



BLUE WHALE EXPO 2020

Label & Flexible Packaging & Film Expo China

APRIL 21ST-23RD, 2020

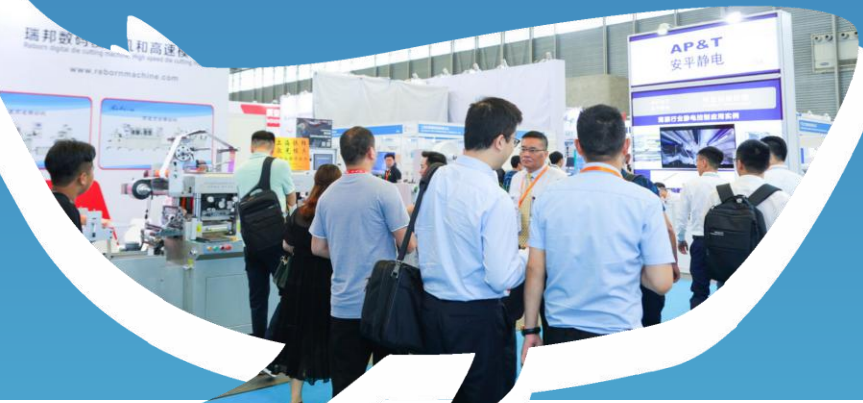
SHANGHAI NEW INTERNATIONAL EXPO CENTER

WWW.LFPEXPO.COM

25,000
SQM

400+
EXHIBITORS

35,000
VISITORS



**LABEL
FLEXIBLE PACKAGING
FUNCTIONAL FILM
PHARMACEUTICAL
PACKAGING**

Organized By

- Guangdong Grandeur International Exhibition Group
- Shanghai Lanjing Exhibition Service Co., Ltd.

Supported by

- Administration of Press, Publication, Radio, Film and Television of Jiangsu Province
- Flexography Branch of the Printing Technology Association of China
- Intaglio Branch of the Printing Technology Association of China
- Commercial Paper Branch of the Printing Technology Association of China
- Shanghai Printing Trade Association (SPTA)
- Shanghai Packaging Technology Association (SPTA)
- Shanghai Printing Technology Research Institute
- Jiangsu Printing Association (JPA)
- Suzhou Printing Association
- Tongcheng Printing Association
- Printed Electronics - Intelligent Packaging Consortium
- School of Printing and Packaging, Wuhan University
- Suzhou Institute of Wuhan University
- Hunan Plastic Printing Association
- Henan Label Association
- Dongguang Plastics Association
- Shanghai Society of Plastics Technology & Engineering

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Overseas Media

- | | | |
|----------------------|------------------------------|------------------------|
| • Labels India | • The Thail Printer Magazine | • Alborum |
| • Earth Island | • Etiketten-labels | • Packtechmag |
| • Infopack | • Label & Narrow Web | • The Packman magazine |
| • Packaging-Labeling | • Print Media | • Editrice ZEUS ... |



Gathering Supports from China's Major Printing & Packaging Provinces, Such as **Jiangsu, Anhui, Guangdong, Hubei, Hunan, Henan**, and etc.



NEW PAVILION: PHARMACEUTICAL PACKAGING!

A new pavilion will be added to the show to specifically address the growing need for **Pharmaceutical Packaging!** Incorporating buyer resources from **Health Expo 2020**, which is to be held under the same roof as Blue Whale Expo, tremendous opportunities will open up for our exhibitors!

▶▶ 4 Themed Pavilions for 2020

Label	Flexible Packaging
Functional Film	Pharmaceutical Packaging



▶▶ Partial Feature Exhibitors From 2019



源铁机械
LABEL SOURCE

LT 菱铁 (厦门) 机械有限公司
LING TIE 全自动丝网印刷机/轮转机



DLG 德拉根



LUSTER 凌云



A GLANCE AT CHINA'S PROMISING PACKAGING MARKET

▶▶ Adhesive Label

China's less-than 1 sq.m consumption per capita of adhesive label is a very small number, versus that of developed countries which is 8-14 sq.m, signaling high market promise.

▶▶ Flexible Packaging

According to Bosi Data Research Center, in 2017 China's plastic flexible packaging market came in at **57.273 Billion Yuan**, a 8.78% increase from 2016. It also further predicts that by 2022, the market will climb to **96.848 Billion Yuan**.

▶▶ Packaging Film

Customs Data shows that throughout 2018, Mainland China imported **12.688 Billion US Dollars** worth of packaging film, mainly from Japan, Korea, US, Germany and Taiwan (China).

▶▶ Pharmaceutical Packaging

By the end of 2018, China's pharmaceutical packaging market has exceeded **106.8 Billion Yuan**, a 10.6% increase from last year— a growth rate 5 percentage points higher than the global average.



ALL-ROUND MARKETING & PROMOTION STRATEGIES!



Visiting Trade Shows Around the World



Holding News Conferences



Founding Professional Trade Associations With Top Enterprises



Joining in High-Level Industry Events



Participating in Industry Outdoor Activities to Bond With Industry Leaders



Customized Promotional Items, Such as Fans, Candies, Data Cables and etc.

REVIEW OF BLUE WHALE EXPO 2019

Basic Facts & Figures

- **9000** Sq.m
- **162** Exhibitors
- **12,028** Visits (up **51.3%**)
- **250+** Equipment Displayed
- **29** Provinces/Municipalities & **19** Countries/Regions Participated



Partial Exhibitor Feedback

We have sold 1 Flexo Printing Press and 3 other small machines, and signed letters of intent worth over 5 million yuan.

——Hongsheng

Our booth has received around 250 inquiries in three days and met many potential clients.

——Winbosc

Many equipment have been sold on site. It has been a wonderful show and has helped effectively increase our brand awareness, too.

——Luster

2020 Live Activities

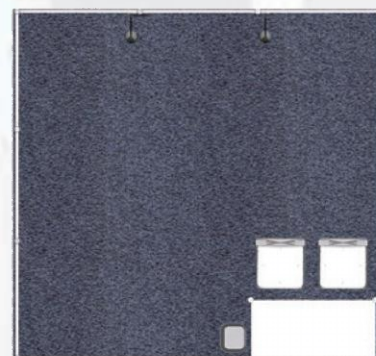
- Golf Tournament of CEO in Printing Industry
- Summit of Pressure-sensitive Material Manufacturer
- Labels and Smart Packaging Industry Summit
- Special Forum of Internet of Things & Digital Printing
- Global Functional Film Supply & Demand Conference
- China Printing Industry Environmental Protection Symposium
- China Flexible Packaging Technology Development Forum

Target Visitors

- Printing printers, label printers, packaging printers
- Food, pharmaceutical, personal care, wine, beverage, personal care and terminal manufacturers
- Designers of labels and packaging
- Label industry suppliers, Flexible packaging suppliers
- Educational establishments and professional bodies, relevant trade associations and media

Booth Rates

Booth Type	Extent	Price in Area A (RMB/Booth)	Price in Area B (RMB/Booth)
Shell Scheme (Basic)	9m ²	16800	13800
	Maximum height: 2.5m, 100w spot light (2), Boarding, Company name board, Carpet. Interior collocation: Desk (1), Chairs (2), 220V socket (1), Garbage bin (1).		
Raw Space (>18m ²)	Extent	Price in Area A (RMB/m ²)	Price in Area B (RMB/m ²)
	< 3m ²	1600	1300
	36-72m ²	1400	1150
	72-150m ²	1200	1000
	> 150m ²	1000	850



OTHER PRINTING & PACKAGING SHOWS YOU MIGHT BE INTERESTED IN

Asia Packaging & Printing Industry Expo (APPI 2020)

Date: March 19th-21st, 2020

Venue: Shenzhen Convention & Exhibition Center

Website: www.packprintingfair.com



Chongqing Int'l Printing & Packaging Industry Expo (Print & Pack Expo 2019)

Date: November 28th-30th, 2019

Venue: Chongqing International Expo Center

Website: www.cqppe.com



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