APPP EXPO

Shanghai Int'l Ad & Sign Technology & Equipment Exhibition

APPP DIGITAL & FUTURE EXPO

ufi Approved Event
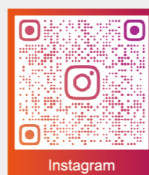
APPPEXPO

上海国际广告节

2024/2/28 Wed ► **3/2** Sat

NECC(SHANGHAI)

National Exhibition and Convention Center (Shanghai)

www.apppexpo.com

Organizers

Shanghai Modern International Exhibition Co., Ltd.

Shanghai Gray Exhibition Co.,Ltd.

Shanghai Advertising Association

China Sign Association of Equipment Suppliers

APPP EXPO

APPPEXPO 2024 will be held from February 28th to March 2nd, 2024, at the National Exhibition and Convention Center (Shanghai)! As an influential international professional brand exhibition in the advertising, signage, printing, packaging, and related industries, APPPEXPO has been committed to creating an international platform and stage for industry openness, cooperation, and exchange since its inception in 1993. It fully leverages its role as an import and export platform for showcasing the latest achievements, applications, and transactions in the global sign and digital printing industry, leading the global industry chain in upgrading and improving its quality.

APPPEXPO, as one of the three major festivals in Shanghai, the exhibition unit of the "Shanghai International Advertising Festival", its exhibited products cover innovative items and technological achievements in various fields such as inkjet printing, cutting, engraving, materials, signage, displays, commercial retail, lighting, textile printing, express printing, packaging, digital printing, and industrial applications. It comprehensively showcases cutting-edge technologies and solutions in the industry, providing a multi-dimensional, one-stop platform to expand global business opportunities and empower the domestic and international advertising and printing industry's dual circulation.

Internationalization   **Digitization**   **Professionalization**

2024
Exploring the Digital Future
Unleashing the Vibrancy of Sign & Printing Industry

In its outstanding 30-year journey of accumulation and continuous growth, APPPEXPO has always maintained a keen insight into new technologies and market trends, closely following the tide of the times and actively promoting industry transformation and innovation. Today, in the wave of digital transformation, digital technology innovation brings tremendous incremental effects. APPPEXPO 2024 will continue to play a leading role, with the theme "DIGITAL•FUTURE," closely following the trend of digitization and technological advancements, focusing on showcasing intelligent solutions, actively introducing digitized product categories, driving the transformation and upgrading of the sign and printing industry into a new era of digitization.

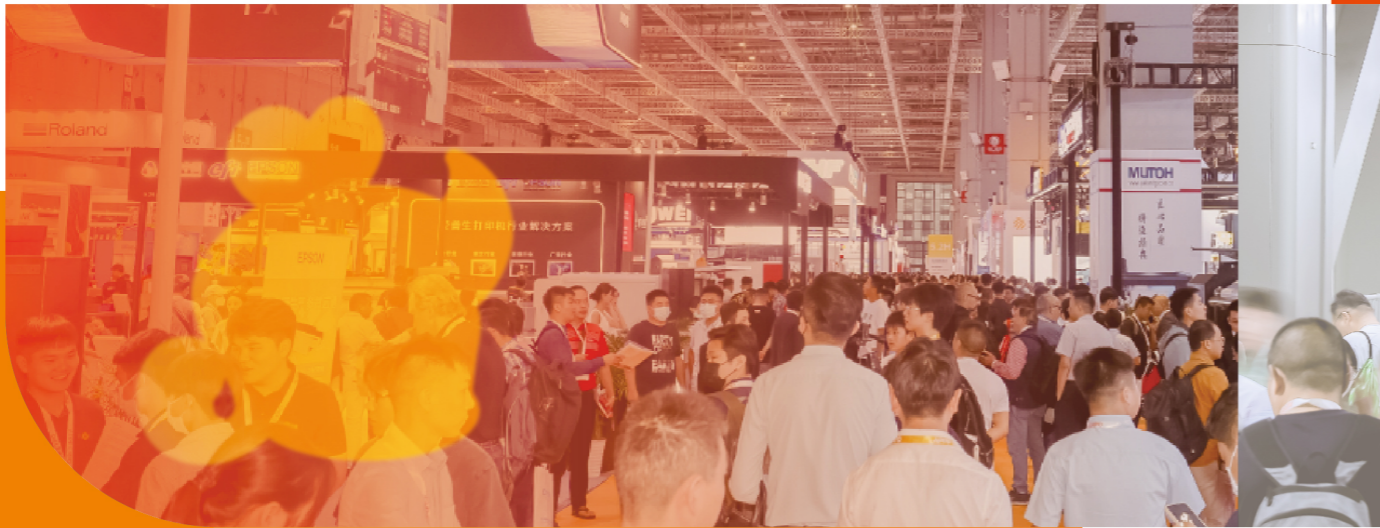## Digital technology empowers industry transformation and upgrading

In the ongoing transformation of the sign and digital printing industry, there has been extensive integration and innovation. With the trend of open markets and the comprehensive development of the digital economy, digitization has become an essential factor for the high-quality development of the economy society, and physical industries. It also represents the innovation of the era. It is foreseeable that new formats and models with online, intelligent, and interactive features will drive the overall digitalization and intelligent transformation of the industry. Through continuous innovation and breakthroughs, new growth points and growth pole will emerge, creating a broad market space for achieving high-quality development in the sign and digital printing industry.

Comprehensive showcase of digital technology innovations and achievements

With the widespread application of digital technology, the sign and printing industry is facing unprecedented opportunities and challenges. In 2024, we will delve into the application of digital technology in the sign and printing industry, including intelligent production equipment, digital design and printing solutions, virtual reality technology, smart interactive solutions etc. These cutting-edge exhibits will bring more efficient, innovative, and intelligent solutions to the sign and digital printing industry, helping companies achieve digital transformation and sustainable development. It will also propel the industry towards the high end of the global technology value chain.
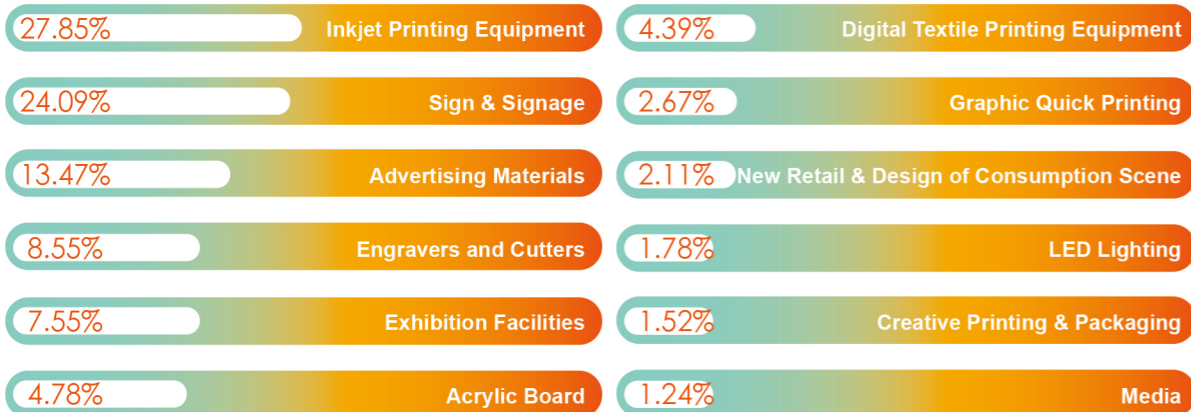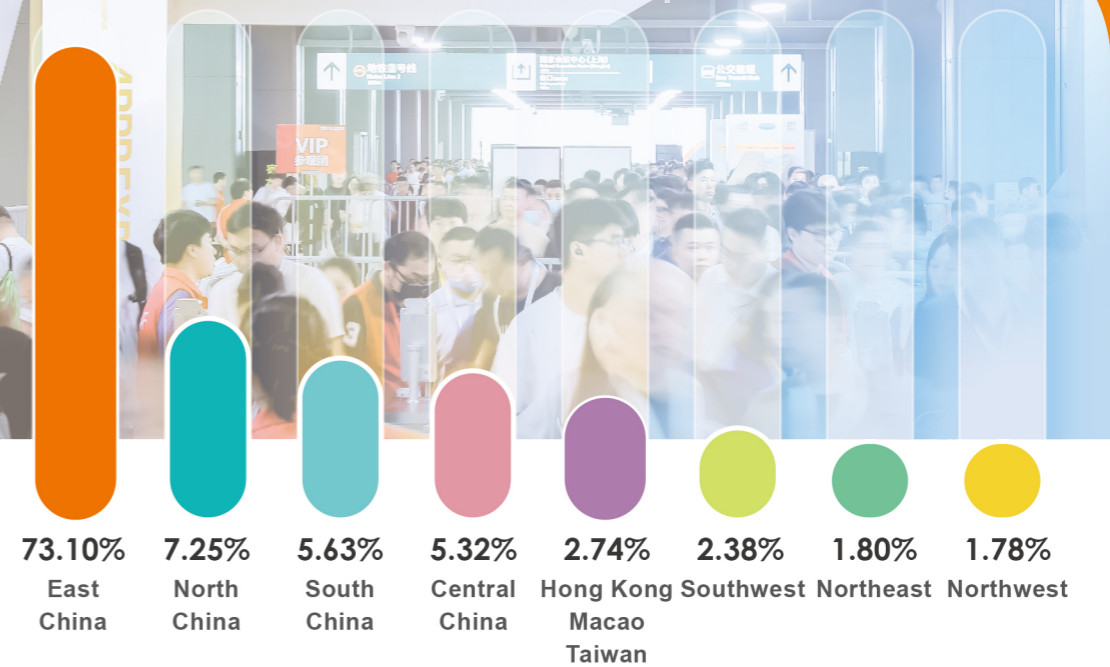
2023 Exhibition Review

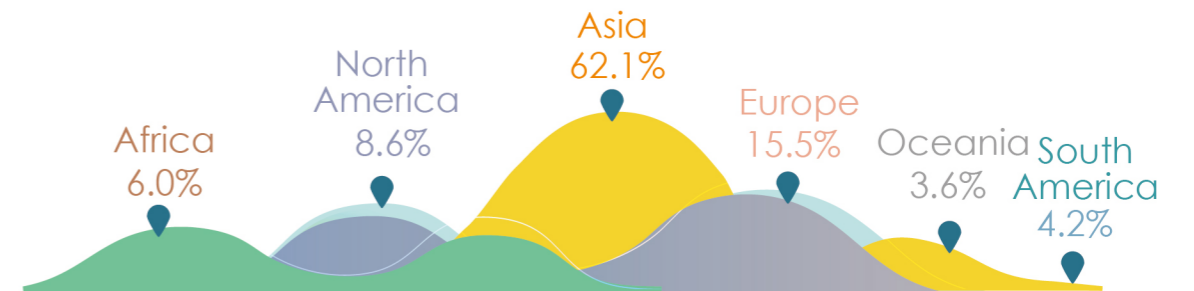## 154,571
Total number of domestic and overseas visitors

Domestic Visitor Breakdown by Region

73.10%	7.25%	5.63%	5.32%	2.74%	2.38%	1.80%	1.78%
East China	North China	South China	Central China	Hong Kong Macao Taiwan	Southwest	Northeast	Northwest

Oversea Visitor Breakdown By Region

Africa 6.0%

North America 8.6%

Asia 62.1%

Europe 15.5%

Oceania 3.6%

South America 4.2%

Exhibitor Breakdown By Field

27.85%	Inkjet Printing Equipment	4.39%	Digital Textile Printing Equipment
24.09%	Sign & Signage	2.67%	Graphic Quick Printing
13.47%	Advertising Materials	2.11%	New Retail & Design of Consumption Scene
8.55%	Engravers and Cutters	1.78%	LED Lighting
7.55%	Exhibition Facilities	1.52%	Creative Printing & Packaging
4.78%	Acrylic Board	1.24%	Media

2024 Exhibition Highlights

Digital Printing Technology & Equipment ...

Textile Printing ...

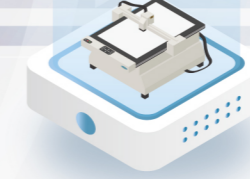**Media, Substrates & Inks** ...

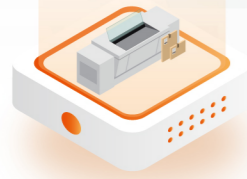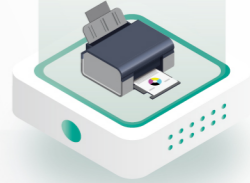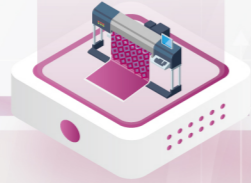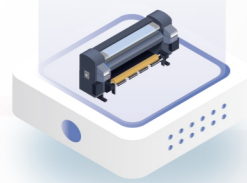**Exhibition Display** ...

LED Lighting ...

Express Printing & Graphic ...
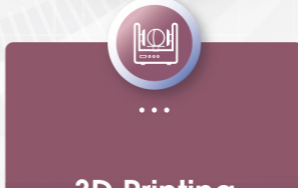
2024

Industrial Printing Application ...
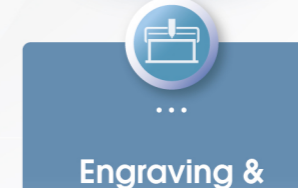
Sign & Digital Signage ...

New Retail & Design of Consumption Scene ...

3D Printing ...

Engraving & Laser Equipment ...

Digital Printing & Packaging ...

Asian Advertisement Association

Deepen cooperation+Interconnection and intercommunication
"the Belt and Road" encounters RCEP

Since its establishment, the Asian Advertising Association (AAA) has been actively practicing "the Belt and Road" policy. After more than 8 years of development, it now has 35 formal members from 26 countries and regions, including China, South Korea, Japan, Kazakhstan, Malaysia, Pakistan, India, Iran, Vietnam, Thailand, Singapore, UAE, Turkey, Indonesia, the Philippines, Sri Lanka, Laos, Azerbaijan, Myanmar, Bangladesh, Egypt, Nepal, Peru, China Taiwan, Hong Kong, and Macau. These members include industry associations, organizers, professional media, traders and etc., covering the advertising and signage industry. The core mission of the AAA is to strengthen communication and cooperation among its members, promote the development of the Asian signage industry, provide better services to its members, and explore the best ways to access international markets.

RCEP

MEMBERS OF AAA

The vast majority of AAA members are also important node countries in the RCEP, which helps facilitate deeper cooperation and mutual benefit among members. It enhances the stability and interconnectivity of the advertising and signage industry's supply chain within and beyond the region, continuously expanding the circle of friends in "the Belt and Road" .

" As an organic entity aimed at promoting the continuous upward development of the industry, the AAA members unite with each other and maintain a dynamic cooperation. They have successfully organized APPPEXPO overseas series exhibitions, buyer groups visits, annual member conferences, and other fruitful activities.

At the same time, AAA actively participates in various featured forums held on-site at APPPEXPO, which provides a powerful driving force for industry exchanges, exploring potential business opportunities, understanding market trends, building commercial platforms, andpromoting the dual circulation of domestic and international markets! "

China Sign Association Of Equipment Suppliers

China Sign Association (CSA) was established in 2006. It is composed of enterprises and institutions which engage in the production of equipment and advertising materials, as well as other economic organizations. The association is a cross-sectoral,cross-ownership, non-profit and professional social organization legal person that provides services in the professional field. CSA aims to promote and enhance the development of the advertising equipment industry, and also to create business opportunities and enhance value for all CSA members.
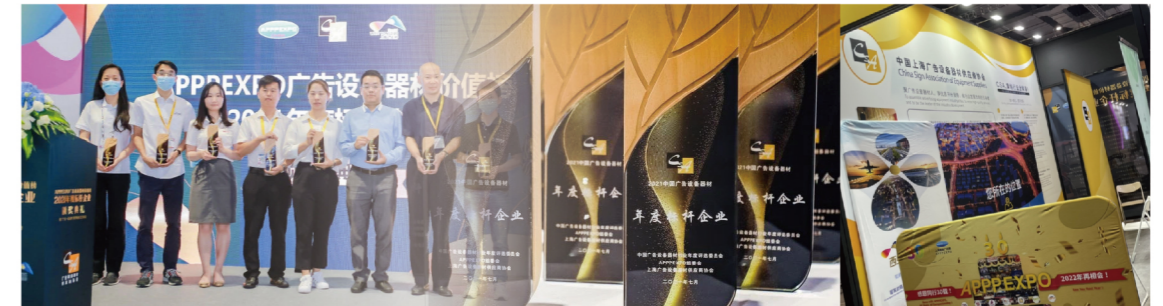
Join Earlier Gain More

✓ We can lead member units to go out and participate in overseas study tours, enrich your overseas exhibition experience, and enable you to enjoy the association's unified application for group subsidy.

✓ Promotion can be conducted both domestically and internationally on the official websites of CSA Shanghai Advertising Equipment Supplier Association and AAA Asia Advertising Federation.

✓ You can participate in various exchange meetings, industry forums, and other activities organized by the association, share rich experience together, and expand market channels services.

✓ By leveraging the advantages of the CSA industry and promoting excellence, we gain trust in projects such as applying for authoritative certification, participating in bidding, and protecting intellectual property rights.

✓ According to the situation of member units, personalized and customized special events can be provided to provide more practical services for member units.services.

✓ WeChat official account has a first-hand grasp of the industry's cutting-edge information, insight into the exhibition information, and push the enterprise's exclusive information.

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 only 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

Home Decoration Industry

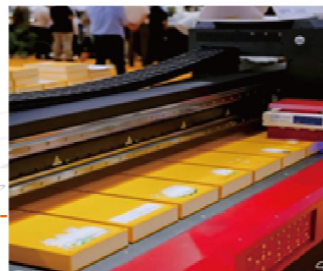**Household Products Industry**

Home Appliances Industry

Apparel Industry

Daily Chemicals Labeling Industry

Packaging and Printing Industry

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.
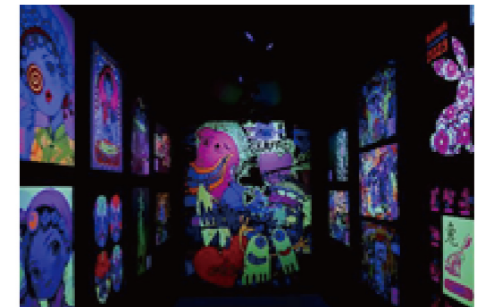
Scenario-based Shopping, Experience Consumption is Prevalent

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.

Breaking Boundaries • Cross-border,
Make Textile Printing Exciting

Breaking boundaries，crossing borders, and empowered by culture, digital printing breaks through the old-fashioned single barriers. Various popular trends such as playful visual arts, surrealism, and dislocated simulations coexist. Creativity + technology, combining imaginative ideas with practical technical foundations, deeply integrating the two systems, making printing fun. Digital printing, the future has arrived.

Technological Breakthroughs
- The Diversified Development of Printing Technology

With the continuous development and innovation of technology, inkjet printing technology has been continuously breaking barriers and has been applied in various fields, including advertising signage, packaging labels, publishing printing, industrial manufacturing, textile printing, 3D printing, and more.
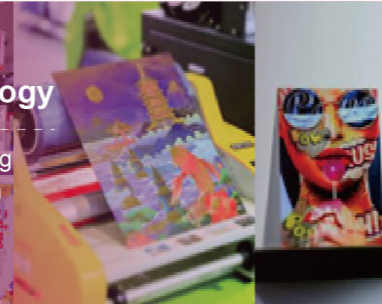
Breaking Barriers Among the Crowd
- Creative Imagination, Aesthetic DNA

From the '90s generation to the '20s generation, from retro and artistic to trendy subcultures, digital printing allows individuals to express their essence in an unconstrained printing format, leading the forefront of trends. Designers joining the industry support the fulfillment of customer demands in three dimensions: business-to-business (B2B), business-to-customer (B2C), and government-to-business (G2B) in the realm of digital printing.

Cultural Breakthrough
- Focusing on the Middle and High-end Lifestyle

The self-enjoyment economy stimulates the pursuit of a high-quality life, while IP empowerment emphasizes brand essence and cultural characteristics. A smile, a symbol, a graffiti - digital printing is not only about sharing life but also defining it.
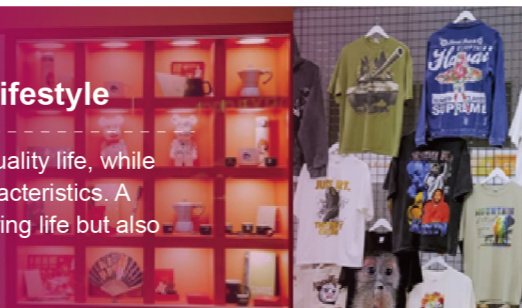
Function Breakthrough
- Intelligent Manufacturing, Industrial Upgrading

Automation production、data-driven approach、internet and IOT technologies、human-machine collaboration，combining digital printing with intelligent manufacturing in the field enhances production efficiency, quality control, and innovation capability, driving new developments in the industry.
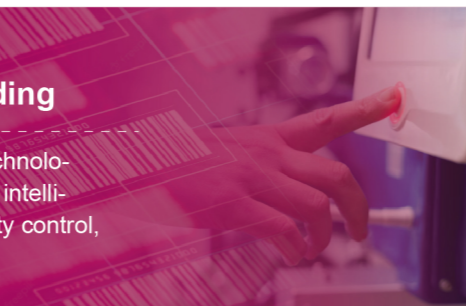
Digital Led Lighting,
Opens the Way to the Future Development

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 it's focus area is the smart city, especially the smart transportation and traffic LED display. Nowadays, transportation is highly developed which makes the market demand colossal, demand on pole LED display is even bigger.

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.

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.

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.

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.

Digital Printing Packaging
Leading the Industry's High-Quality Development

"The 5th Shanghai Int'l Top-level Print Package Products Expo" and "Shanghai Int'l Digital Corrugated, Folding Carton & Label Printing & Packaging Expo" promote the efficient, high-quality, digitalized, and intelligent development of Chinese printing and packaging enterprises.

Over the past 20 years of development, digital corrugated carton and label printing packaging equipment have achieved explosive growth. In response to this trend, "Shanghai Int'l Digital Corrugated, Folding Carton & Label Printing & Packaging Expo" was born, leveraging the APPPEXPO, a global platform for digital printing industrial applications import and export, and the Belt and Road policy.

Integrating printing and packaging resources
Driving the development of the digital paper packaging industry

Inviting SHANGHAI PRINTING TRADE ASSOCIATION, SHANGHAI PACKAGING TECHNOLOGY ASSOCIATION, PAPER PACKAGING COMMITTEE OF CPF, SHANGHAI DIGITAL PRINTING ASSOCIA-TION, PRINTING & PACKAGING ASSOCIATIONS OF JIANGSU, ANHUI AND ZHEJIANG as strategic partners, organizer will hold forums and coordinate the participation of professional visitors and users.

Printing, packaging, and paper industry elite enterprises gather for a grand appearance
Providing high-quality services for both domestic and f oreign brand enterprises

Many renowned printing and packaging enterprises from all over China and Shanghai, such as HXPP, SHENZHEN YUTO, SHENZHEN YONGFUDA, BAOMEI, SHANGHAI LONGLIDE, SHANGHAI BOX, OJI PACKING, SHANGHAI ZIDAN, GIFFPACK, ZHAOQUAN, and many other top-tier companies actively participate in the exhibition, providing high-quality services for both domestic and foreign brand enterprises.

Industry summit forum helps to drive innovative development of enterprises
New technologies and new ideas lead the industry forward

Along with industry-specific media and the printing and packaging associations, organizer will hold annual Shanghai International Digital Corrugated Carton Printing and Packaging Summit Forum, introducing the application of new technology and equipment , exploring development trends, and brainstorming for innovative approaches.

EXHIBIT PROFILE
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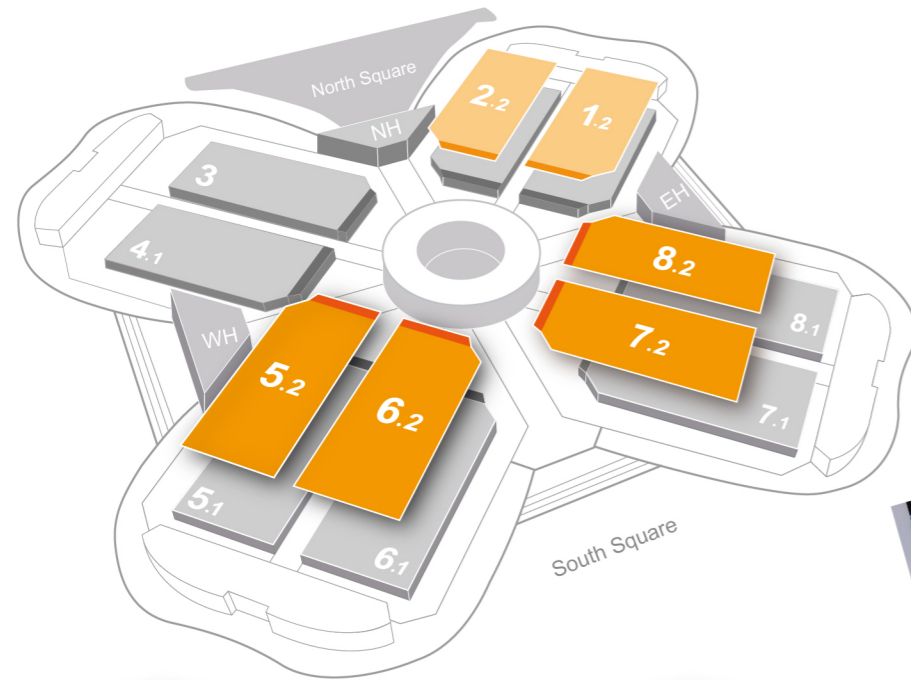
5.2H

International Brands

| Digital Inkjet Printing Equipment |
| Digital Image Technology Output Equipment |
| Printhead Technology |
| Digital Textile Printing Equipment |
| Advertising 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

Intelligent Cutting and Engraving

Cutting Equipment	Engraving Machines
Laser Engraving Machines	CNC Engraving System
3D Printing	Tools and Fittings
Sign Production Equipment	Vacuum Forming Machines
Acrylic Equipment	Cutting Plotters	Bending Machines
Polishing Machines etc.

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.

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.

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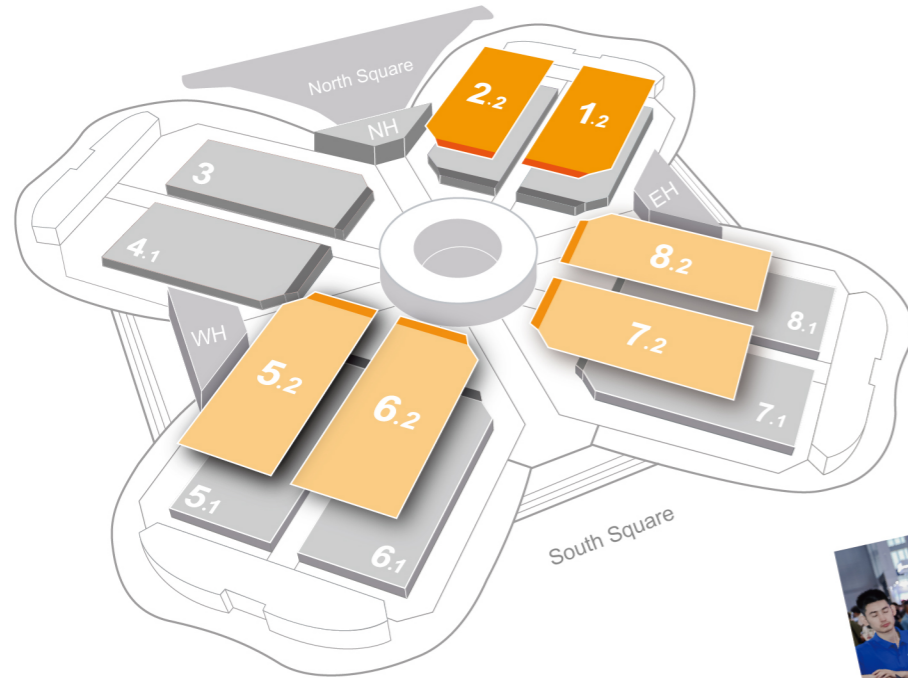
1.2H

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
Digital Image Technology Output Equipment	Banner Machines
Cold Laminators	Conveyor Machines	Lamination Machines
Printing Equipment Related Consumables and Accessories etc.

2.2H

Inkjet Printing Industrial Applications

| Industrial Printing Equipment | Printhead Technology |
| Personalized Customization | Decorative Materials | Inks |
| Software Solutions | Services for Industrial Printing, etc.

Express Printing & Graphic

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

Digital Textile Printing

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

Digital Printing Packaging

| Digital Corrugated & Folding Carton Printing Packaging Technology Equipment |
| Digital Label Printing Equipment, Inkjet Coding Equipment, RFID Technology Equipment |
| Adhesive Labels, Specialty Papers, Functional Films, New Materials, Inks |
| Digital Printing Packaging Application Software, Color Management Systems |
| Printing, Packaging Products, etc.