



APPI 2020

ASIA PACKAGING & PRINTING INDUSTRY EXPO

EXHIBITOR
INVITATION

WHEN
MARCH
19TH-21ST,

WHERE
SHENZHEN
CONVENTION &

MORE
WWW.PACKP
RINTINGFAIR.

WELCOME TO APPI

Thinking Big !

Aiming to become a world-leading trade show, APPI will be built on the growing global packaging market, capitalizing on the international status of Shenzhen City.

Standing Out!

Unlike other package trade shows, in stead of machinery makers, APPI will have package suppliers play the lead, to display a user-centered industry chain.

Reaching Wide!

To generate greater opportunities, APPI will be co-located with Asia Rubber & Plastics Expo (ARP), sharing cross-industry buyer resources!



Exhibition Scope

- Various Types of Packages
- Packaging Materials
- Packaging Supplies
- Packaging Equipment
- Spacial Packages for Luxuries, Functional Packages, and Anti-counterfeit Labels
- Soft Packages & Films
- Printing Technology & Equipment

Target Visitors

- Buyers from sectors like food & beverage, pharmaceutical & cosmetic, automobile, electronics;
- Packages manufacturers, printed matter producers, distributors and agents, used machine dealers, product designer, brand designers and operators, advertising enterprises, publishers, plate manufacturers;
- Financing and insurance service providers, trade associations, media, state agencies, etc.

AT THE TIPPING POINT: 4 MAJOR TRENDS TO WATCH IN CHINA'S PACKAGING MARKET!

►► Takeout Packages

Throughout 2018, Chinese people placed up to 10.96 billion takeout orders online, consuming a significant amount of takeout packages like paper and plastic bags, cups, boxes, and etc.

►► Customized Packages

As the e-commerce competition is getting increasingly brutal in China, more and more online vendors see tailor-made packaging as an effective way to build brand image and stand out in the crowd.

►► Digital Printing

Today in China, printing industry accounts for 10% of the nation's total VOCs emission, with the package sector responsible for 80% of the industry's gross emission, which has put digital package printing into sharp focus.

►► Smart Packages

Smart packages is an important anti-counterfeit strategy nowadays. According to RFIDWorld.com, in 2017 China's smart package market reached RMB 148.809 billion, of which RMB 75.24 billion were contributed by the RFID segment.



THE 1ST PACKAGING & PRINTING SHOW IN SHENZHEN!



▶▶▶ The Pearl River Delta is a well-known producing and exporting region of printed packages in China. There are more than 5000 package printing companies in Guangdong Province, and most of them are located in this region. Over the years, an industry cluster has been formed with Shenzhen at the center, expanding to neighbouring cities like Guangzhou, Dongguan, Zhongshan, Foshan, Shantou, and etc.

▶▶▶ By the end of Sept. 2019, dozens of exhibitors have chosen us, such as MC Packaging, Senda EVA Packaging, Ruifeng Flexible Packaging, Everwin Co., Weichengwang Paper Packaging, Zhongmu Wood Packaging, Zhuolin Printing, Janebox, and etc.

▶▶▶ As currently the first and only trade show of its like in Shenzhen, APPI will leverage these unprecedented opportunities and put on a great show for the industry!

A RESOURCEFUL ORGANIZER TO LAY DOWN A STRONG FOUNDATION!

As the organizer of APPI, and China's 2nd biggest exhibition service company yearly holding 100+ trade shows worldwide, Guangdong Grandeur International Exhibition Group will be able to rally supports from related trade bodies that it has previously teamed up with.

►► Partial Associations Partners of the Group

- Shenzhen Packaging Technology Association
- Guangdong Packaging Technology Association
- Chongqing Packaging Association
- Chengdu Packaging Technology Association
- Guizhou Packaging Technology Association
- The Printing Industry Association of Guizhou
- Hunan Packaging Technology Association
- Jiangxi Packaging Technology Association
- Shanghai Printing Trade Association
- Shanghai Packaging Technology Association
- Wuxi Packaging Technology Association
- Jiangsu Printing Association
- Suzhou Printing Industry Association
- Flexographic Printing Branch of Printing Technology Association of China
- Dongguang County Carton Packaging Machinery Manufacturing Association

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*Other
Packaging &
Printing Shows
Held by the
Organizer in
Shanghai...*



*And in
Chongqing*





ALL-ROUND ONLINE & OFFLINE MARKETING CAMPAIGN!

- Meeting face-to-face with insiders at related trade shows and industry parks and clusters;
- A seasoned telemarketing team of 30 inviting global attendees via text messages and phone calls;
- Weekly e-mail news letters sent to global insiders based on our highly accurate database;
- Leveraging the global reach of social media, such as WeChat, Facebook, LinkedIn, Twitter, and etc, to update the show's latest development for worldwide insiders.

BOOTH RATE

| Standard Booth | Luxury Booth | Raw Space |
|----------------|--------------|---|
| \$2360/9sq.m | \$2760/9sq.m | \$160/sq.m |
| | | <p>Minimum rental area is 36 sq.m, with no construction, no facility.</p> |

CONTACT US

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