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LABELXPO
Asia 2009

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In association with:



PRESS RELEASE

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Visitors descend on Shanghai for largest ever label show in Asia

Labelexpo Asia confirmed its status as the leading label event in Asia last week when the show welcomed a record 16,601 visitors (compared to 14,004 in 2007 – an increase of 18.5%) The rate at which the label industry in Asia is continuing to grow was clearly reflected in the size of this year's show, which took place at the Shanghai New International Expo Center.

Catering solely for trade professionals, this year's show demonstrated a high quality of visitors who were able to see 130 pieces of working machinery, which included 60 working presses. Labelexpo Asia 2009 clearly showed how the exhibition is gaining maturity and gradually establishing its own niche in the industry.

Visitors came from 78 countries, with over 10% of people from outside China. Large delegations were welcomed from countries including: India, Korea, Japan, Malaysia, Thailand, Singapore and Indonesia.

Exhibitors were almost exactly split between Chinese and international companies. They include UPM Raflatac, Avery Dennison, (Shanghai Xinmin) Taiyo, Omet, HP, Lintec, Basch Group, Dow Corning, Qingzhou Ekofa, Xeikon, DuPont, RotoMetrics and Erhardt+Leimer.

The conference sessions that ran across the first three days of the show were very well attended, with over two hundred delegates gathering to hear from industry experts. On the first day UPM Raflatac gave the keynote speech entitled "Globalization and opportunities beyond the recession", with presentations following over the second two days from EFI Jetrion, HP Indigo, Xeikon, Coco Chen and Avery Dennison.

Labelexpo Asia also played host to a very important meeting which brought together a number of the world's label and printing industry associations to discuss the global trends and challenges in the industry today. Associations present were: FINAT, the Label Manufacturers Association of

India (LMAI), the Label and Tag Manufacturers Association of Australia (LATMA), the Self Adhesive Label Manufacturers Association of New Zealand (SALMA), the Japan Federation of Label Printing Industries (JFLP) and the label division of Printing and Printing Equipment Industries Association of China (PEIAC).

Commenting on the success of the show, Wu Wenxiang, Honorary Board Director of PTAC, said, "With China entrance into the WTO, and with the Chinese reform and opening-up policies over the last few years, we have started to move into a new stage of history. In order to fulfill the overall revitalization of the Chinese printing industry, we should stress the importance of foreign exchange and communications, keep pace with the time, and make full use of advanced technologies from abroad. Labelexpo Asia has created a platform for label and flexo equipment manufacturers, suppliers, converters as well as brand owners to do this. I believe that whether they are an exhibitor or a visitor, they will get plentiful opportunities from the event."

Mr Tan Junqiao, of PEIAC, commented, "The exhibition was a great success. The new technology and new equipments on display were gratefully welcomed by visitors to the show."

Agreeing with him, Yin Deming, President of the Shanghai Printing Industry Association said: "Labelexpo Asia is a distinguished global show for label industry. It shows us current international label printing technologies, new craftworks, advanced equipment and materials. This show provides a wonderful platform to combine products being put on display, business trading and networking. This show proves that all these work very well together. I would like to give all my best wishes for Labelexpo Asia in the future."

Roger Pellow, Labelexpo Managing Director, said, "This year Labelexpo Asia has really proved that the show has come of age and become an important niche within the printing industry, which has been reflected in the high level of attendance. The show has once again shown the enormous scale of opportunities that exist for the labeling industry in the Chinese market. All four days proved to be highly effective for both exhibitors and visitors, who benefited from doing business, sharing knowledge and making valuable new contacts. I would like to thank everyone involved with Labelexpo Asia. The visitors, exhibitors, media and associations have all contributed to make this the most successful event that we have had in this region."

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For further information about Labelexpo Asia, or other Labelexpo events, please contact

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Quotes from exhibitors at Labelexpo Asia 2009:

*Rieks Reyers, **Stork Prints** said: "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."*

*Joe Zhou, **OMET** said: "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."*

*David Ho, **Martin Automatic** said: "Martin Automatic has participated at every Labelexpo Asia that has been held in Shanghai. For us, this year's show was very productive. We met a lot of old friends here and got to know many potential new clients. The non-stop roll changing equipment, MBS and the LRD that we had on show helped the visitors to understand the value of our products very quickly, which in return led to many sales opportunities."*

*Suzuki Ryoma, **Mitsubishi Chemical Holdings** said: "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."*

*Eric Rui, **REDEX** said: "We were very pleased with this successful Labelexpo Asia exhibition. The size of the show had grown significantly compared to last time. Our company saw great business opportunities and potential in China. The whole of our company were satisfied with the results from this exhibition. We have great confidence for success in the Chinese label market in the future!"*

*Andreas Emonts-pohl, **CALOR / RTT** said: "We participated for the first time at Labelexpo Asia and presented our complete range of colour Thermal Transfer Ribbons. The audience at the show was very good and we welcomed around 200 visitors to our booth with a particular interest in color TTR. Although at the moment color doesn't seem to be used as much in China, there is certainly a very good potential for the future."*

*Helmuth Munter, **Durst** said: "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."*

*Sally Hong, **Dow Corning** said: "The market information collected from Labelexpo Asia 2009 will benefit Dow Corning to deliver more market driven innovations to this industry. Our tremendous success at this tradeshow provides strong support that Dow Corning is managing the economic recession by leading local partners to deliver market driven innovation to downstream customers."*

*Jay Qin, **Maxcess China** said: "It was the first time for Maxcess China to participate at an international label show like Labelexpo Asia. We were very happy to see that four famous printing machine manufacturers were equipped with our FIFE guiding products on their machines at the exhibition. We believe that participating at this show has provided lots of opportunities to Maxcess International."*

*Maja Terzič, **NiceLabel China** said: "Labelexpo Asia has been a great success for NiceLabel China. The main focus was set on the newest product in our portfolio, NiceWatch Enterprise Business Connector and the newest version of our product, NiceLabel 5.2.2. The excellent position and vivid outlook of our booth enabled us to be among some of the most visited booths at the show. We had the chance to talk to our existing business partners and at least half of the visitors to our booth represented potential business opportunities for us."*

*Jiang Changlu of **BaoDing Rongda**: "Labelexpo Asia has not only given us the opportunity to make new friends in the industry, but also greatly enhance the profile of the company. At the exhibition we sold seven units, with the potential of selling as many as 68 in the near future. As a company new to the label industry, We were pleased to be able to participate in this international exhibition, and achieve such beneficial results considering the current economic crisis. We can see that there is hope for the future of our company and the future of the industry."*

NOTES TO EDITORS

1. For further information please visit: www.labelexpo-asia.com.
2. Photography of Labelexpo Asia is available upon request.
3. Labelexpo Asia 2009 is supported by the industry associations: The Printing Technology Association of China (PTAC), Shanghai Printing Industry Association, The China Academy of Printing (CAPT), Printing Industries Association of the Philippines (PIAP), and Indonesian Packaging Federation (FPI).
4. Interviews with Roger Pellow, Labelexpo Managing Director, are available on request.
5. Labelexpo Asia forms part of the Labelexpo Global Series. More information can be found at www.labelexpo.com.
6. The Labelexpo Global Series is owned by Tarsus Group plc. Tarsus Group is the international media company with a portfolio of exhibitions, conferences, publications and online media that span across the Americas, Europe, Asia, Africa and the Middle East. For further information, please visit www.tarsus-group.com.
7. Labelexpo Global Series events:

Label Summit South America 2010

11-12 May
Hilton Mexico City Reforma, Mexico
mexico.labelsummit.com

Label Forum Japan 2010 (co-organized with Label Shimbun)

22-23 July
Bellesalle Shiodome, Tokyo
www.labelexpo.com

Labelexpo Americas 2010

14-16 September
Donald E. Stephens Convention Center in Chicago, United States
www.labelexpo-americas.com

India Label Show 2010

8-10 December
Pragati Maidan in New Delhi, India
www.indialabelshow.com

Labelexpo Europe 2011

27-30 September
Brussels Expo in Brussels, Belgium
www.labelexpo-europe.com