relevant government departments and the delicate organisation of the exhibition committee as well as the extensive participation and great support from the printing industries from both home and abroad.

Themed "Green, Efficient, Digitalised and Intelligent", CHINA PRINT presented new concepts, new technologies, advanced equipments and advanced machinery in the printing industry. The exhibition covered a total floor area of 160,000 square metres with 1,328 exhibitors from 29 countries and regions. Over 200,000 visitors from 146 countries and regions were visiting the show on-site. At the same time, the event has opened a live service and attracted over 400,000 watches on the Internet, which far exceeded the expectation.

| | **Area** | Exhibition Area up to **160,000m²** |

| | **Exhibitor** | **29** Countries and Regions
1,328 Exhibitors |

| | **Live audience** | **146** Countries and Regions
205,039 Live Visitors |

| | **Online audience** | **400,000** Online Visitors |

CHINA PRINT has become one of the largest international printing exhibitions in the world; worldwide exhibitors regard CHINA PRINT as the most important international arena for their debut of products to the world, Asia or China – at the fair it can be seen everywhere. A large number of wonderful events held concurrently to the fair, including over 60 seminars and forums. There are themed exhibiting zones at CHINA PRINT, for instance Green & Innovation Themed Park and VOCs Treatment Zone, triggered positive responses.

CHINA PRINT is the Olympic Games for the printing industry as well as a barometer reflecting and forecasting the industrial dynamics. More importantly, it works as an engine that navigating the development of the industry.

A detailed review will be presented in regard of the specific data and several features of CHINA PRINT:

Exhibitors

1) Delicate Organisation of Exhibitors Prior to the Exhibition

Two years prior to the exhibition, the Organising Committee has already been undertaking elaborate planning and preparation for CHINA PRINT 2017. Internationally, the Committee has successively hosted over 10 road show events; domestically, more than 10 press releases and meetings with enterprises were held in four key regions in China – Guangdong, Shanghai, Wenzhou and Yutian, to better understand the exhibitors' needs and provide the best exhibition area accordingly.

2) Comprehensive Enhancement of Exhibiting and Visiting Services

Whilst enlarging the influence of the exhibition, the host has meticulously upgraded exhibition services, in the aspects of bidding for service providers, organisation of professional visitors and media services. Both new and traditional media have been employed to increase the exhibition added value for exhibitors. Implanted AutoNavi powered by AMAP was also adopted by CHINA PRINT for facilitating visitors on-site.

- Tendering/bidding of service providers
- Enhancement of media services
- Traditional media
- Organisation of professional visito
- New media
- On-site AutoNavi

3) Statistics of Exhibitors
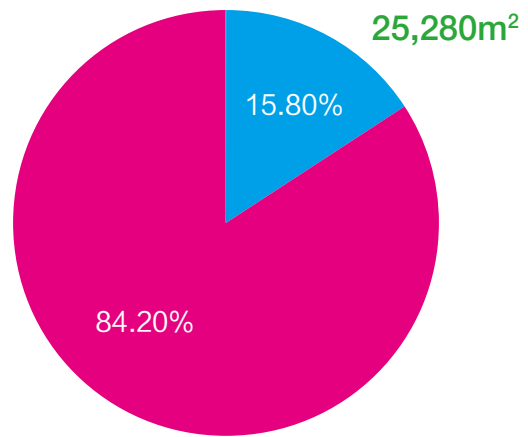### Number and Exhibiting Area of New Exhibitors

1,328 well-known equipment manufacturers from 29 countries and regions were exhibiting at CHINA PRINT 2017, 42.2% out of which namely 561 exhibitors were new exhibitors whose exhibiting area covered 25,280 square metres – 15.8% of the total floor area.

Proportion of New Exhibitors by Amount

561

42.20%

57.80%
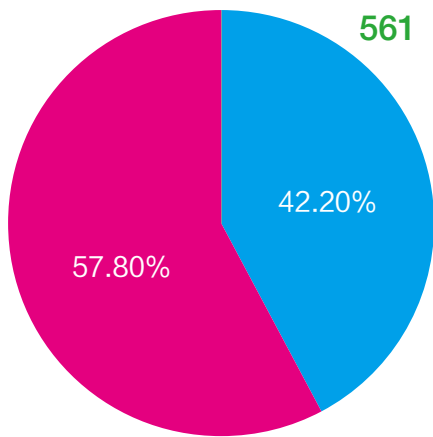
- Number of New Exhibitors
- Number of Return Exhibitors

### Proportion of New Exhibitors by Area

25,280m²

15.80%

84.20%

- Area of New Exhibitors
- Area of Return Exhibitors

332 Exhibitors from Overseas, Hong Kong, Macau and Taiwan:

At CHINA PRINT 2017, overseas exhibitors are mainly from Asia, Europe and America. Asian exhibitors takes 51.2% of the total number of exhibitors from overseas and Hong Kong, Macau and Taiwan is followed by European exhibitors with a proportion of 39.0%, the exhibitors from the Americas with a proportion of 9%, and the exhibitors from Oceania with a proportion of 0.8%. Among the exhibitors, the top 2 exhibiting countries in the term of the exhibitor amount in Asia (excluding exhibitors from mainland China) are Taiwan (19) and Japan (17); in Europe, Germany outshines the other countries with 24 exhibitors; in the Americas, 11 exhibitors from the States; and in Oceania, the only exhibitor comes from Australia.

Analysis of International Exhibitor

Oceania, 0.8%
America, 9%
Asia, 51.2%
Europe, 39%
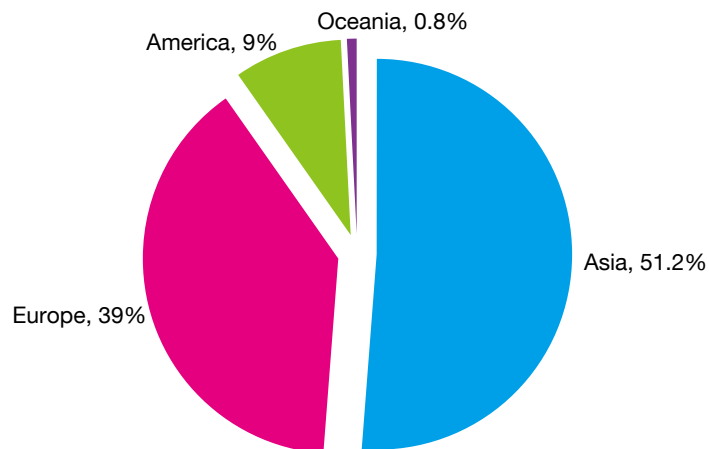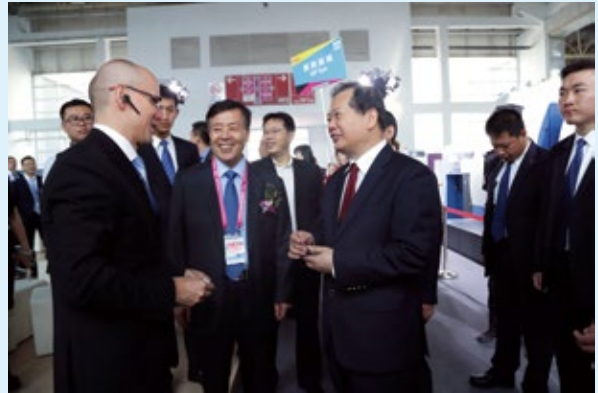
Exhibitors from Overseas, Hong Kong, Macau and Taiwan

996 Domestic Exhibitors:

Based on administrative zone, Northeast China (Heilongjiang and Liaoning) contributes 1.1% of total exhibitors; Northern China (Beijing, Tianjin, Hebei and Shanxi) contributes 30.2%; Eastern China (Anhui, Fujian, Jiangsu, Jiangxi, Shandong, Shanghai and Zhejiang) contributes 39.7%; Central China (Henan, Hubei and Hunan) contributes 2.48%; Southern China (Guangdong) contributes 25%; Southwest China (Sichuan and Chongqing) contributes 0.82%; and Northwest China (Shaanxi and Gansu) contributes 0.55%.

Analysis of Domestic Exhibitors Data
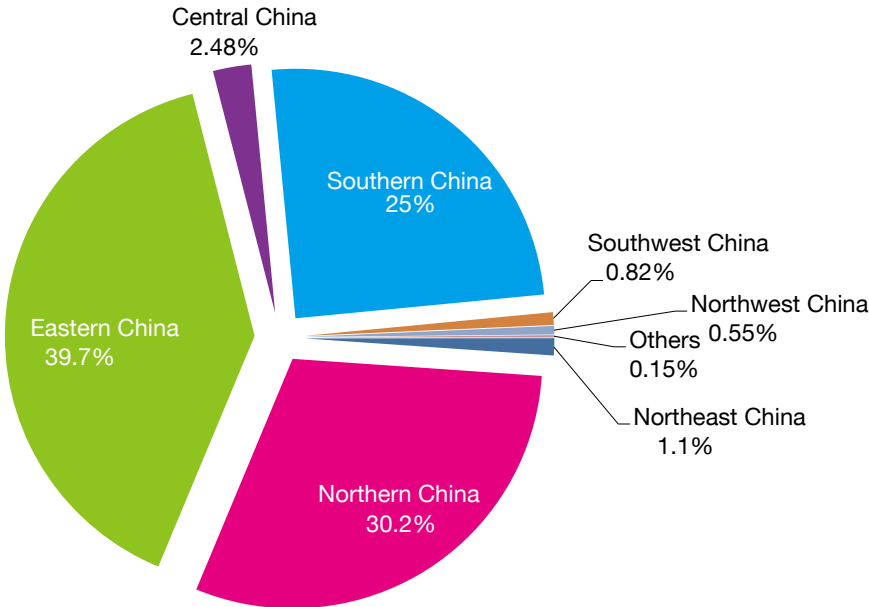
Geographical Analysis of Domestic Exhibitors

According to the statistics, the leading provinces in terms of exhibitors volume are Guangdong (272), Beijing (257), Zhejiang (173), Shanghai (118), Jiangsu (71), Hebei (55) and Shandong (47). The three first-tier cities – Beijing, Shanghai and Guangdong are still the most popular cities where the printing industry and manufacturers gather at and from where the exhibitors occupies 53.1% out of total domestic exhibitors at CHINA PRINT 2017; Zhejiang, Jiangsu and Shandong as the three major economic powers in the Eastern coastal region own vast economic strengths and contribute 23.9% of total exhibitors; and in particular, Zhejiang still takes the lead among the three provincial powers of printing machinery. Spurred by the development of Bohai Bay Economic Rim, Hebei and Tianjin have risen to catch up with pioneers and contributed 5.8% of total exhibitors. The central region and the western region have still developed slowly, and 9 provinces/municipalities participating in the exhibition contribute 3.6% of total exhibitors.

Proportion of Exhibitors by Region

Other regions 13.6%
Mid-west 3.6%
Hebei and Tianjin 5.8%
Zhejiang, Jiangsu and Shandong 23.9%
Beijing, Shanghai and Guangdong 53.1%
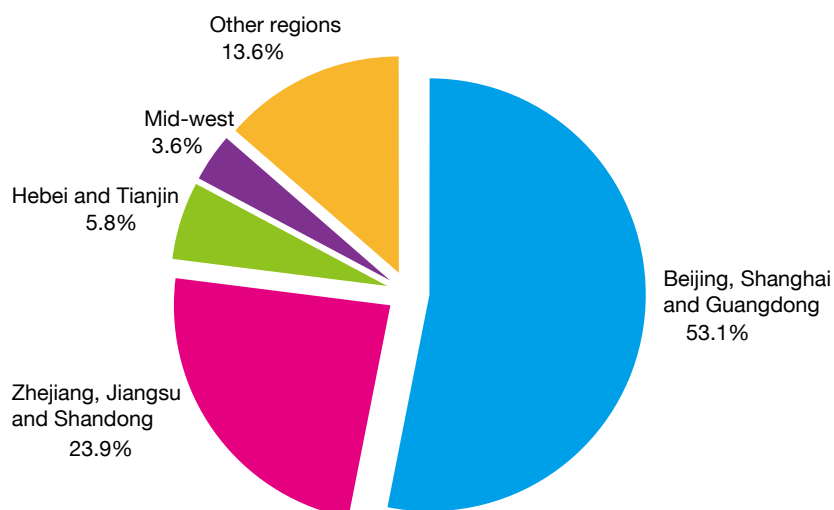
Statistics of Product Debuts at Fair

After the exhibition, we have actively prepared the post-exhibition report and collected the debuted product information and trade volumes of the exhibitors at CHINA PRINT 2017 to provide a reference for the industry and better track the dynamics of new products and new technologies.

Exhibitor	Debut Product	Scope
Heidelberg	CX75 Offset Press	Globe
HP	Fluorescent Ink	Globe
	Indigo 12000 Digital Press	Asia
	Indigo 8000 Digital Press	Asia
Komori	Impremia IS29 Digital Press	Asia
	Lithrone840RP Sided Offset Press	Asia
Konica Minolta	KM-1 Digital Press	China
	3D Spray Polishing Equipment	China
BOBST	SP106 PER High-speed All-clean Die-cutting Machine	Globe
	MEILONG III SPEEDWAVE Auto folder Gluer Machine	Globe
	SP86 BMS	Globe
BW Paper Systems	Falcon Cutter	Globe
Highcon	Beam Digital Cutting Indentation Machine	Asia
Scodix	ULTRA PRO+FOIL Coating and Foil Stamping Machine	China
Kodak	Sword Max Thermal Plate	Globe
	Sonora Process-free Plate	Globe
	Libra Digital Plate	Globe
MBO MBO	K70 Modular Folding Machine	Asia
Tianjin Masterwork	MK920DPR Industrial Inkjet Printer	Globe
	Duopresspower 106c SB Double-set All-clean Waste Die-cutting Machine	Globe
	MK 1060 FC Foiling Machine	China
	Diana Easy 65 Folder Gluer	China
Founder	Eagle Jet P5600/6600 Inkjet Digital Printing System	China
Beiren Group	Beiren Intelligent Post-press Production Line	China
Hans-Gronhi Graphic	LC480T Laser Die Cutting and Engraving Machine	China
	LC600SF Laser Die Cutting and Engraving Machine	Asia
Shanghai Tiancen	GFM-108MCR Automatic Hot Knife Laminating Machine	Globe
	LYFM1080 Automatic High-speed Chain Knife Pre-coating Film Machine	Globe
Lucky HuaGuang	UVG Process-free ctcP Plate	Globe
	UVW Low Chemical Process ctcP Plate	Globe
	TN Negative Thermal Plate	Asia
	UVN Negative ctcp Plate	Asia

Global Debut

HEIDELBERG

CX75

hp

Indigo 12000

Indigo 8000

BOBST

MEILONG

SP 86 BMS

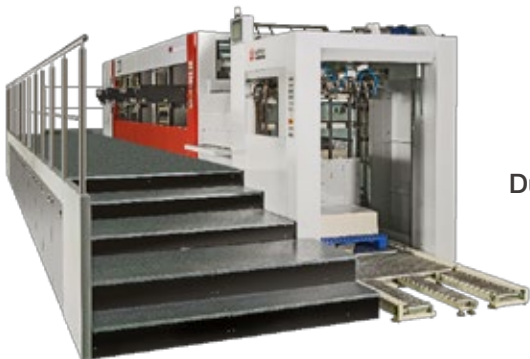SP 106 PER

Kodak

Sonora UV

Smord Max

UV-W
Chemical-free
Processing-free
CTCP Plate


Duopress power
106CSB

MK920DPR

Significant Enhancement in Media Promotion

The Organising Committee has upgraded services for both exhibitors and visitors in every aspect, particularly in media promotion which has proved to be a big highlight of the exhibition. We have communicated and reported the exhibition by progresses and in various means.

During the preparation, the Organising Committee established a Media Alliance consisting nearly 100 professional media institutions from home and abroad, including over 60 domestic ones and more than 30 foreign ones.

Over **60** Domestic Media Institutions

Over **100** Media Agencies

Over **30** Overseas Media Institutions
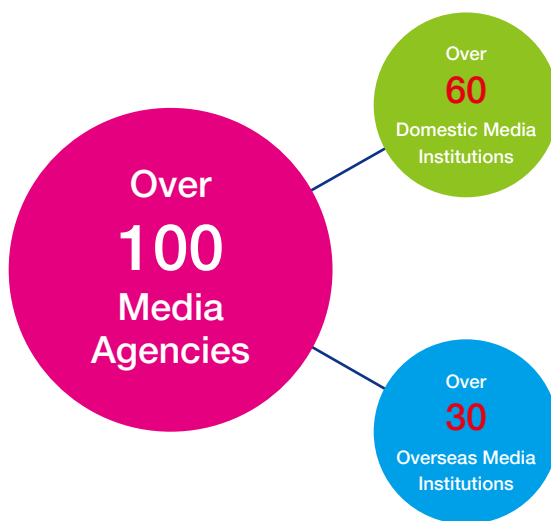
These media agencies include the professional agencies in the printing industry with which we are very familiar: Print China, Print Today, China Print, Printing Technology, Digital Printing, Printing Manager, Printing Field, China Packaging, Guangdong Print, Packaging Frontier, Taiwan Printers, China Print Net (Cnprint.org.cn), HC International (hc360.com), Bisheng Net (Bisenet.com), Keyin Net (keyin.cn), China Printing & Packaging Net (CPP114.com), China Printing Industry Net (Chinaprint. org), Printing & Packaging Net (printing110.com), Printing & Packaging Media (Chinakuaiyin.cn) and Printing Alliance, totaling more than 60.

Domestic Media

The exhibition has also attracted 37 overseas printing associations and professional media from Russia, Italy, the UK, Germany, Switzerland, Japan, the US, South Korea, Pakistan, Thailand, India, Indonesia, Sri Lanka, Malaysia, Bangladesh, Philippines, Myanmar, Vietnam, Iran and Mongolia.

International Media

In the warm-up period for CHINA PRINT 2017, we released the preparation progress and relevant information of the exhibitors that had signed up for the exhibition through we-media (official WeChat and official website) and nearly 100 members of the media alliance. Prior to the start of the exhibition, China Economic Net (ce.cn), NetEase News, China Net (China.com), East Money Net (eastmoney. com), Hexun Net (Hexun.com), tom, South Net (Southcn.com), Business Review, China Economic Report and other Internet media agencies started reporting the upcoming opening news of the event and made a very good effect.

Official We-Media

During the exhibition, we set up a joint media reporting group to report various activities organised by both the organiser and the exhibitors, featured products and exhibitors' booths, thereby informing the visitors in time. CHINA PRINT 2017 is a grand event with the largest number of global media agencies, the most comprehensive reporting with the unprecedented full aspects covered. We have organised nearly 100 professional and mass media agencies across the world to report the event effectively and efficiently.

At the same time, the Organising Committee has also published Show Daily (bilingual in both Chinese and English), Technical Guide and the Visitor Guide, acting as the official paper media and offering to visitors on-site for free.

Official Publications

Through the exhibition, the Organising Committee has deeply realised that with the rapid economic and social development together with daily progress of Internet and information technologies, new media have become an increasingly important application and communication media in life and work. The Organising Committee has advanced with the time and successively launched the official WeChat platform, official micro-website and CHINA PRINT App for better updating the fair dynamics in time. A detailed self-media promotion plan was made and conducted in the aspects of the reporting frequency, reporting time and contents covering every progress i.e. before, during and after exhibition in advance. Information and news were released and pushed in the light of the plan. Up to now, the official WeChat has attracted more than 60,000 followers.

Web Media

During the exhibition, we launched the online live studio (HC360 Web Studio), the WeChat Live (CPP114, China Print Official WeChat), live broadcast on mobile phone APP (Printing Headline) and other live channels, which have attracted more than 400,000 followers to view the exhibition online. These Web live channels have also made "an never ending exhibition" for CHINA PRINT, and visitors can watch the exhibition anytime on any above terminals and track the latest technical and product dynamics of the exhibitors.

Online Live Broadcast

Besides the professional media from the world's printing industry and the extensive application of new media, mass media were also organised to report the event, amongst which over 50 TV, radio, newspaper, Internet and news agencies reported CHINA PRINT 2017 in multi-dimensions and different angles.

Mass Media

More than 50 mass media agencies

Four days before the exhibition opened, Beijing Communication Radio (FM103.9) and Beijing News Radio (AM828 & FM100.6) started broadcasting the exhibition outlook at seven different gold time slots. Moreover, they reported the exhibition's dynamics for three consecutive days after the exhibition's opening.

On the opening day of CHINA PRINT 2017, News Channel of Beijing TV Station (BTV) arrived at the exhibition venue, shot the exhibition and reported the event at the Urban Evening Peak – the most popular daily news programme at the prime time slot. Beijing Evening News, Beijing Morning Post, Beijing Youth Daily, Legal Evening News, Xinhua News Agency, China News Service, Tencent , Youku and other prestigious media visited the exhibition and reported the unprecedented grand event.

Besides the popularity and the big role CHINA PRINT has gained and played in the printing industry, it has appeared in the eyesight of the public and attracted increasing attention along with the development of the fair itself and the industry. In this regard, CHINA PRINT is incomparable by any other exhibitions in terms of the added value created for enterprises participating in the event.

After the exhibition, Sina News, Sina Business, NetEase News, Hexun News, Phoenix News, Phoenix Business, Sohu IT, Reference News , Financial Community, 21CN News, China Economic Net, China Business Net, China Net, South Net and other portals have successively published news regarding the exhibition and the exhibitors.

We further extended the advantages in media resources, collated exhibitors' information, released and published following-up reports through self-media channels and via our media alliance. At the same time, we have also organised a post-show survey on the trade volume of exhibitors as well as their products for global, Asian and Chinese premier. We have parsed the visitor data to present a comprehensive post-show report to the industry; on the other hand, to further report new products and new technologies under the survey and thus enlarging the fruitions the exhibitors may obtain from CHINA PRINT.

The propaganda of CHINA PRINT is a way the Organising Committee promoted the event and also an important highlight in our improvement of integrated services to the exhibitors. With the launch of PRINT CHINA 2019 aka. International Printing Technology Exhibition of China (Guangdong), we will continue to consolidate our advantages in global media platforms and further improve the exhibition effect of media promotion for exhibitors. Meanwhile, we have revised the official website of PRINT CHINA before its opening, and several features deserve your attention:

The official website of PRINT CHINA is easy to retrieve and allows exhibitors to register online. A database system designed by Pico is employed to help exhibitors undertake a series of work such as registration, booth planning and data collection. We have also deployed another database system to serve the audience. Moreover, we have updated the exhibition information, exhibitor information and media information anytime every week, and linked the website to the websites of nearly 100 domestic and overseas members of the media alliance.

PRINT CHINA

Analysis on Visitor Organising and Post-exhibition Visitor Data

The exhibition has attracted more than 200,000 visitors, an increase of 14.2% compared with that at the 2013 edition. The visitor number hit a new high that reflected the excellence of the fair, thanks to scientific arrangement and elaborate organisation of the Committee as well as the great support from Global Print, Asia Print and industry associations from home and abroad.

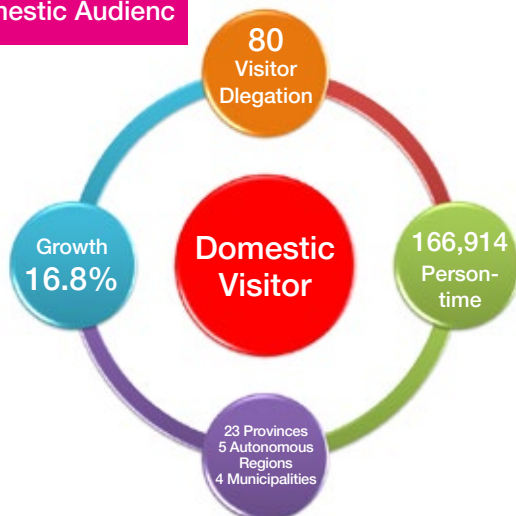**An Increase of 14.2% Over 200,000 Visitors**
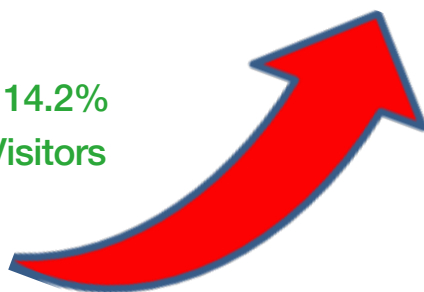
CHINA PRINT 2017

CHINA PRINT 2013

Visitor Organisation:

The exhibition has attracted nearly 80 domestic visitor delegations with a total of 166,914 members from 23 provinces, 5 autonomous regions, 4 municipalities and 2 special administrative regions.

Beijing, Hebei Province and Tianjian are the top 3 out of the top 10 cities where visitors came from, occupying 46% of the total visitors. In the Eastern China, there were 21.5% visitors from Shandong Province, Zhejiang Province, Jiangsu Province and Shanghai. In the Southern China, there were 7.8% visitors from Guangdong Province . In the Central China, there were 4.2% visitors from He'nan Province. In the Northeast China, there were 2.5% visitors from Liaoning Province. The above 10 provinces contributed the 82% out of the total domestic visitors.

Domestic Audienc

- 80 Visitor Dlegation
- Domestic Visitor
- 166,914 Person-time
- 23 Provinces 5 Autonomous Regions 4 Municipalities
- Growth 16.8%

Analysis of Domestic Visitors

- Others 18%
- Northeast China 3%
- Central China 4%
- Southern China 8%
- Northern China 46%
- Eastern China 21%
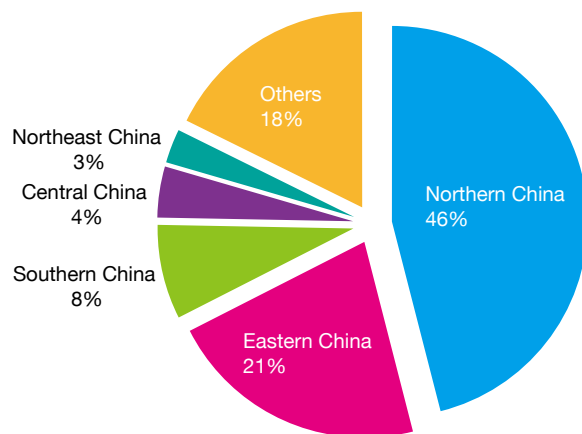
The event recorded 38,125 overseas visitors from 145 countries and regions. Of the top 20 countries based on the quantity of visitors, 13 come from Asia and contribute 82.9% of the total visitors from the top 20 countries, and the other 7 are the source of 17.1% of the visitors. The overseas visitors from Malaysia, Pakistan and the Philippines experienced a huge increase by over 30% compared with that was in 2013.

Overseas Visitor

145 Countries

Growth 30%

Overseas Visitor

38,125 Person-time

Asia 82.9%
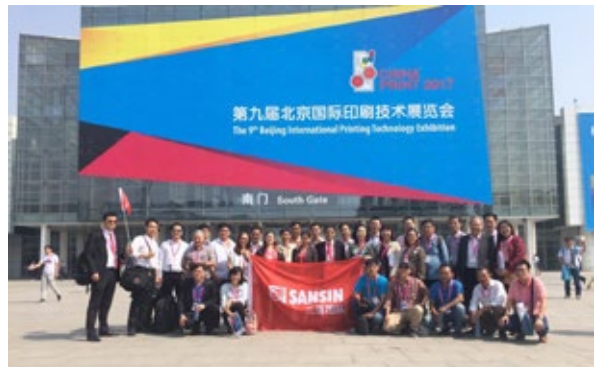
Analysis of Visitor Feedback:

Statistics of Visitor's Interested Products

Green & Environment-friendly Printing Equipments 5%

Cloud Platform and Network
Paper Processing Equipments 5%

Printing System 5%

Pre-press Software
and Digital Workflow 5%

Pre-printing Software 6%

Label Printing Equipments 6%

Ink Jet Printing Equipments 6%

Flexography/gravure
Printing Equipments 6%

Paper Box Processing Equipments 6%

CTP Equipments and Technologies 12%

Digital Workflow 9%

Offset Press 9%

Digital (Ink Powder)
Printing Equipments 7%

Printing Consumables 7%

Post-press Binding Equipments 6%

Statistics of Purposes of Visitor

To know technical dynamics
1%

To discover the market trend
3%

Others
1%

To investigate for the next event
3%

To seek partners
8%

To collect industry information
35%

To strengthen business contact
10%

To purchse printing apparatuses
19%

To participate in exchange activities
20%
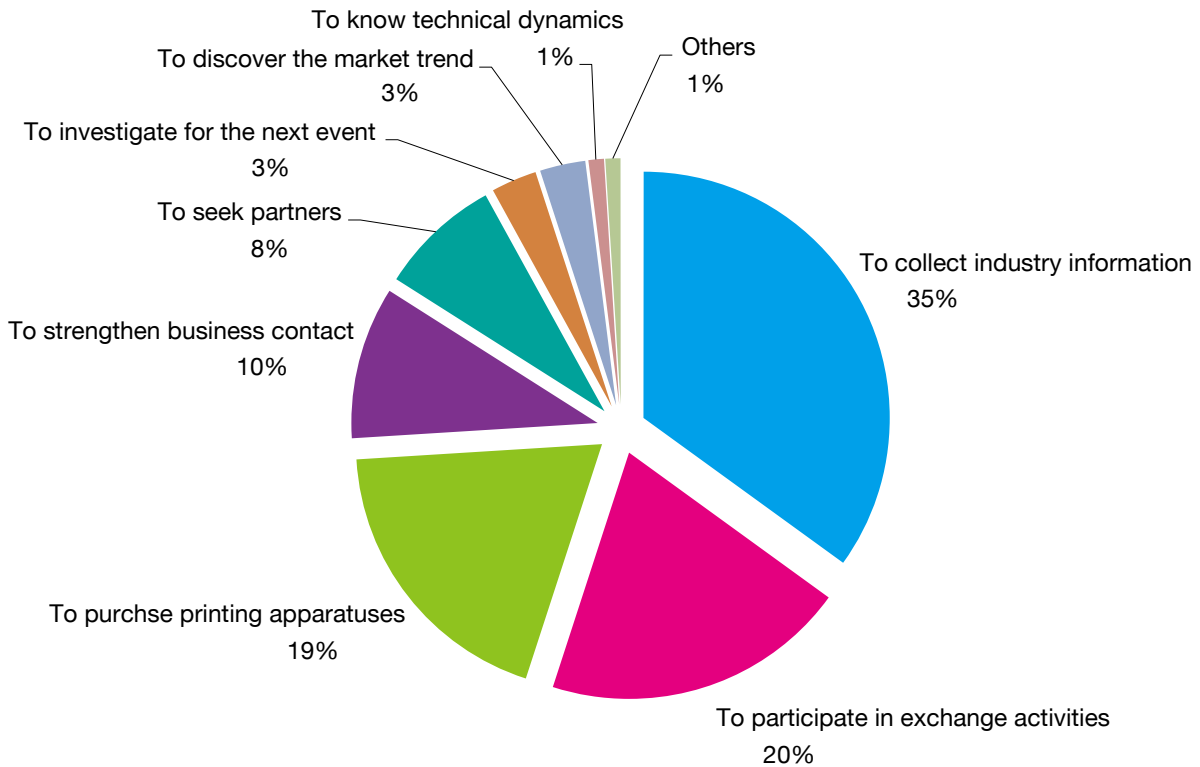
Statistics of Visitor's Purchasing Responsibility

Amongst all the on-site visitors, 76% are decision-makers and referrers, 12% are advisors – these two represents the 88% of total visitors. Accordingly, we can see from the data that the on-site visitors are highly professional and the absolute majority of these visitors are high-end buyers who have the rights to recommend on purchases or to make decisions directly.

Irrelevant to me
6%

Others
6%

Advisors
12%

Decision-makers
49%

Referrers
27%
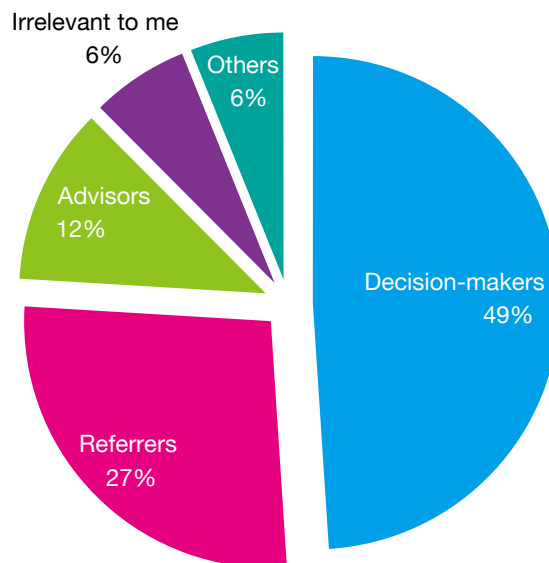
Concurrent Events

As a great international exchange platform, CHINA PRINT has organised more than 60 concurrent events. Here, visitors can enjoy the state-of-the-art products and technologies from world-top manufacturers and discuss the status quo and future of the printing industry. With the concurrent events, the exhibition has sought to enlighten domestic and foreign printing customers to see through the future and promote the development of the global printing industry faster and better.

The Organising Committee has hosted several large events, which have received a very good feedback from visitors and won the recognition from the industry as necessary supplementary activities for the CHINA PRINT exhibition. These events include Printing Industry Development Forum, Asia Pacific Day, Asia Print 2017 Annual Conference, Sino-US Print Summit, PRINT CHINA 2019 Press Release & Inauguration Ceremony, China Digital Printing Summit 2017 and Packaging & Printing · Development Forum 2017.

Forum-PI

Asia Pacific Day

Meeting
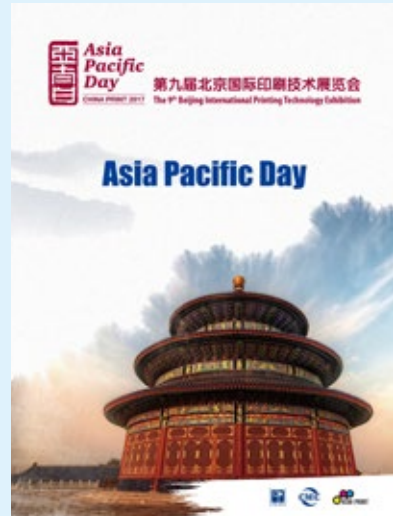
Global Print Conference

Asia Print Conference

Printing Equipment Science & Technology
Award Ceremony

Smart Future Development Forum

Press Release & Launching Ceremony for
PRINT CHINA 2019

2017 China Digital Printing Summit

2017 "Packaging & Printing · Development and
Wealth" Forum

Informative Meeting on Intellectual Property
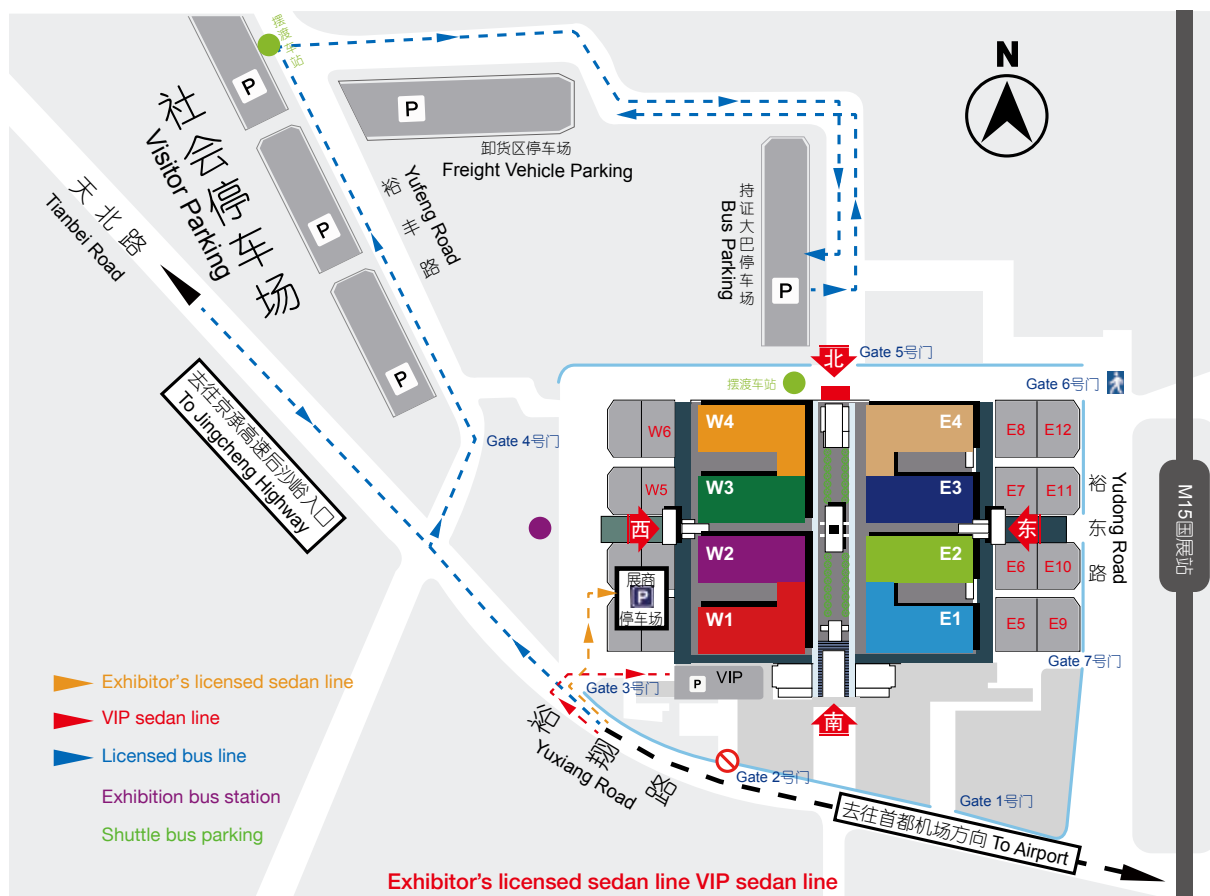Protection at Exhibition in Germany & Europe

On-site Service Upgrade Optimising Visit Experience

1. Free shuttle buses facilitated visitors' participation in the exhibition

To facilitate the visitors, the Organising Committee has arranged free shuttle buses. One bus shuttles between Tiantongyuan North Station at Metro Line 5 and the New Beijing International Exhibition Centre and Sanyuanqiao Station at Metro Line 5, and two buses travel from the New Beijing International Exhibition Centre to Shaoyaoju Station at Metro Line 13 and Sanyuanqiao Station at Metro Line 10. The bus service has well satisfied the visitors' needs to travel between the downtown area and the exhibition halls, greatly mitigated the retention of people as a result of inadequate taxi services around the exhibition centre after the exhibition closed every day, and won unanimous recognition from the visitors.

Moreover, the Organising Committee set a shuttle bus station outside the public parking lot allowing the free shuttle buses to directly arrive at the North Entrance Lobby at the New Beijing International Exhibition Centre. Outside the North Entrance Lobby there is a shuttle bus station for the return trip. The shuttle buses are round-trip and air mainly at solving the demands of self-driving visitors. Considering the large size of the exhibition, 10 outdoor supporting pavilions were built outside the parking lot of the exhibition centre, hence a very limited parking area. Therefore, the Committee rented public parking area for the self-driving visitors for free. Visitors can take the free shuttle buses to travel between the parking lot and the exhibition halls, making a very good effect.

天北路
Tianbei Road

社会停车场
Visitor Parking

裕丰路
Yufeng Road

卸货区停车场
Freight Vehicle Parking

持证大巴停车场
Bus Parking

Gate 4号门

北 Gate 5号门
Gate 6号门

摆渡车站

W6
W4   E4   E8 E12

W5
W3   E3   E7 E11

西   东
W2   E2   E6 E10

展商停车场

W1   E1   E5 E9
Gate 7号门

P VIP

去往京承高速同沙辅入口
To Jingcheng Highway

Gate 3号门

南

裕翔路
Yuxiang Road

Gate 2号门

Gate 1号门

去往首都机场方向 To Airport

裕东路
Yudong Road

M15国展站

N

Exhibitor's licensed sedan line
VIP sedan line
Licensed bus line
Exhibition bus station
Shuttle bus parking

Exhibitor's licensed sedan line VIP sedan line

2. The entire exhibition venue covered with Wi-Fi service allowed visitors to obtain and share exhibition information anytime

The exhibition takes pride in a large size, a large quantity of exhibitors from home and abroad and release of new products, new technologies and new trends over a concentrated period of time, thereby generating a huge quantity of information. To help exhibitors and visitors inquire about information, share such information and interact with others on the site, the Organising Committee has first covered the entire pavilions with the Wi-Fi service and built a wireless network in the Supporting Halls. Therefore, exhibitors can publish product and enterprise information more conveniently; buyers and visitors can log onto the official mobile application, participate in live interaction and collect the latest information of the exhibition and the concurrent meetings.

3. Diversified entry options for visitors complies with the era of Internet+

To allow visitors to enter the site quickly, the Organising Committee has allowed visitors completing pre-registration to enter the site after they have successfully registered their mobile phone numbers, received QR codes on their mobile phones and scanned the QR codes at the gates, thereby realising paperless entry. Besides, if a visitor completing pre-registration needs to print the ticket, he can print the certificate on 12 self-service printers on- site, which solves the problem to wait in queue at the registration counter to get the ticket. Besides filling the register to get the ticket as the traditional manner, a visitor can scan the QR code of the official WeChat account, and quickly enter the site with the QR code received on the mobile phone after successful registration. These diversified registration and entry options have allowed visitors to access the site much faster, eliminated a crowd and long waiting time on the site, and also made the site fully in order.

CHINA PRINT 2017二维码电子门票

4. AutoNavi navigation service inside the pavilion saves time and increases efficiency

The Organising Committee inserted the floor maps of all pavilions into the AutoNavi APP so that visitors may use the mobile application to find their interested supplier, hence no worry to walk in a hurry – saving time and increasing the efficiency to visit the exhibition. The service has received very good responses.

5. The Organising Committee has first introduced tridimensional electronic usher system

The Organising Committee deployed an electronic usher system in the South, the East and the North Entrance Lobby respectively. As a result, visitors can use the system to collect information regarding exhibitors, traffic, hotel, concurrent meetings and so on.

6. Delicate improvement in phone charging station

In the smart phone era, mobile phone plays an essential role in business and trades. Therefore, the Organising Committee set several charging stations at the entrance to every pavilion along the West and East corridors as a meticulous service to facilitate visitors and exhibitors and also assure the trading and communication on-site. These stations have been used very often by visitors winning wide recognition.

The above summary is concluded in the aspects of exhibitors, visitors, media and services.

Developing Trend of the Industry

As one of the largest exhibitions, CHINA PRINT is seen as the barometer for industry trends. Green, efficiency, digitalization and intelligence are the theme of the recent exhibition and also represent the future trend of the industry. The penetration of cloud computing, big data, Internet of Things and other emerging technologies will create emerging challenges for traditional printing plants as well as their traditional production organization and management. The exhibition has exhibited revolutionary achievements in relation to intelligent printing, green printing, digital printing flow and other aspects.

1. High speed, high efficiency, multiple colour, multiple function, digitalisation, intelligence, energy saving and environmental protection – All these elements put together constitute the major feature of offset presses, die cutters and other serial post-printing products launched at the exhibition. Heidelberg, Masterwork, BOBST, Kodak and Lucky Huaguang have all participate in with their products for global premiere. Offset press, die cutting equipments, development-free plate material and low-chemical plate material represent the world's highest level. In the post-printing area, the post-printing packing equipments products of China manufacturers have vigorously replaced products of many famous foreign brands. Masterwork, Zhejiang Weigang, Zhongde Group, other enterprises from Wenzhou, Shenzhen JMD, Dongguan Shengtu Printing Equipment and other enterprises have become mainstream products in the market.
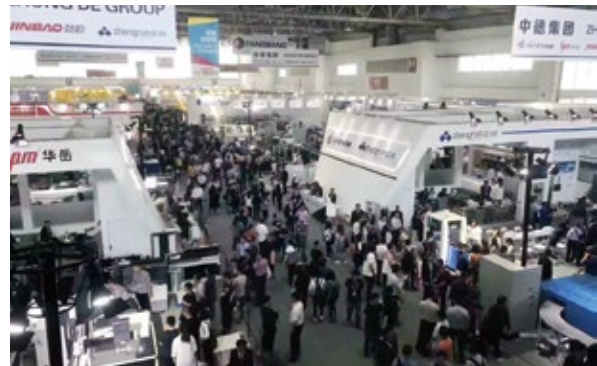
2. Leading enterprises implemented new digitalised strategy.

Heidelberg has exhibited an open network structure and a digital printing workflow that are aimed to realise the visualisation and automation of the production process. Flexible, variable, automatic and intelligent configuration of the post-print equipments, through Cloud Service Platform, Web Assistant and E Store (consumable e-commerce platform) has fully reflected distinct characteristics of the Industry 4.0. The solutions have made the transformation towards digitalisation, future-oriented intelligent plant and other new concepts enjoy popular support.
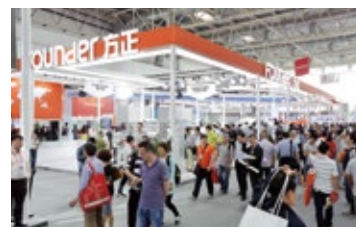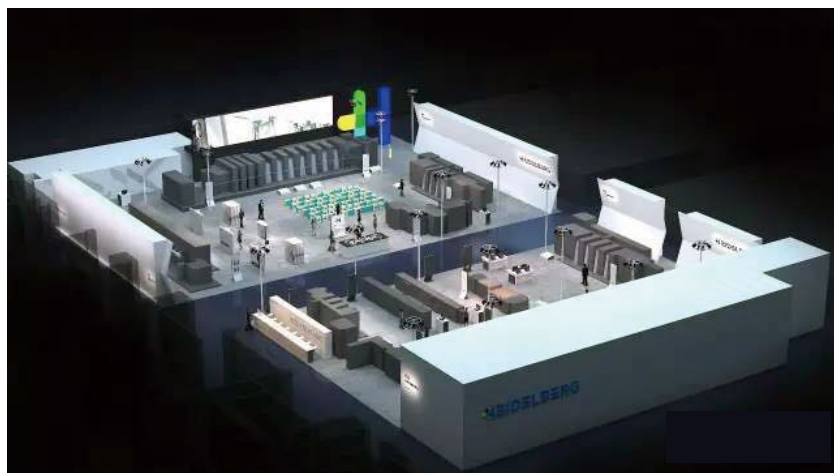
3. Digital printing equipments has developed quickly.

Digital post-printing technologies are getting increasingly mature, which is evident from the launch of ink jet sheet press with B1 and B2 format as well as the high-speed web press at the exhibition. At the event, HP has exhibited Asia debut Indigo 12000 digital sheet press and Indigo 8000 web press. Moreover, HP also presented the fluorescent ink for a global debut and exhibited creative designs and over 10 digital printing solutions, which have highlighted innovation, high speed and expressive force enabled by digital printing. Konica Minolta, Ricoh, Screen and other manufacturers have exhibited new materials, on-demand printing, personalised package and other solutions, and Hangzhou CRON displayed an outstanding performance with its ink supplying technology after drupa. Digital printing proves to be a vital growth segment in all printing industries; besides the stable increase in book and periodical printing, package printing is suggested to be another hot segment where rapid growth is estimated, particularly in corrugated cartons, foldable paper boxes and soft plastic packages.
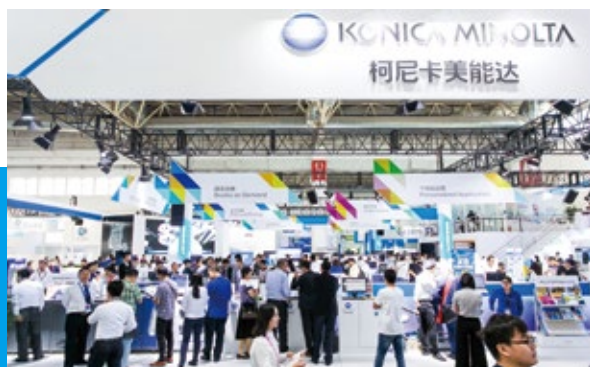
4. Special printing processes and post-printing treatment technologies can improve overall values of printed matters and represent another highlight of the exhibition.

The event has witnessed great splendour of fluorescent ink, digital gilding, local UV, special effect on metal, holographic image conversion, shining carbon powder, shining crystal, coating, glazing, digital embossment, laser die cutting, other new materials and post-printing finishing technologies.

5. Environmental friendly equipments, process-free materials, low-chemical plates and water-based inks have attracted much attention.

The successful development of the water-based ink for soft packages in all colour systems has provided an effective solution for China's printing and packaging industry to treat VOCs at the source, and attracted extensive attention from the soft package industry.
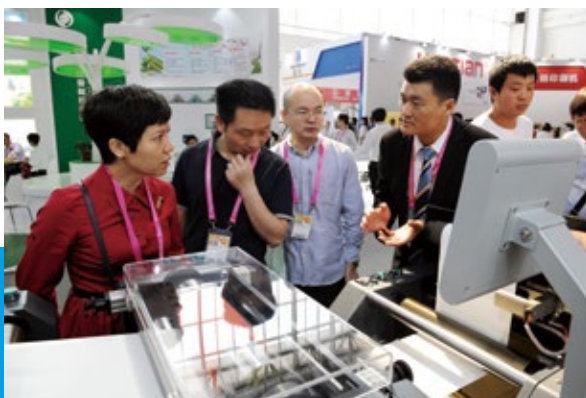
6. The Internet of Things will be next bonanza.

Spurred by technical innovation, the Internet of Things has now proceeded to sustainable growth. With the building of intelligent plants, the Internet of Things will increase the operating efficiency of the real economy, which will inspire enterprises to scale up the investment and further promote the development of the Internet of Things. The Internet of Things technology will exhibit its advantages of increasing the efficiency and strengthening cost control in relation to supply chain management, product/equipments monitoring, environmental monitoring, energy management and other areas, thereby promoting the circulation of long-tail articles. Intelligent package will come as another opportunity enabled by the Internet of Things.

Epilogue

Spurred by the stable economic development in China, the domestic printing market will definitely keep growing. Correspondingly, CHINA PRINT and PRINT CHINA, the two international printing exhibitions will be of larger scale and higher level. PRINT CHINA 2019 also known as The International Printing Technology Exhibition of China (Guangdong) will take place in Dongguan City on April 9-13, 2019, and we will continue to exert the advantages of CHINA PRINT and employ resources of the industry to make the exhibition a better one. We welcome both domestic and overseas friends of the printing industry to pay more attention to and support the two fairs.

PRINT CHINA 2019 Awaits Your Participation!
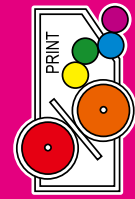
PRINT CHINA 2019

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The 4th International Printing Technology Exhibition of China (Guangdong)

Intelligence–Led   Integrative Innovation   Service Transformation   Green Development

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Guangdong Modern International
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