

For Immediate Release

Looking ahead to PACK PRINT INTERNATIONAL 2021: Defining Packaging and Printing in Asia

The 2021 exhibition theme takes on an optimistic outlook to focus on future-oriented technology and innovation as it presents end-to-end packaging and printing solutions

Singapore, 28 October 2020 – Packaging and printing innovations and new solutions will take centre stage at [PACK PRINT INTERNATIONAL 2021 - International Packaging and Printing Exhibition for Asia](#), scheduled for 22 – 25 September 2021 at BITEC, Bangkok, Thailand. With the exhibition taking place on the back of the projected recovery of global economies in a post-COVID19 world, the packaging and printing industries will be energised to do business and to seize new growth opportunities.

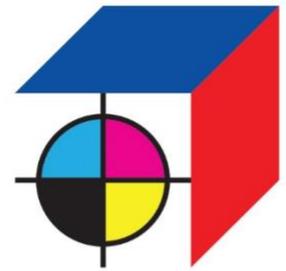
“As with many sectors, the packaging and printing industries have felt the heat from the crisis, but it has also been a catalyst for change across these sectors and many businesses have had to restructure how they operate. Industry 4.0 and automation will be trends that would have been accelerated and companies that used to be resistant or slow in its adoption would have had to make quick decisions to adopt the technologies to stay relevant and productive,” said **Mr Gernot Ringling, Managing Director, Messe Düsseldorf Asia**.

Expanding on this point **Mr Pongthira Pathanapiradej, President, The Thai Printing Association** said that certain segments in the printing industry have experienced growth, fulfilling the needs of both the domestic market’s increased demand in online consumption of goods and services, as well as the push in demand for export of ready-to-eat products globally. “The printing sector has responded by adapting to new sales platforms and implementing new packaging models. With creative direction, innovative technology and flexibility of operations, the Thai printing industry aims to strengthen ties between the various cluster businesses as we collectively prepare for the future. PACK PRINT INTERNATIONAL gives us the ideal platform for our vision, as it continually draws together the industry’s best to the regional printing hub that is Thailand.”

PACK PRINT INTERNATIONAL with its highly focused international business setting and new solutions offering will be well placed to stimulate investment and innovation, which is exactly what the industries need, according to Mr Ringling. He added: “We are optimistic that by this time next year, there will be a more upbeat outlook and PACK PRINT INTERNATIONAL 2021 will be well positioned to field a power-packed edition, bringing high quality packaging and printing technology and cost-efficient solutions to the forefront in one central networking and sourcing marketplace, as companies look to upskill and upgrade, explore new business models and revenue streams.”

Exhibition for the industry by the industry

A tripartite collaboration between Messe Düsseldorf Asia, [The Thai Packaging Association](#) and [The Thai Printing Association](#), PACK PRINT INTERNATIONAL is modelled after No.1 global trade fairs in their respective sectors – [drupa](#) and [interpack](#), held in Germany. PACK PRINT INTERNATIONAL 2021 aims to extend the innovative flavour and technology presented in Düsseldorf to the Thai and regional audience; providing a benchmark exhibition for stakeholders in Southeast Asia to experience first-hand engaging with some of the best the global packaging and printing industry has to offer.



**PACK PRINT
INTERNATIONAL**

8th International Packaging and
Printing Exhibition for Asia

22 – 25 SEP 2021

Bangkok International
Trade & Exhibition Centre (BITEC)
Bangkok, Thailand

www.pack-print.de

Officially supported by :



กระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม
Ministry of Higher Education, Science, Research and Innovation

Messe Düsseldorf / Organizer of :



Jointly organized by :



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254

Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655
E-mail : ppi@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



Countries like Thailand – already a regional hub for packaging and printing – will continue to be in a prime position to abate the disruption in global supply chains caused by the crisis; attracting multinational companies looking to penetrate and expand their footprint in the region. This geographical edge, complemented with PACK PRINT INTERNATIONAL’s internationality and appeal to both renowned brand names and SMEs, presents the ideal platform to connect companies, creating new business opportunities. The trade and supply chain disruptions caused by the crisis has put Thailand in the spotlight as a magnet location for investment and business expansion.

According to the Federation of Thai Industries (FTI), 13 industries are projected to expand after the crisis, namely medical and healthcare devices, pharmaceutical, information and communication technology, pulp and paper, sugar, air-conditioning and cooling systems, food, electricity generating, chemical, rubber products, plastic, printing and packaging and aluminium products¹.

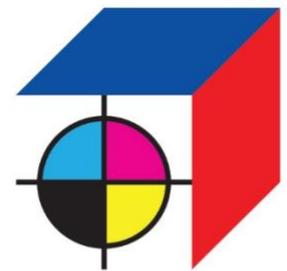
In the packaging space, particularly medical packaging, food packaging products and e-commerce related sectors, the crisis has boosted demand. The packaging sector has also experienced increased demand fuelled by rising exports across agricultural, industrial and agro-industrial economic sectors. Commenting on the need for smaller packaging companies to ride on the waves of opportunity, **Mr Manit Kamolsuwan, President of The Thai Packaging Association** said: “We will continue to work hand in hand with the packaging and printing sectors for a sustainable future and we believe PRINT INTERNATIONAL offers the perfect confluence for these sectors to come together to find complementary business solutions.”

Setting trends @ PACK PRINT INTERNATIONAL 2021

As a well-established exhibition serving the region’s packaging and printing needs, re-bookings have already been received from international brand names such as Konica Minolta, Kurz, Tsukatani, Zund as well as local players and prominent distributors; Bangkok Paper Business, Comprint, Cyber SM, Docusys, Foilmaster, Nationwide, Press Systems, Sansin, to name a few. PACK PRINT INTERNATIONAL 2021 aims to inspire the industry to think ahead and to provide the right showcase of products and solutions for the industry to invest in the future. Key highlights include:

- **Artificial Intelligence**
 - Self-learning machines
 - Technology with better productive maintenance and zero downtime, clear traceability
- **Premium design**
 - Affordable contemporary designs which reflect a premium aesthetic
 - Engaging designs to facilitate social sharing
- **Sustainability**
 - Zero-waste concepts
 - Eco-friendly products and solutions
 - Upcycling
 - Sustainable packaging and printing solutions

¹ [Federation of Thai Industries – The Nation, May 2020](#)



PACK PRINT INTERNATIONAL

8th International Packaging and Printing Exhibition for Asia

22 – 25 SEP 2021

Bangkok International Trade & Exhibition Centre (BITEC) Bangkok, Thailand

www.pack-print.de

Officially supported by :



Messe Düsseldorf / Organizer of :



Jointly organized by :



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254

Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655

E-mail : ppi@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of



- **Security and safety**

- Smart packaging for real-time authentication
- Increased product transparency and traceability
- Enhanced brand protection
- Augmented consumer experience

- **Digital economy**

- Digitalisation of machine performance and workflow
- Connected users in interacting ecosystems
- Collaborative manufacturing

- **3D printing**

- Additive manufacturing across vertical markets, e.g. automotive, design and packaging, medical, etc.
- Opportunities for print service providers
- Opportunities for machine manufacturers and users

Complementing the broad exhibit range of technology, machinery, products and services representing the entire packaging and printing value chain, the exhibition will also feature a strong line-up of conferences and seminars with the sharing of best practices and knowledge exchange from international and local experts.

At the last edition, the exhibition attracted 325 companies from 30 countries and over 19,000 trade visitors, and with the optimistic outlook for 2021, exhibitor and visitor participation numbers are looking strong. Particularly with PACK PRINT INTERNATIONAL 2021 extending its reach to visitors coming from a broad range of industries and diverse application areas, including print and packaging houses and converters, marketing, publishing and media sectors, vertical markets and those in the future technologies industry. All of which require good packaging, customisation, labelling and packaging printing – to create attractive, cost-efficient and sustainable products in an increasingly crowded and competitive marketplace.

For more information on PACK PRINT INTERNATIONAL 2021, visit www.pack-print.de

--- End ---

Follow us on Facebook: [PackPrintInternational](https://www.facebook.com/PackPrintInternational)

About PACK PRINT INTERNATIONAL

The synergistic partnership between Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association, offers a winning platform with PACK PRINT INTERNATIONAL since its inception in 2007. Officially supported by the Thailand Convention & Exhibition Bureau, and more than 20 specialist trade associations, the exhibition continues to offer a truly international flavour as it successfully brings together the latest technology and innovations, and the who's who of the industry from all over the world to engage, network, and drive sales growth.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf in Germany, one of the world's leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany; across various sectors such as medical and healthcare, workplace safety, security and health, packaging, printing, plastics, wire and tubes, and wine and spirits. With extensive expertise in organising trade fairs in Southeast Asia, Messe Düsseldorf Asia has developed a portfolio of well-established trade fairs in the region since 1995.

For more information, visit <http://mda.messe-dusseldorf.com/>

Media contact

Terry Ten | terry@mda.com.sg | Zarina Ann Muhammad | zarina@mda.com.sg



**PACK PRINT
INTERNATIONAL**

8th International Packaging and
Printing Exhibition for Asia

22 – 25 SEP 2021

Bangkok International
Trade & Exhibition Centre (BITEC)
Bangkok, Thailand

www.pack-print.de

Officially supported by :



Messe Düsseldorf / Organizer of :



Jointly organized by :



Messe Düsseldorf Asia Pte Ltd
3 HarbourFront Place #09-02
HarbourFront Tower Two
Singapore 099254

Tel : (65) 6332 9620
Fax : (65) 6337 4633
(65) 6332 9655
E-mail : ppi@mda.com.sg
<http://mda.messe-dusseldorf.com>

Business Registration 199507124Z

Messe Düsseldorf Asia is a member of

