



APPEXPO

Depart for the next stop!

30

1993-2023

June 18th-21st, 2023
NECC(SHANGHAI)

No.333 Songze Avenue, Qingpu District, Shanghai, China

www.appexpo.com

30 APPP EXPO

Depart for the next stop!



30 YEARS IN THE ADVERTISING, SIGNAGE, PRINTING AND PACKAGING INDUSTRY

On June 18-21, 2023, APPPEXPO (founded in 1993) will hold its 30th session. As a highly influential and international brand exhibition in the advertising, printing, packaging and related industrial chains, APPPEXPO strives to promote the continuous development of the industry, aiming to build a global trade marketplace and proactively contribute to the revitalization of the industry.

As the exhibition section of "Shanghai International Advertising Festival (SHIAF)", APPPEXPO 2023 gathered the innovative products and technological achievements from different fields including inkjet printing, cutting, engraving, materials, signage, display, commercial retail, lighting, textile printing, quick print, packaging, etc., revealing industry's cutting-edge equipment and solutions, analyzing industry's development and future trends, and providing precise matching for upstream equipment and material manufacturers, midstream producers and processors and downstream end brand users, so as to efficiently create unlimited business opportunities.

Highlights of APPPEXPO 2023

We are now analyzing the business opportunities and the market segmentation of the industry of ad & sign, print, pack and paper, and dig deep into the drivers of the development of the "wide format printing" industry. We will take inkjet printing in industrial applications as the next industry breakthrough, with the intention of developing the broad printing industry so that it can be applied to a wider and newer market and field.

Energy & Power Storage, Wide Printing Platform

Create an all-round "APPPEXPO" comprehensive platform that is not restricted by time and space. Through the digital platform and channels of APPPEXPO itself, the industry trends and development demands of domestic markets at all levels and even global markets can be accurately synchronized to relevant target customers anytime and anywhere, so that exhibitors and professional visitors can maintain uninterrupted contact with each other, strengthen the adhesion between the two sides and facilitate business transactions between them.

Integration and Symbiosis, Wide Print Track

No matter the curve or the straight road, being in the APPPEXPO track, for the APPPEXPO industry exhibition, exhibitors or visitors, it is a teamwork competition. The professional leadership of the organizer, the exhibitors show their skills, and the visitors participate, and the three are integrated and symbiotic, moving forward hand in hand.

DIGITAL INTELLIGENCE

Transformation and Upgrade Full Growth

Digital Technology to Speed up the Development of the Industry

Standing at the forefront of the industry, it is more important to have a mission in mind. Under the wave of digitalization, digital technology innovation brings huge incremental effect, facing the double pressure of advertising, printing and packaging business and traffic growth, Shanghai International Exhibition takes the new real needs of exhibitors, visitors and attendees as the starting point, and keeps exploring diversified cooperation to build the "new engine" of the exhibition. In 2023, we will deepen the solution of "transformation and upgrading, full growth", practice digital transformation around two key points of "full capacity" and "measurable", innovate digital services, and help enterprises obtain more market opportunities in the 'second space' of the exhibition. We will help enterprises to obtain more market opportunities, develop more new directions, lead more trendy new ideas and seek stronger new cooperation in the 'second space' of exhibition!



Digital technology enhance the display of exhibits

APPPEXPO as an industry trendsetter event, always closely inspects industry trends, rides on the wind of digital technology, actively introduces digital intelligence exhibits, introduces cutting-edge intelligent technologies and solutions into the industry around the world, thereby comprehensively activating the innovative synergy of upstream and downstream enterprises in the advertising, printing and packaging related industries, and running digital technology through each exhibition area and each sub-sector. It will promote the industry to the high-end of the global technology value chain.

Digital Intelligence Technology Improve the Exhibiting Experience

At a time when digital transformation has become a consensus for development, Shanghai International Print Fair grasps the demands of the industry, devotes itself to bridging the communication barriers of the industry, and guides and supports the digital transformation of enterprises under the new normal. By fully integrating and linking resources from all sides of the industry, as well as fully utilizing new technologies such as 5G, live video, VR, big data, AI, etc., the APPPEXPO platform creates an online platform for diversified business matching and interactive communication for enterprises, bringing them a new experience of exhibition with the integration of data and reality.



On-site Exhibiting + On-site LiveStreaming



Remote Exhibiting + Remote Live Streaming



ON-SITE VISITOR

112,068

Total Number Of Visitors

ON-SITE LIVE STREAMING

3 Days
Unmissable Live Shows

30+
Leading Brands Informative Sharing

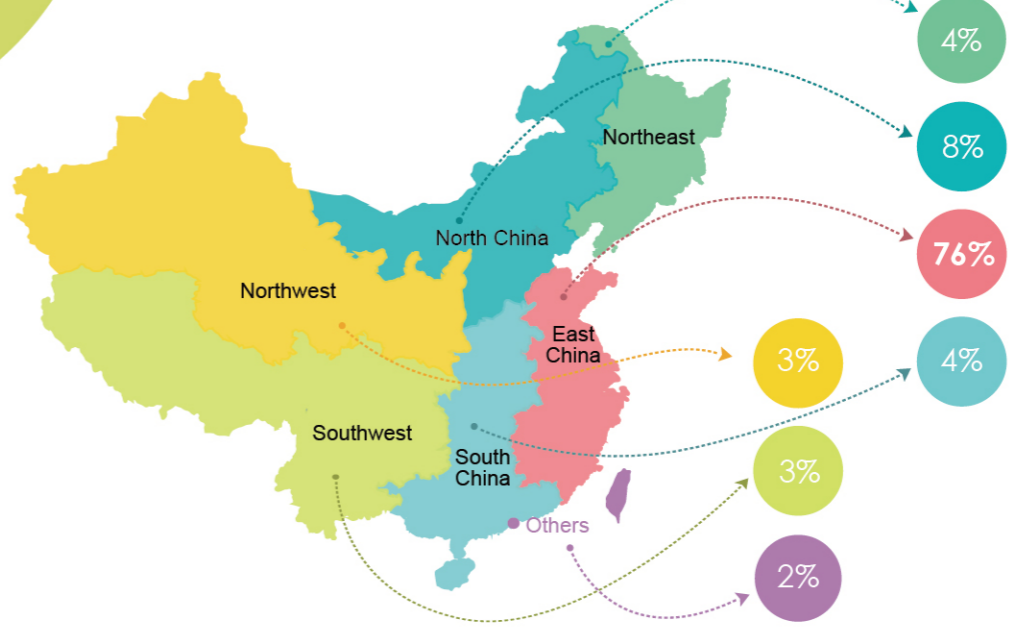
500+ Million
Global Professional Buyers Connected



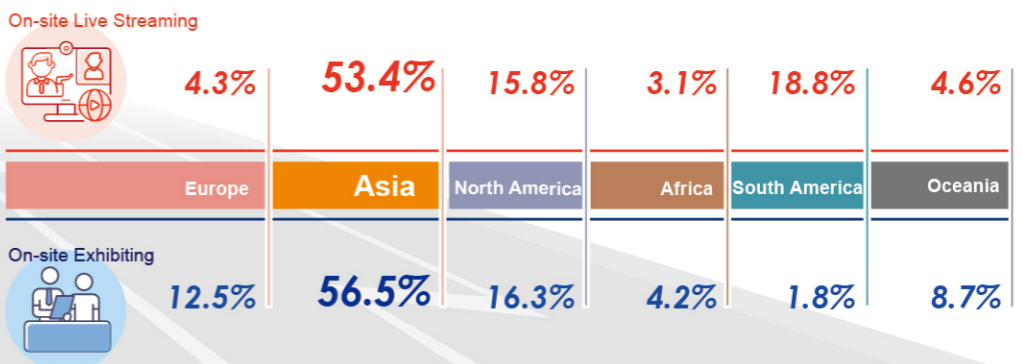
EXHIBITOR BREAKDOWN BY FIELD



DOMESTIC VISITOR BREAKDOWN BY REGION

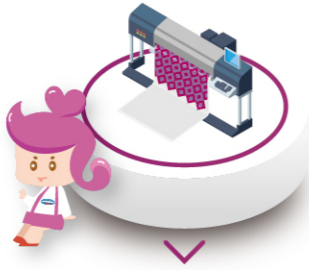
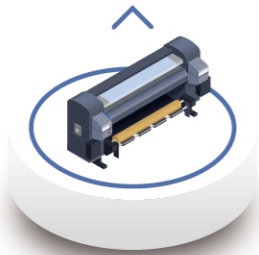


OVERSEA VISITOR BREAKDOWN BY REGION





Digital Printing Technology & Equipment



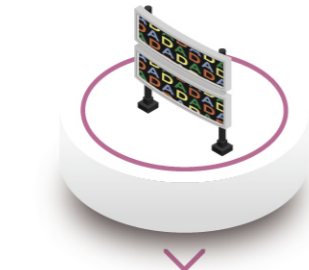
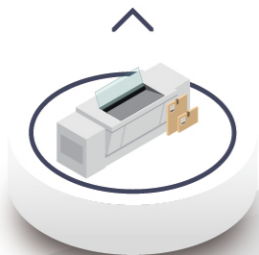
Textile Printing



Media, Substrates & Inks



Industrial Printing Application



Sign & Digital Signage



New Retail & Design of Consumption Scene



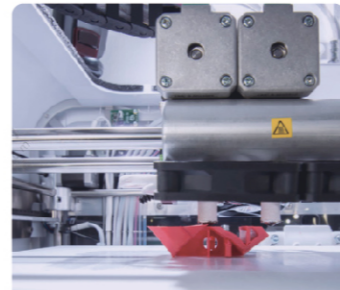
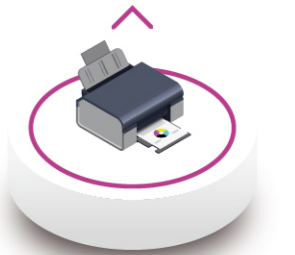
Exhibition Display



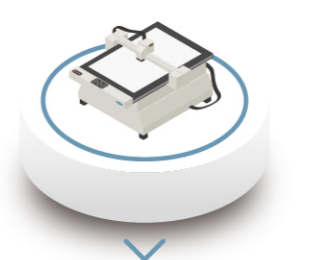
LED Lighting



Express Printing & Graphic



3D Printing



Engraving & Laser Equipment



Creative Design & Packaging



GLOBAL LINK,PRECISE REACH

www.appptrade.com



APPPTRADE, a B2B platform that proudly presented by APPEXPO team, dedicated to creating infinite business opportunities for people. As an industry leader, we are committed to supporting all industry insiders to achieve success in their fields.

Thus, we create this platform to bridge the gap between demand and supply sides. With a huge database and unbeatable brand influence across the globe, APPPTRADE will be a reliable integrated solution provider for any business to flourish in an arena where competition grows tougher.

WHAT YOU CAN GET FROM APPPTRADE:

Global Exposure	Potential Buyers	Business Matchmaking	24 X 7 Showroom	Market Research	Industry Trends	Exhibition News	APPEXPO Live Stream

Think Tank

We also formed an oversea consultant team, in which you will see those top global experts from leading firms such as InfoTrends, Large Format Review. Join APPPTRADE to see how we can accelerate your business.



Brazil special session of APPEXPO Global Live Group



01 Online Platform, Providing More Development Possibilities in the Future

Since 2020, due to the global epidemic, overseas buyers from all over the world are unable to visit our offline exhibitions. The organizing committee of APPPTRADE is committed to seeking solutions for the cooperation between Chinese enterprises and overseas professional buyers, and effectively paving an "online" straight path between exhibitors and overseas professional buyers who cannot visit the show in person, so as to minimize the cost, maximize the benefit and maximize the efficiency of trade cooperation between them. Our APPPTRADE trade platform brings together famous Chinese suppliers and global professional buyers, allowing more discoveries, more exchanges and more efficient cooperation through online means.

02 Linking the World Anytime, Anywhere, Reaching Every Moment with Precision

In 2022, we are once again opening the APPEXPO Global Live Group - our online business ace segment. Why do we focus on the Latin American market this time? Europe and America, Southeast Asia and Latin America form a three-legged blue ocean market, but with the gradual saturation of the European and American markets, the once blue ocean market has become an extremely inward-rolling red ocean market, and the Latin American market has become the last blue ocean.

03 Brazilian Experts Share Their Expertise and "See the Market at a Glance"

Ms. Luciana Andrade, founder of Grandes Formatos magazine, founder of GF Print Industry Vocational Training Institute, media personality in the Brazilian print industry, 24 years in the industry, author of the book The Art of Strategy in Visual Communication, well-known lecturer. She shared the dilemma and challenges of international trade in the Brazilian advertising industry, the current situation of the Brazilian advertising industry market and the latest product demand, so that we Chinese companies not only have the opportunity to understand the latest trends in the Brazilian market, but also to avoid risks and better develop the market when developing the Brazilian market.

ASIAN ADVERTISEMENT ASSOCIATION

AAA

Asian Advertisement Association (AAA) is founded by the China Sign Association of Equipment Suppliers (Shanghai), Korea Outdoor Advertising Association, and Kinki Outdoor Advertising Association in March 2015. It was dedicated to promote cooperation among all members and assist them to develop the global market.

Since founding, AAA has been proactively enforcing the Belt and Road Initiative. After 6 years of development, AAA absorbed 35 full members from 26 countries and regions including China, Korea, Japan, Kazakhstan, Malaysia, Pakistan, India, Iran, Vietnam, Thailand, Singapore, UAE, Turkey, Indonesia, Philippines, Sri Lanka, Laos, Azerbaijan, Myanmar, Bangladesh, Egypt, Nepal, Peru, Taiwan China, Hong Kong China, and Macau China. This association covered diversified parties from advertising and sign industry including organizers, venue operators, government departments, industry associations, professional media, traders, etc.

Most of the AAA members are RCEP countries, AAA helps members to deepen cooperation to achieve mutually beneficial and enhance the stability and interconnection of the advertising and sign industry ecosystem.

MEMBERS OF AAA



As a responsible organization aiming to promote the sustainable development of the industry, all members joined hands with each other to maintain the vitality of cooperation. We successfully held a series of activities including APPPEXPO Overseas Exhibitions, Buyer Groups, Annual Member Meetings, etc. AAA members collaborated with each other to proactively get through this challenging time. This year, we held our annual member meeting online and held all-year-round global business matchmaking online.

Online business matchmaking service is an essential and effective solution for Chinese companies to keep pace with the global market, connect with potential buyers and explore infinite opportunities. We will further combine AAA, APPPEXPO and APPPTRADE and explore more cooperation modes to find more development opportunities.

CHINA SIGN ASSOCIATION OF EQUIPMENT SUPPLIERS



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As one of the organizers of APPPEXPO, China Sign Association of Equipment Suppliers (CSA) will collaborate with the organizing committee and jointly hold “Brand Finance of APPPEXPO”, aiming to recognize outstanding companies, increase brand credibility and enhance corporate soft power. Meanwhile, it also aims to improve the industry’s overall competitiveness, boost industry development, provide customers with reference and purchase guidelines. We strive to create a business model that collaborating with local government and promoting leading companies, and we will keep recommending those companies with great performance.

Awarded companies will be announced on June 18-21, 2023 at National Exhibition and Convention Center (Shanghai). At the same time, the annual Advertising Industry Technology Development Forum will also invite upstream and downstream companies to attend APPPEXPO and discuss the industry development including brands, public relations, advertising agencies, creative and advertising production companies.

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FROM CUTTING EDGE TO MAINSTREAM

Focus on Industrial Printing Application Scenes

With the maturity of digital printing technology, its applications have also been explored. We all can find these not also in commercial, publishing and packaging & printing, but also in other sectors such as industrial application. Meanwhile, some personalized, large-scale application prospects and high value-added product applications are blooming.

The Integration of Digital Inkjet Printing and Industrial Application

Industrial Printing has covered lots of various kinds of products and printing technologies and different application scenes and plans. Mutually, digital inkjet printing is now playing an important role in the field of industrial applications. In return, these will also help to improve the inkjet technology.

Industrial Printing Applications in Different Fields



SCENARIO INFINITE SHARING OF NEW RETAIL TECHNOLOGY



Based on the superposition of new era, new consumption and new channels, the retail industry has shown diversified development trends. In addition, along with the general trend of consumption upgrade and technology-enabled retailing, more futuristic retail scenarios are now gradually realized, and new forms and species of diversified retailing are constantly being incubated to help the retail industry enter a new chapter. The future will be a rich and exciting new chapter for the retail industry, and we look forward to it.

Futuristic Retailing, Empowered by Technology Innovation

The new retail era is full of disruption and innovation. In the future, with the support of artificial intelligence technology, self-service and other smart retail technologies, the future of business will tend to be more creative and integrated to present a "miniature" future city life and enter a new stage of development.



Immersive Design, Explore Infinite Possibilities

With the advent of experience economy, commercial space is being upgraded comprehensively. With multi-dimensional scenes as the carrier, the "immersion+" mode is becoming an upgrade tool for commercial space, injecting fresh vitality into offline business. In the future, interactive spaces with multi-dimensional content, diversified operations and a strong sense of experience will become the focus of business.

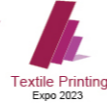


Scenario-based Shopping, Experience Consumption is Prevalent

In the era of "the consumer gets the world", the content form of commercial scenes is changing from promotion-oriented to experiential, which requires the integration of fashion, literature and aesthetics elements, so that consumers can get more scenario-based experiences. In the future, meeting the demand of personalized new interactive shopping experience will lead the new trend of commercial market.



The Collaboration Between Digitization and Intelligence Brings Textile Printing Endless Opportunities



In the post-customization era, digital technologies enable the future of the industry, customers directly participate in the design and production process. The emerging universal printers and textile printing technologies not only meet the demand of batch production but also bring customization services and extra value. Fashion + technology is a transformation and upgrading, from low-end to mid-to-high-end, from mass production to small-batch, multi-batch, and personalized production.

1 Themed Forum --- Trend Forecasting

Top KOL will be invited to share their industry insight and thought-provoking opinion, exploring more possibilities for the textile printing industry.



2 Creative Bazaar --- Infinite Textile Printing Possibilities

Traditional printing to digital printing, cross-border to customized products, in this Creative Bazaar, you will find infinite possibilities and endless imagination, embracing the innovative future of textile printing.



3 Personal Tailor Studio --- Customization Experience

Showcasing the production process, forming a global digital, networked and intelligent custom production industry, fully demonstrating the perfect integration of quality, speed, and fashion of current textile printing technology.



Digital Led Lighting, Opens the Way to the Future Development



With the continuous expansion of the LED market scale and the continuous improvement of smart cities and internet, digital market revolution is imperative. The arrival of the digital era will also affect the future development of the LED industry.

Energy-saving, Environmental-friendly, Intellectual

LED lighting is highly efficient, energy-saving and environmentally friendly, which makes it an effective way to achieve energy conservation and emission reduction. In recent years, energy-saving LED lighting products are highly encouraged, which effectively promote the further development of the LED lighting industry.



Large LED Display Meets the Needs of Urban Beautification

Comparing with the traditional billboard, outdoor digital signage nowadays tends to use LED display products, which integrated trendy elements such as shaped splicing, touch interactive, etc. It can carry more creative elements and create an impressive visual effect.



Micro-LED Display Market Demand is High

Micro-LED display is in high demand, and its focus area is the smart city, especially the smart transportation and traffic LED display. Nowadays, transportation is highly developed which makes the market demand is colossal, demand on pole LED display is even unimaginable.



The New Economic Era



Along with the rapid development of the Chinese economy, quick print becomes increasingly important for its flexibility, efficiency, and high speed. Nowadays, the development pace of the quick print industry becomes faster than ever. In the future, the quick print industry will have a broader development space. The organizing committee builds this professional platform to boost communication. We strive to fix the industry pain points for companies, developing new markets, finding new profit growth points, better serving the industry.

1

New Technology, New Future

We will integrate the industry advantage and the technological innovation by grasping the opportunities brought by new technology. The quick print industry expands the business in the imaging and cultural product industry, achieves business upgrading, forming a new engine to pull the growth of enterprises, and becoming a new driving force for future competitive development and innovation.



2

Exploring a Way towards Unification, Standardization and Normalization

People nowadays tend to have strong personalized needs, quick print related products become high-demanded in all walks of life. The quick print industry is moving toward unification, standardization, the development speed is faster than ever before.



3

Building an Organic Circle of Whole Industry Ecological Chain

Driven by industry 4.0 and information technology, upstream and downstream parties are connected, all stakeholders will realize benefit sharing and win-win.



Cultural Creativity + Printing and Packaging + Digital Printing,



jointly promote printing, packaging, and cultural and creative industry

“The 4th Shanghai Int'l Creative Design Print Top Products Exhibition” and “Shanghai Int'l Corrugated, Folding Carton, Digital Packaging & Printing Exhibition” will be the brand exhibition to showcase packaging, printing, cultural and creative products. It will fully demonstrate the high-end level of creative design and production, gathering the global brands and promoting the culture and technology integration under the dual-circulation pattern, boosting the development of packaging, printing, and cultural and creative industry.

All Industry Insiders Jointly Boosts the Show

1

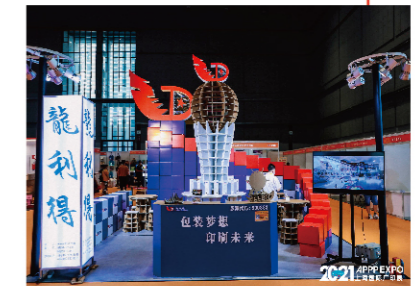
Many associations will attend and fully support such as Shanghai Packaging Technology Association, Shanghai Pudong New Area Printing Industry Association, Shanghai Qingpu District Printing Association, Shanghai Songjiang District Printing Association, Shanghai Jing'an District Printing Association, etc. Relying on the accumulation of Shanghai's packaging and printing industry and the strength of the packaging design industry, we will fully leverage the advantages.



High-quality Exhibitors with Fine Products

2

Leading printing and packaging companies from all over the country and Shanghai will proactively attend and bring their latest packaging products, such as XIAMEN HEXING, YUTO, LD PACKAGES, OJI, SHANGHAI ZIDAN, PREMA, ZHAOQUAN, etc.



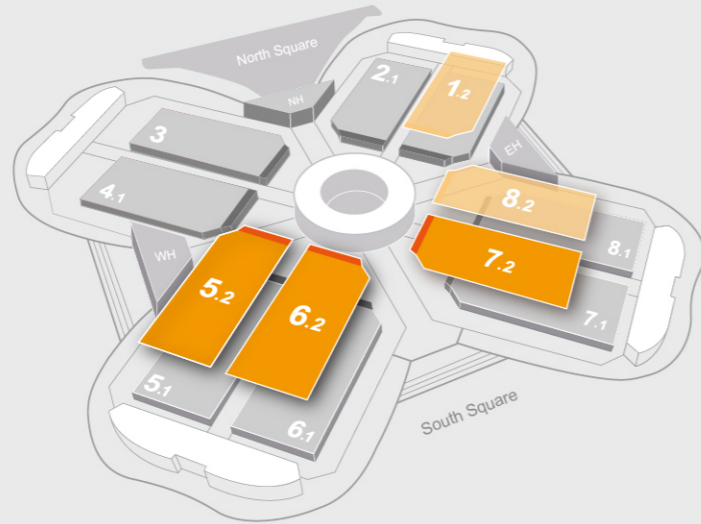
Industry High-End Forum Helps Promoting

3

Together with Shanghai Yinso, we will hold a high-end forum for the cultural and creative industry of printing and packaging, many industry experts, professionals, and designers will be invited to share their views on the future development of the cultural and creative industry such as: how to position the printing, packaging and cultural products; how cultural and creative design can enhance the brand value, etc., to further stimulate the development vitality of the printing and creative industry.



30th NECC-16M EXHIBIT PROFILE



5.2H

International Brands

| Digital Inkjet Printing Equipment | Digital Image Technology Output Equipment |
| Digital Textile Printing Equipment | Advertising Consumables etc.

Digital Textile Printing

| Digital Inkjet Textile Printing Equipment | Digital Inkjet Textile Printing System | Textile Printing Products |
| Digital Textile Printing Consumables etc.

6.2H

International Brands

| Digital Inkjet Printing Equipment | Digital Image Technology Output Equipment |
| Digital Textile Printing Equipment | Advertising Consumables etc.

Substrates and Materials

| Flex Banner Fabrics | Glue Products | Reflective Materials |
| Photographic Paper and Outdoor & Indoor Digital Printing Consumables | Inks | Printing Inks |
| Acrylic Plates | PVC Foam Boards | Aluminum Composite Panels etc.

7.2H

Digital Printing Equipment

Digital Inkjet Printing Equipment	Indoor and Outdoor Digital Photo Printing Equipment			
UV Flatbed Printers	UV Roll to Roll Printers	UV Hybrid Printers	Banner Machines	Cold Laminators
Digital Image Technology Output Equipment	Conveyor Machines	Lamination Machines		
Printing Equipment Related Consumables and Accessories etc.				

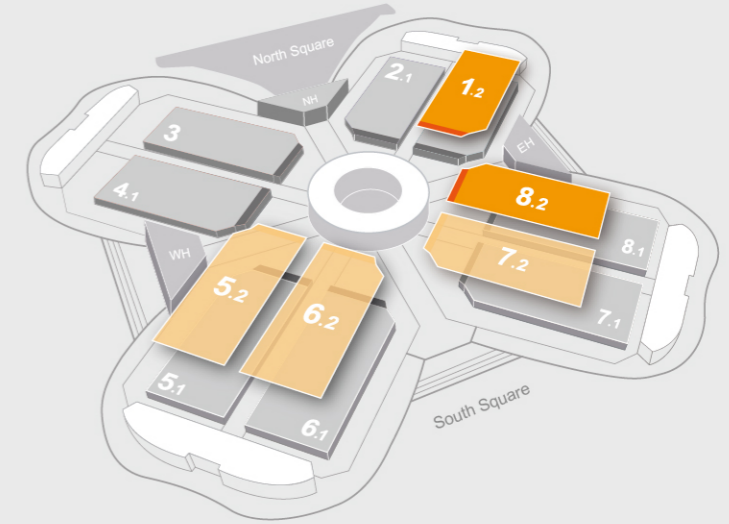
Industrial Printing Application

| Inkjet Printing Equipment | Printhead Technology | Inks | Software Solutions |
| Services for Industrial Printing





30th NECC-16M EXHIBIT PROFILE



8.2H

Signs and Digital Signage, LED

| Signs | Signage Products | Tri-Vision and Multi-Vision Billboards | New Media | Digital Signage |
| LCD Advertising Machines | 3D Products | LED Advertising Light Source | LED Module |
| Light Boxes | Luminous Products | UV LED Germicidal Lamp etc.

Exhibition Displays

| Exhibition & Display Equipment | Portable Exhibition Equipment |
| Display Stands and Other POP Products etc.

New Retail & Design of Consumption Scene, Exhibition Displays

| Consumption Scene Design & Equipment | Commercial Art Display | New Shop Technology |
| Equipment for Sales Promotion | Holographic Projection | Interactive Multimedia |
| Augmented Reality | Virtual Reality | 3D Display etc.

Express Printing & Graphic

| Pre-printing Equipment | Printing Equipment | Post-printing Equipment |
| Related Accessories and Consumables | Personalized Printing Equipment | Materials etc.

Creative Packaging

Art Work, Famous Painting Replication	Printing Packaging Creative Design	Advertising Creative Design
Digital Textile Printing Creative Design	Specialty Paper, Wrapping Paper and New Materials	
Digital Printing Consumables, Software and Color Management System	Corrugated Color Box Equipment	
Digital Trademark & Label Equipment etc.		

1.2H

Engraving & Laser Machines

| Engraving Machines | Laser Engraving Machines | CNC Engraving System | Tools and Fittings |
| Sign Production Equipment | Vacuum Forming Machines | Acrylic Equipment | Cutting Machines |
| Cutting Plotters | Bending Machines | Polishing Machines etc.



Organizers

Shanghai Modern International Exhibition Co., Ltd.

Shanghai Gray Exhibition Co.,Ltd.

Shanghai Advertising Association

China Sign Association of Equipment Suppliers
