

APPP EXPO

2020

SHOW REPORT



WeChat



WeChat Mini Program

www.appexpo.com



OVERVIEW

APPPEXPO

APPPEXPO 2020 and The 28th Shanghai International Advertising & Sign Technology & Equipment Exhibition were successfully held at the National Exhibition and Convention Center (Shanghai) on 21-24 July 2020. It was originally scheduled to be held from 4-7 March 2020. In light of the impact of COVID-19, the organizing committee has determined the health and safety of all exhibitors and participants must remain our top priority and have therefore decided to reschedule the exhibition and other related activities. APPPEXPO is the exhibition unit of Shanghai International Advertising Festival, which is regarded as the major event by the Shanghai Municipal Committee and the Municipal Government. With the theme of “Multi-integration, Driving Innovation Into The Digital Age”, APPPEXPO 2020 congregated a wide range of innovative products and cutting-edge technologies in the fields of printing, cutting, engraving, materials, signage, displays, lighting, textile printing, express printing & graphic, and packaging. APPPEXPO is always a wonderful arena for advertising creativity and technological innovation to spark.

The four-day exhibition achieved resounding success, our staff members went all out to overcome the challenges. With 100,000 square meters exhibition area, APPPEXPO 2020 welcomed over 1,000 exhibitors and 106,036 visitors and buyers. This year, 6 theme exhibitions were presented, including APPPEXPO 2020 and 28th Shanghai International Advertising & Sign Technology & Equipment Exhibition, 2020 Shanghai International Digital Textile Printing Expo, 2020 Shanghai International Express Printing & Graphic Expo, 2020 Shanghai International Lighting Expo, 2nd Shanghai International Creative Design Printing Top Products Exhibition. In an effort to help exhibitors, media and associations, industry experts and buyers to seek broader business opportunities during this critical time, APPPEXPO 2020 conducted 36 online live broadcasts and launched a series of online platforms including APPPEXPO WeChat mini-program, H5 exhibition hall, apptrade.com online exhibition platform, APPPEXPO live-streaming and AAA webinar.

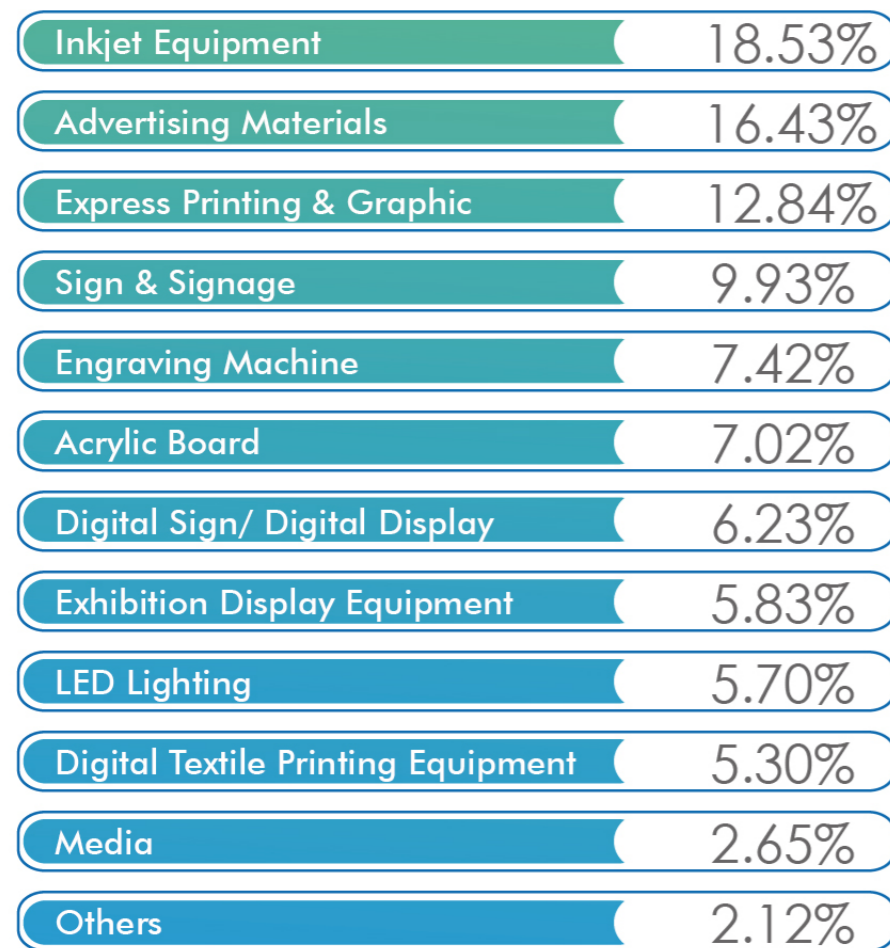




DATA ANALYSIS

APPPEXPO

EXHIBITORS BREAKDOWN BY FIELD



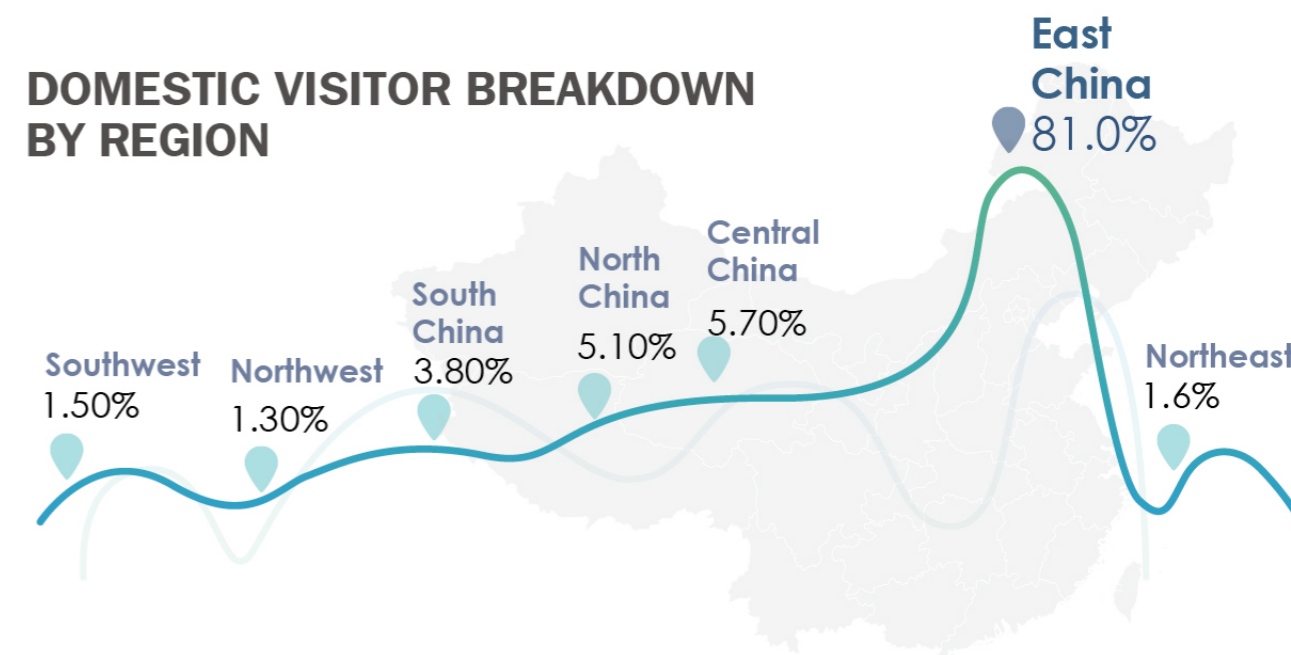
TOTAL NUMBER OF VISITORS



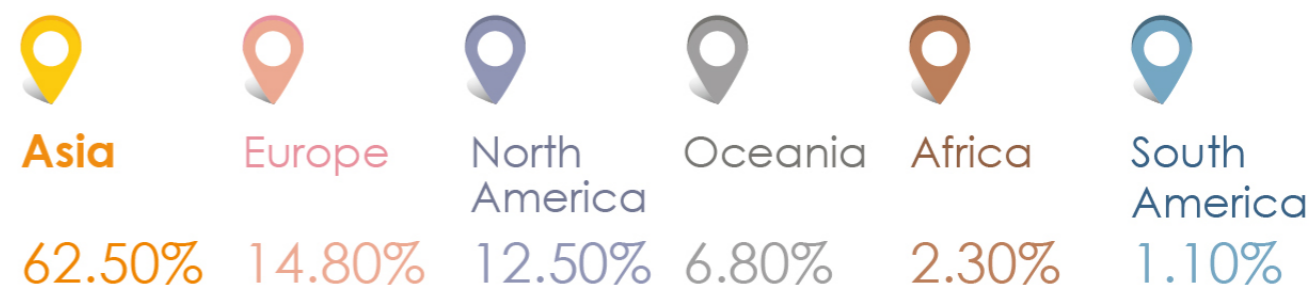
TOTAL NUMBER OF OVERSEA VISITORS



DOMESTIC VISITOR BREAKDOWN BY REGION



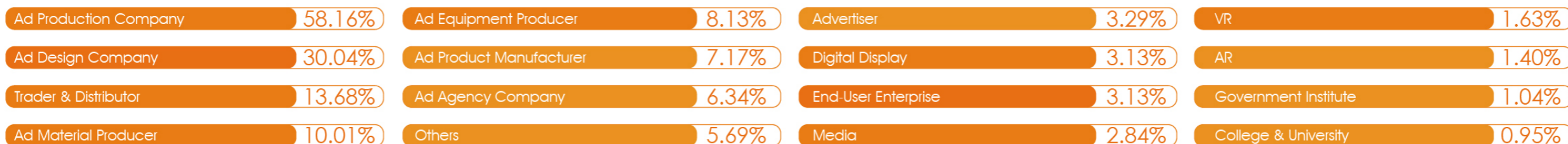
OVERSEA VISITOR BREAKDOWN BY REGION



VISITOR BREAKDOWN BY SECTOR

APPPEXPO

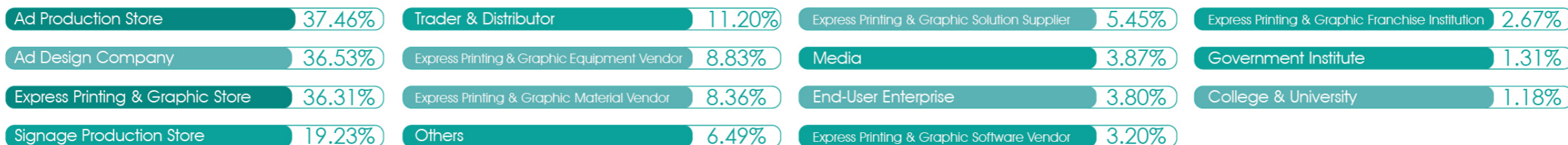
Advertising Exhibition



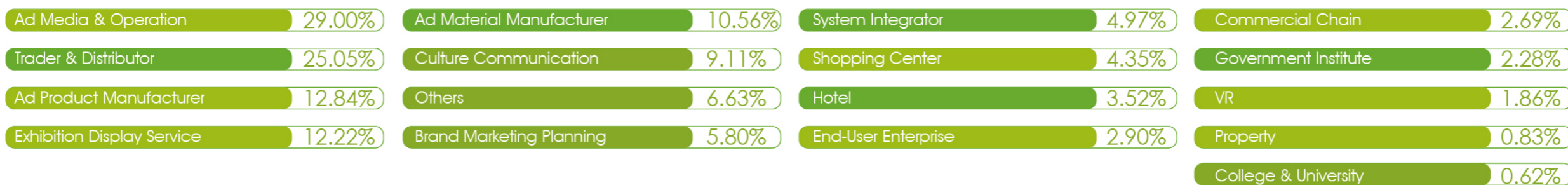
Digital Textile Printing Exhibition



Express Printing & Graphic Exhibition



Lighting Exhibition



Advertising Exhibition

46.7%	Digital Inkjet Printing Equipment/ Digital Image Technology Output Equipment	15.4%	Ink/ Printing Ink
37.7%	UV Flat Digital Inkjet Printing Equipment	14.8%	Sign Making Equipment/ Vacuum Forming Machine/ Acrylic Equipment
23.5%	Flex Banner Fabric/ Glue Product/ Reflective Material/ Photographic Paper and Digital Printing Consumable	14.7%	Exhibition & Display Equipment/ Portable Exhibition Equipment/ Display Stand and Other POP Product
22.9%	Acrylic Plate/ PVC Foam Board/ Aluminum Composite Panel	13.8%	Promotional Gift / Design Book/ Picture Bank / Software/Post Production Technology
22.0%	Cutting Machine/ Cutting Plotter/ Bending Machine/ Polishing Machine	13.3%	LED Light/ LED Neon
19.0%	Banner Machine/ Cold Laminating Machine/ Feeder Machine/ Hot Laminating Machine	11.9%	New Media/ Digital Signage/ LCD Advertising Machine/ 3D Product
18.0%	Sign/ Signage Product/ Tri-vision and Multi-vision Billboards	11.2%	LED Display Screen
17.7%	Others	11.2%	Commercial Decoration Material/ Product Display Cabinet/ Equipment for Sales Promotion
17.1%	Engraving Machine/ Laser Engraving Machine/ CNC Engraving System	9.5%	Holographic Projection Equipment/ AR, VR Equipment/ Somatosensory interaction
15.4%	Light Box/ Luminous Product		

Digital Textile Printing Exhibition

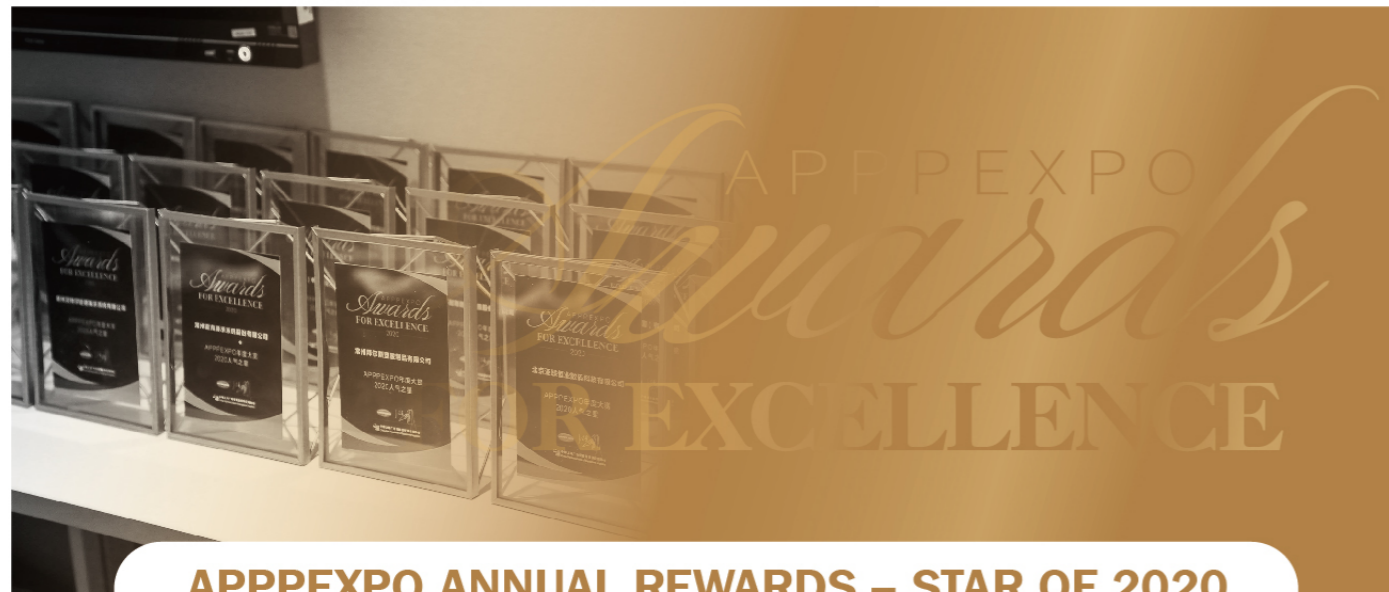
30.89%	Garment Printing Equipment	20.83%	Textile Direct-Injection Printing Ink
28.65%	UV Flat Inkjet Textile Printing Equipment	17.55%	Textile Fabric/ Accessory
27.53%	Digital Direct-Injection Printing Equipment	17.33%	Sublimation System
25.92%	Digital Inkjet Textile Printing System	17.26%	Sublimation Ink
25.87%	Laser Cutting Equipment	17.08%	Thermal Transfer Paper
24.98%	Thermal Transfer Equipment	0.87%	Others
24.34%	Digital Textile Printing Fabric		

Express Printing & Graphic Exhibition

49.80%	Pre-printing Equipment and Software	6.60%	Others
39.09%	Printing Equipment	1.67%	Sign/ Signage
35.63%	Personalized Printing Equipment	1.56%	Printing/ Packaging Product
33.90%	Related Accessory and Consumable	1.31%	Express Printing & Graphic Franchise Institution/ Express Printing & Graphic Solution Supplier
33.37%	Material	1.07%	Office Supply and Equipment
33.28%	Post-printing Equipment and Consumable	0.69%	Tool and Fitting

LED

48.00%	Display Equipment and Technology	14.86%	Video Solution
44.86%	Ad Machine and All-In-One Machine	14.86%	Touch Technology
42.29%	Light	13.14%	Transmission System and Equipment
23.43%	Smart Home	6.00%	Others
14.86%	Software and Information Publishing System		



APPPEXPO ANNUAL REWARDS – STAR OF 2020

On July 22, 2020, the Advertising Industry Technology Salon, jointly organized by APPPEXPO and China Sign Association of Equipment Suppliers, was successfully held at the Advertising Industrial Park in West Hongqiao. This event congregated industry pioneers from inkjet printing, digital textile printing, advertising production, exhibition display, express printing & graphic, advertising consumables, LED luminous products and other advertising equipment fields. As an industry-leading exhibition, APPPEXPO presents a wide range of innovative products and technologies every year. During the event, all participants shared innovative approaches about the most cutting-edge market information, the most creative marketing strategies, and corporate response programs during this critical time. This year, 58 industry-leading enterprises were honored with the Star of 2020.



TECHEART COMPETITION

The 4th TECHeart Competition, organized by Shanghai International Advertising Festival and APPPEXPO Shanghai Committee, co-organized by China Sign Association of Equipment Suppliers, was successfully held on July 23. As an important component of the Shanghai International Advertising Awards (SHIAF AWARDS), TECHeart Competition (Advertising Craft Competition) is one of the core sectors of the Shanghai International Advertising Festival. With the vision of “Technology Creates New Business Value”, TECHeart focusing on exploring, encouraging and rewarding new technologies, equipment and carriers that can be applied to commercial and marketing communications. TECHeart covers five segments including research and development, packaging, channel and retail, marketing and communication, and customer relationship management, focusing on successful cases in all areas that helped to enhance the brand value.



“ Rejuvenation: The Palace Impression ”

Themed Exhibition

"Rejuvenation: The Palace Impression", jointly presented by APPPEXPO and World in The Palace, including four themed exhibition areas which are clothing, accommodation, recreation and education. With the latest display approaches, APPPEXPO created an immersive IP experience space for visitors to explore the fusion of technology and aesthetics. All sorts of cultural and creative products and vibrant multi-sensory interaction provided visitors with a refreshing and immersive experience.



Digital Inkjet Industry Development Forum

The Digital Inkjet Industry Development Forum achieved success on 22 July, it was jointly presented by the organizing committee of APPPEXPO and industry media "Fashion Print". We are honored to welcome a large number of industry experts to share their insight, discussing current situation and future trends. This forum focusing on multiple topics including printing head, new opportunities for digital printing in the internet era, marketing strategies and digital printing in special areas, providing participants with a series of informative and thought-provoking speeches.





Personalized Experience Zone

APPPEXPO and Shanghai International Digital Textile Printing Exhibition collaborated with YSD and Brother Machinery Business (Shanghai) Co., Ltd., set up a personalized experience zone at 3H. Many industry-leading brands joined us and presented their innovative one-stop clothing customization solutions in this area, including Fei Yeung Union, KEUNDO, Han Glory Group, JWEI, Dacen Digital Technology Co.Ltd, Qi Yang etc.



Shanghai Int'l Cultural and Creative Design Packaging Summit

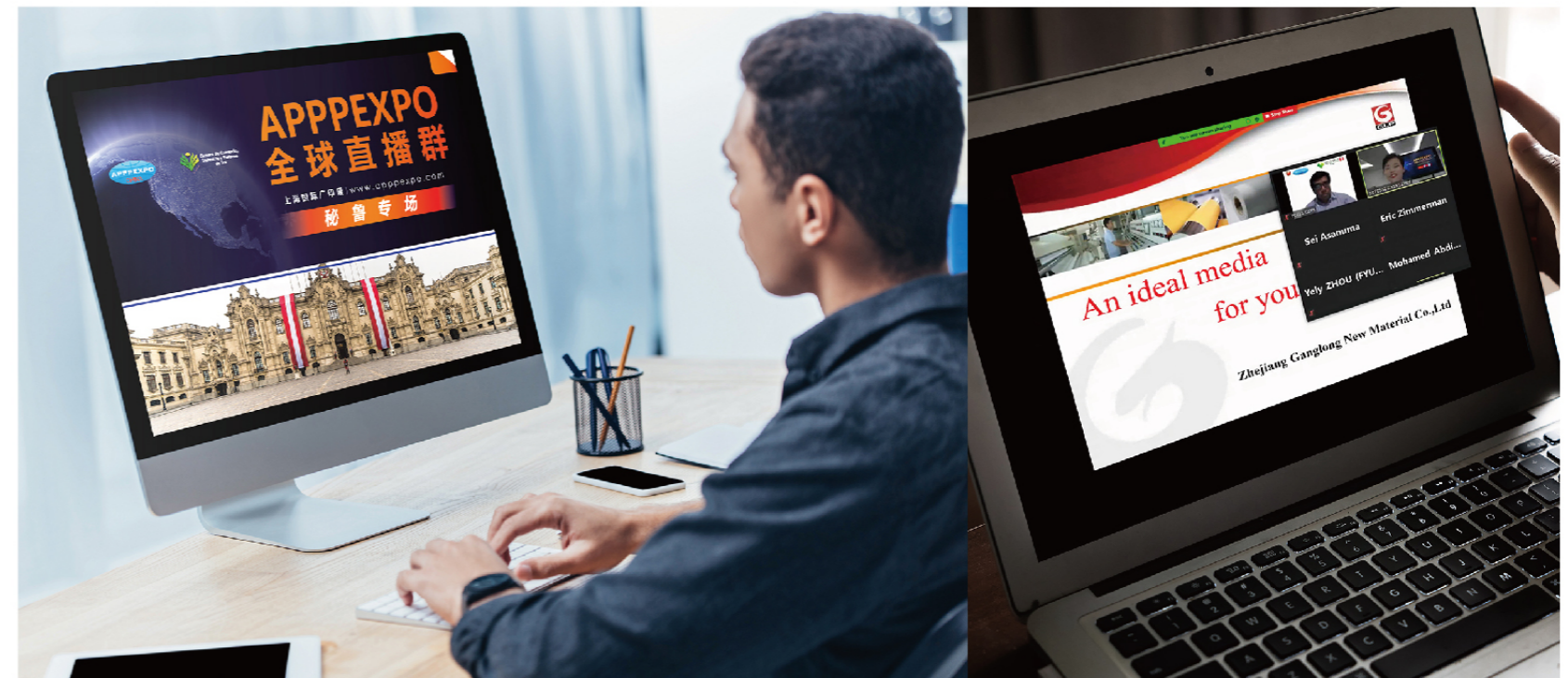
Shanghai International Cultural and Creative Design Packaging Summit was held on 21 July. It was jointly organized by Shanghai Yinso Culture Media Co., Ltd., Shanghai Modern International Exhibition Co., Ltd. and Shanghai Gray Exhibition Co., Ltd. Many industry leaders and experts were invited to give their speeches and share their insight on hot topics. This forum aims to bridge the gap between different industries including advertising, printing, packaging and paper, and boost industrial development.

New Collaboration, Boundless Opportunities

In every challenge, there is an opportunity. As the founding members of the Asia Advertising Association (AAA), the organizing committee of APPPEXPO, the Korea Outdoor Advertising Association and the Kinki Outdoor Advertising Association have the responsibility to take the lead to boost internal collaboration and global development. AAA online meeting was held during the exhibition to foster association cohesion.



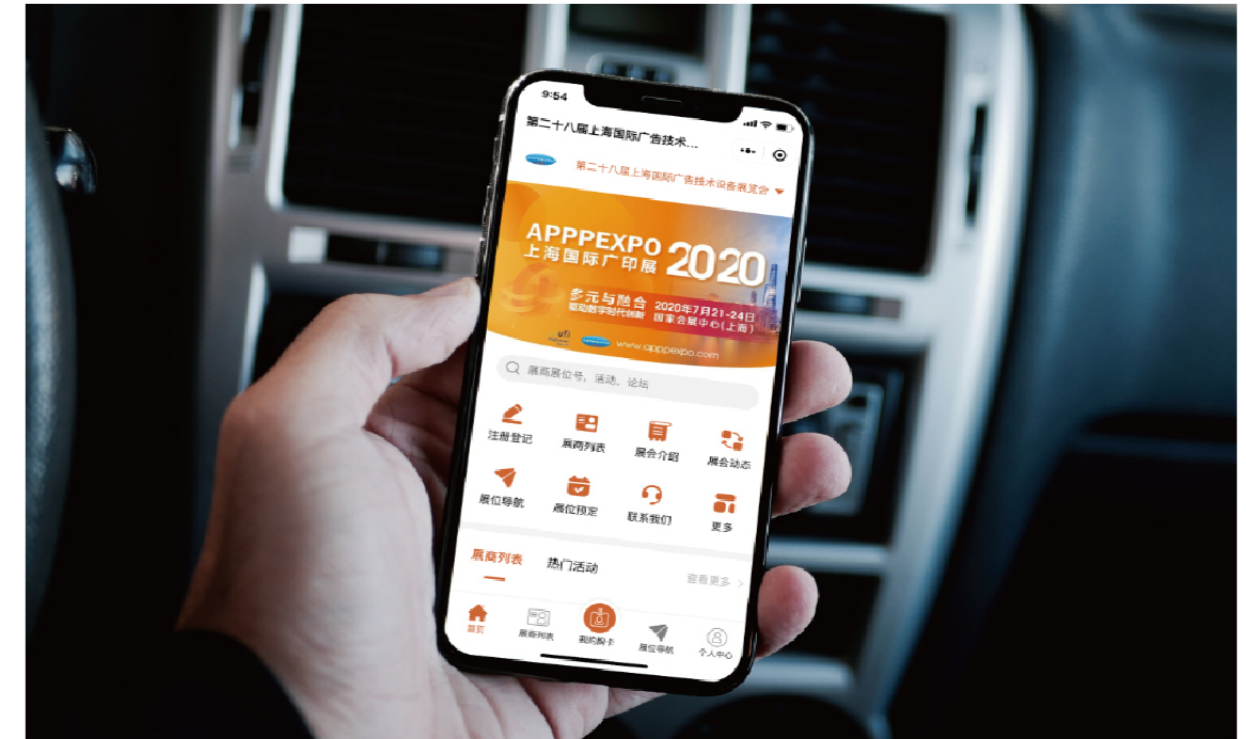
Apart from that, with the support of Camará De Comercio De Ica (ICA), we also held 2020 APPPEXPO Webinar – Peru Session on 22 July. As one of the AAA members, ICA is fully committed to encouraging industrial development and collaboration between Peru and China. This year, ICA and APPPEXPO developed a strategic relationship to soften the blow in the post-COVID-19 era, and explore boundless opportunities for each other. APPPEXPO webinar is our business matchmaking solution, aims to create ultimate opportunities for exhibitors and buyers in this critical time.





APPPEXPO LIVE WEBCAST

For 28 years, APPPEXPO is committed to fostering industrial development and supporting all practitioners in Advertising & Signage Industry to achieve success in their field. This year, we made a move to an Online-to-Offline model. We strive to do our part to bridge the gap between demand and supply sides, creating an optimal APPPEXPO experience for all participants. 21-23 July, we launched APPPEXPO Live Webcast to let global practitioners join APPPEXPO 2020 online and seize business opportunities via this channel. During the exhibition, the Live Webcast Studio was set up at 3H, a large number of industry leaders were invited to share the latest market information, the hottest industry trends and the most innovative products in the fields of printing, cutting, engraving, materials, signage, displays, lighting, textile printing, express printing & graphic, and packaging.



APPPEXPO WeChat Mini Program – Unlock Infinite Opportunities

This year, we also launched APPPEXPO WeChat Mini Program to further strengthen our online services. This channel is delicately tailor-made to assist industry insiders to unlock infinite business opportunities all the year. APPPEXPO WeChat Mini Program provides practitioners with 24/7 exhibitor and buyer engagement. It gained widespread attention with over 500,000 clicks.



Exhibitor Voice

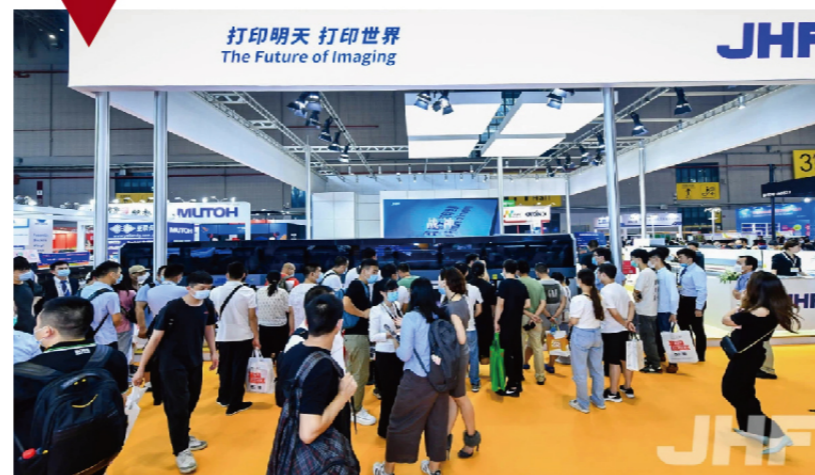
HIGHSUN GRAPHIC (HANGZHOU) CO., LTD

On the first day of the exhibition, all materials have been sent out very soon due to the crowds of the audience on site. Highsun 3rd Generation Graphic innovation model attracted many peers' compliments, and its diversified one-stop service which focuses on design, display and service also gained great attention.



JHF TECHNOLOGY GROUP CO.,LTD

This exhibition, JHF used "A Better Future Is Coming For You" as the theme, fully reflected the confidence about industrial development in the post-epidemic era. JHF has been appreciated by its outstanding quality, craftsmanship and sustainable printing concept. This APPPEXPO experience is highly-productive, JHF welcomed a large number of potential customers and partners during the exhibition.



SHENYANG SKY AIR-SHIP DIGITAL PRINTING EQUIPMENT CO.,LTD

In the case of the pandemic outbreak, we made timely adjustments on equipment models. Our latest model TDL2000 industrial flag machine received an unprecedented success. During the exhibition, a large number of buyers were attracted, and many agreements were signed successfully.





Exhibitor Voice

IECHO SCIENCE TECHNOLOGY CO.,LTD

We are honoured to welcome a great number of visitors in these four days and many of our popular products were sold out very quickly.



ZHEJIANG GUANGXU NUMERICAL CONTROL EQUIPMENT CO., LTD

In the 3 days of APPPEXPO, we welcomed a considerable number of customers and most of them came with purchase intention. We are very satisfied with the outcome of this exhibition.



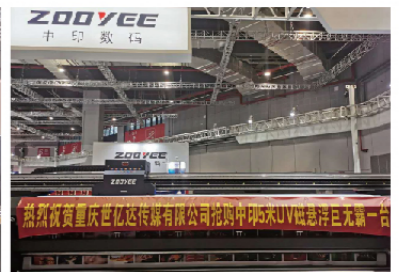
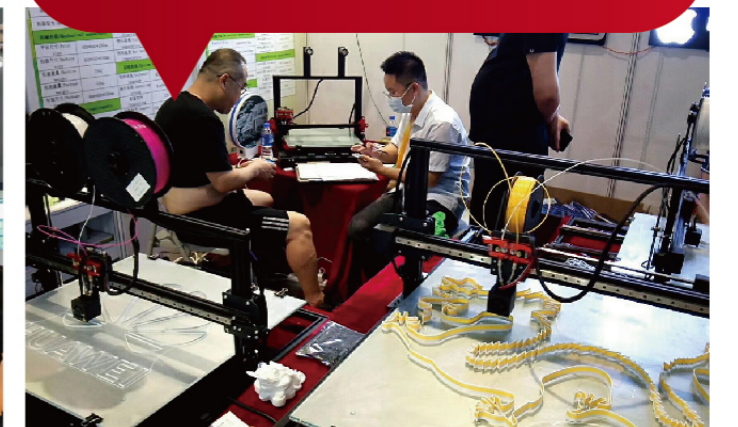
QUFU YUQIAOFU TECHNOLOGY CO., LTD

APPPEXPO 2020 has been very successful for us, thousands of people move around. We are thrilled to have a lot of promising appointments with potential customers. Very happy with the results!



SHENZHEN JIAHE 3D TECHNOLOGY CO., LTD

At APPPEXPO this year, all our prototypes were sold out. We are also pleased to received orders for exporting 100 units of our 3D luminous character printer.



THANK YOU

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