

LABELXPO ASIA



SHANGHAI

BY SEA

29-NOV-11

INVEST IN ASIA'S HUGE AND PROFITABLE MARKET

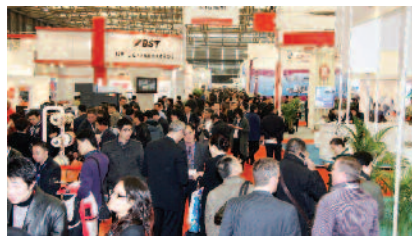


29 Nov - 2 Dec, Shanghai
LABELXPO
Asia 2011
www.labelexpo-asia.com

Launched in 2003, Labelexpo Asia is the show for the whole region, situated in Shanghai at the heart of the growth of the label industry in Asia. It is easy to see why so many label suppliers are looking towards China. Not only is it the fastest growing market in the world, it is still young and the opportunities are available to everyone in equal measure.

Market leaders in Europe, the Americas and the rest of Asia, do not have the same lead in China, where anyone has the potential to win the market.

Many large brand owners are also considering China and Asia as a source for their labeling needs, encouraging local printers/converters to invest in the latest high quality authentic machinery and materials all on display at Labelexpo Asia.



THE MARKET

The greater Asian region has been one of the powerhouses behind the global growth of label materials and technology in recent years. China alone now accounts for 33% of the total global label demand (that's 13,500 million square meters of label material).

In China, the package printing sector (including labels, flexibles and cartons) currently accounts for nearly 50% of all printing in the country and has experienced tremendous expansion over the past 10 years with a growing increase in production volumes. China's accession to the World Trade Organisation and the country's opening to the outside world have also stimulated export trade and label usage. Goals for the Chinese government include improving the level of technical equipment in the printing industry, enhancing operation and management and enhancing global competitiveness.



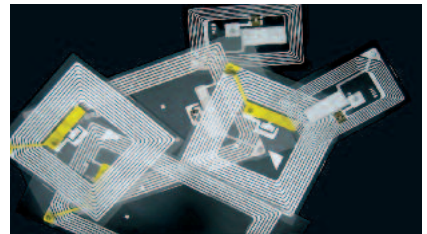
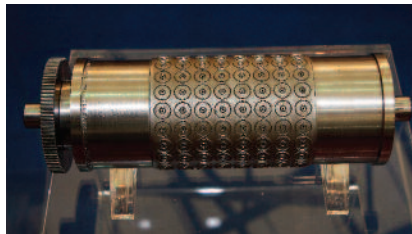
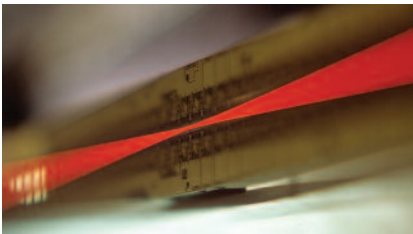
The show takes place at SNIEC in Shanghai

WHY EXHIBIT?

- China is the world's largest emerging market, with the world's largest population of approximately 1.5 billion
- The diversity of Chinese printers ensures that there is a huge market for new cutting edge technology.
- Supported by the key associations and media in the industry in the region.
- Supported by an extensive local and international visitor marketing campaign.

WHO EXHIBITS AT THE SHOW?

- Label and narrow web printing machinery manufacturers
- Label application, overprinting & inspection equipment suppliers
- Pre-press & production technology suppliers
- Radio frequency identification suppliers
- Security solution suppliers
- Substrate & adhesive suppliers
- Industry service suppliers

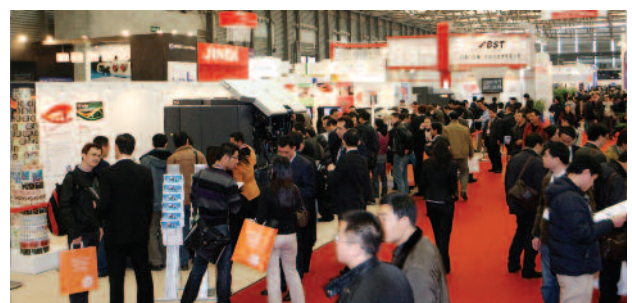
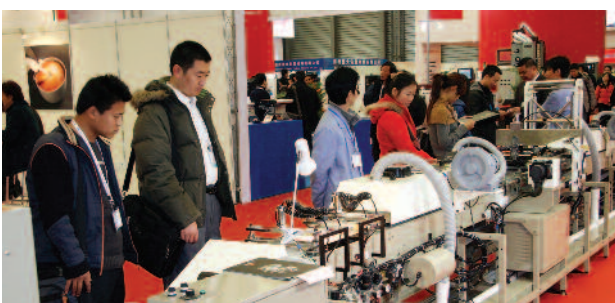


“As a newcomer to Labelexpo Asia, we felt that it was a successful show for us and we do believe it is a great start for the package market side of our business.”

Helmuth Munter, Durst

“We are very excited about the positive response that we had during Labelexpo Asia. We invited strong prospects to the show, but we also collected many hundreds of good quality leads. Our first Tau 150 installations will be following very soon.”

Suzuki Ryoma, Mitsubishi Chemical Holdings



DELIVERING QUALITY THROUGH OUR AWARD-WINNING MARKETING CAMPAIGN

Many exhibitions claim to attract high visitor numbers. But over 30 years' experience of organizing successful international trade events has taught us that the key is to ensure they are the buyers exhibitors want to meet. want to meet. The Labelexpo award-winning marketing team will deploy all its efforts across a host of marketing channels with a single goal in mind: to deliver quality as well as quantity to your stand.

The marketing campaign is conducted both in Chinese and English and includes:

Direct Mail

The direct mail campaign will make use of our full visitor database in Asia (about 50,000 contacts), encouraging visitors to pre-register.

Email

Most of our visitors pre-register in response to an email. The email design will incorporate the creative theme of the campaign.

Mobile

SMS messaging will be again a valuable tool in encouraging visitors to attend.

Roadshow

We will take the Labelexpo Asia message around China, talking to potential visitors, exhibitors and the press throughout the global print industry.

Advertising

The ad will be published in over 20 publications and websites around the world (including general printing and label-specific titles), focusing on key emerging and mature markets.

Website

The website is a very important part of the marketing campaign, since all pre-show registration is done online. This will contain all key show information and statistics; including exhibitor list and a new exhibitor news section – highlighting the new launches and developments at the show. The website takes visitors directly to the online registration system.

Media/Associations

We are proud to work with some of Asia's leading trade associations, publications, media companies and other organizations serving the printing sector.

These partnerships underline our joint commitment to the industry and its future prosperity.



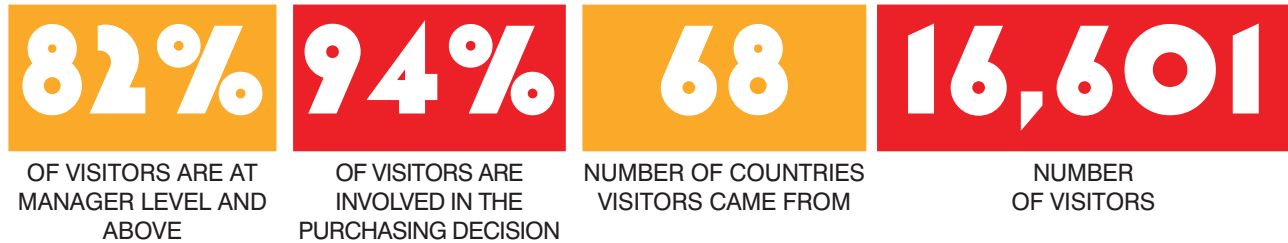
A selection of our media partners:



WHO ATTENDS THE SHOW?

- Label printers/converters
- Flexible packaging printers/converters
- Folding carton printers/converters
- Packaging printers/converters
- General printers/converters
- Brand owners
- Label designers
- Industry suppliers

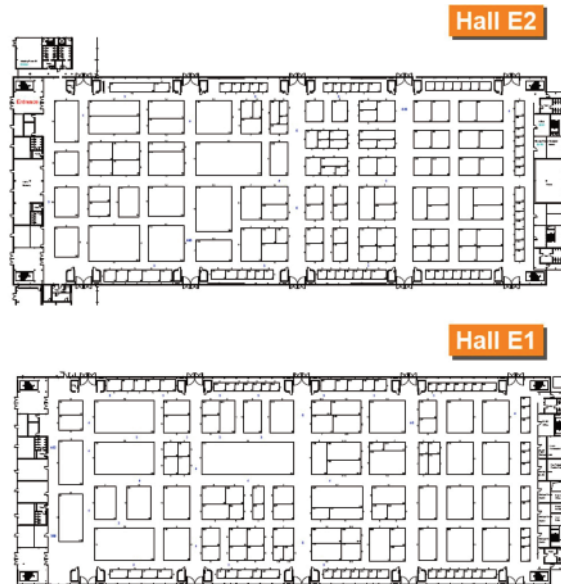
THE FACTS:



TOP 5 VISITING COUNTRIES

- China
- South Korea
- India
- Thailand
- Japan

HALL LAYOUT:



“We noticed very good crowds at Labelexpo Asia 2009. It's truly Asia, with visitors to our booth from 22 different countries. This part of the world is booming and we actually took orders at the show. Customers were certainly not shy to sign order confirmations. It's very reassuring to see that label converters in Asia have embarked on the route of value adding through screen printing.”

Rieks Reyers, Stork Prints

“We enjoyed a highly successful Labelexpo Asia. The number and quality of visitors was excellent. We received many solid enquiries about our demo machine over the four days of the exhibition, including some strong interest of actual sales from professional printers.”

Joe Zhou, Omet

ABOUT THE ORGANIZERS:

Labelexpo Asia, part of the Labelexpo Global Series, is organized by Tarsus Group, the international media company with a portfolio of exhibitions, conferences, publications and online media that span across Europe, the Americas, Asia and the Middle East.

Through established and constructive relationships with industry associations, media and suppliers, Labelexpo Global Series has a proven understanding of and commitment to the label

industry and, as such, possesses an impressive track record in trade events in the label printing industry, including a global portfolio of successful events, such as: shows, such as:

- ◉ Labelexpo Europe
- ◉ Labelexpo Americas
- ◉ Labelexpo India
- ◉ South China Label Show
- ◉ Label Summit Latin America

Labelexpo Asia will allow you to interact
with the most buyers in the most favorable
environment

Contact us today to discuss how your
business can benefit!

Offices:

Tarsus Group Ltd
Metro Building
1 Butterwick
London
W6 8DL
United Kingdom

Tarsus Expositions Inc
16985 W Bluemound Rd
Ste 210
Brookfield
WI 53005
United States

Tarsus Exhibitions & Publishing Ltd
Room 1108
Floor 11
1 Hongqiao Road
Xu Hui, Shanghai
China

Tel: +44 (0)20 8846 2700
Fax: +44 (0)20 8846 2801
Email: sales@labelexpo.com

Tel: +1 (262) 782 1900
Fax: +1 (262) 782 8474
Email: sales@labelexpo.com

Tel: +86 21 64484890
Fax: +86 21 64484880
Email: sales@labelexpo.com



29 Nov - 2 Dec, Shanghai

LABELEXPO
Asia 2011

www.labelexpo-asia.com