

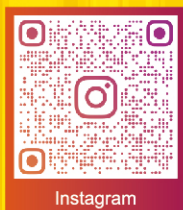


www.apppexpo.com

CONNECT CREATE



Wechat



Instagram



Twitter



Facebook



You Tube



LinkedIn

APPP EXPO

2026.3.4—7
NECC SHANGHAI

National Exhibition and Convention Center (Shanghai)

Organizers

Shanghai Modern International Exhibition Co., Ltd.

Shanghai Gray Exhibition Co., Ltd.

Shanghai Advertising Association

China Sign Association of Equipment Suppliers

CHANGE

Powered by



DIAMOND
SPONSORS



JHF

IECHO 爱科
BY YOUR SIDE

JWEI

HandTop
汉拓数码



APPPEXPO

Anchor High-Quality Development Based on Dual Circulation

After 32 years of meticulous development, APPPEXPO, founded in 1993, has grown into an influential international professional exhibition brand in the advertising, signage, printing, packaging industries and related industrial chains. The exhibition has always adhered to its original aspiration of promoting integration and development between domestic and international advertising and printing industries, uniting industry efforts, deepening exchanges and cooperation, and striving to build a full industrial chain business platform that integrates "achievement display, exchange facilitation, shared cooperation, and innovation leadership."

APPPEXPO 2026 will open at the National Exhibition and Convention Center (Shanghai) from March 4-7, 2026. With the exhibition theme "CONNECT•CREATE•CHANGE", it will closely follow industry development trends such as Premium, Intelligent, Sustainable, and Productive, and comprehensively showcase cutting-edge achievements across the entire industrial chain including inkjet printing, cutting, engraving, materials, signage, display, commercial retail, lighting, textile printing, quick printing, packaging, and industrial applications of digital printing. With a brand-new approach, it will fully lead new trends in the advertising and printing industry and support industrial upgrading and development.

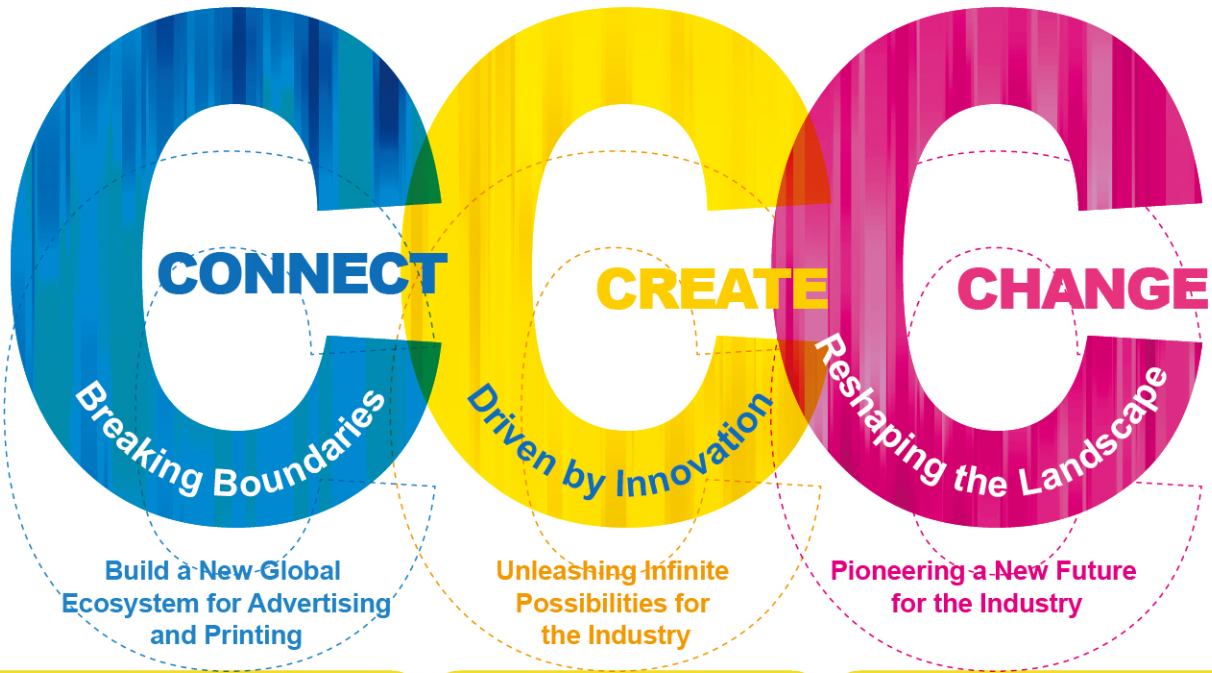
170,000 m²
Exhibition Area

1,700 +
Exhibitors

180,000 +
Visitors

CONNECT•CREATE•CHANGE

APPPEXPO 2026 will lead the development direction of the industry with a forward-looking perspective and broaden the boundaries of innovation with a global vision. The exhibition is committed to promoting the transformation and upgrading of the advertising and printing industry, and inspiring more creativity and solutions through industrial convergence and sharing. Centering on the theme "CONNECT•CREATE•CHANGE", APPPEXPO 2026 will gather the wisdom and strength of the global advertising and printing industry to build an international platform with "connection as the bond, creation as the driver, and change as the goal", promote the deep integration and cross-border collaboration of the advertising and printing industry, join hands with global peers to embrace the opportunities of the times, jointly promote new quality development, and together write a new chapter for the advertising and printing industry.

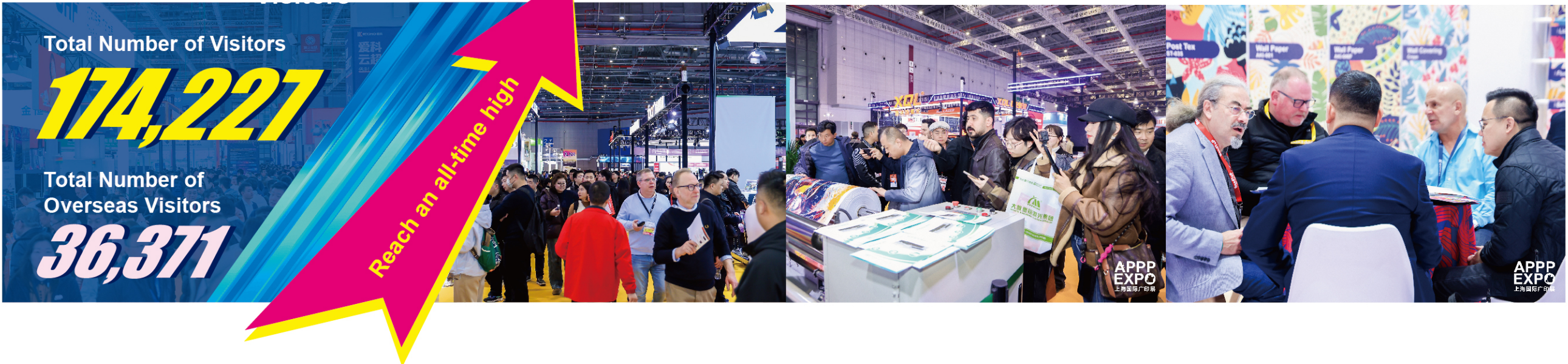


The core significance of the exhibition is "connection" - connecting online and offline, buyers and sellers, providing a platform and opportunity for face-to-face communication between exhibitors and purchasers; on the other hand, connecting the upstream and downstream of the industrial chain, linking equipment manufacturing, material supply, printing production and end applications, to build a multi-dimensional global ecosystem.

Creativity serves as a vital engine driving the upgrading of the advertising and printing industry. Under the dual impetus of intelligent manufacturing and green transformation, the sector is accelerating its shift toward high value-added, customized, and diversified development. This transition is speeding up the cultivation and formation of new quality productive forces, fully unleashing the industry's endogenous innovative drive.

Facing the industry transformation of digitalization, intelligence, and greening, APPPEXPO has always kept pace with the trends of the times, keenly capturing cutting-edge industry developments. Focusing on hot trends such as intelligent manufacturing, sustainable development, and digital printing, it helps enterprises grasp the pulse of change and activate new momentum for upward industry growth.

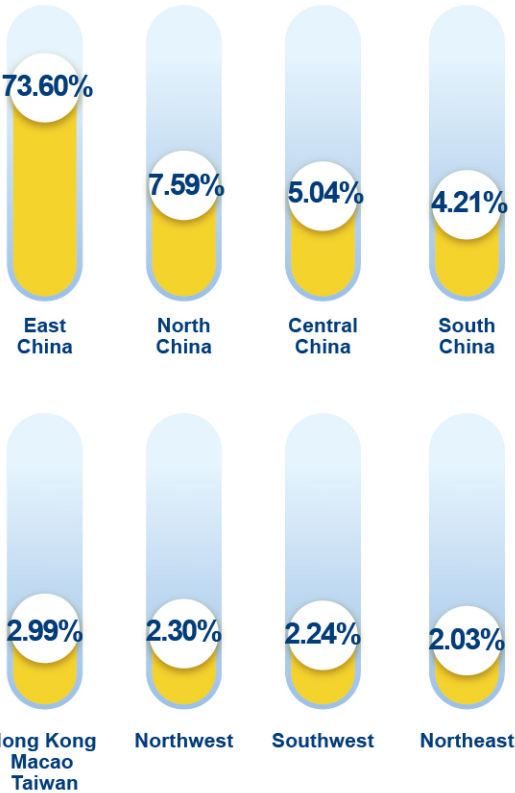
2025 Exhibition Review



Exhibitor Proportions by Field

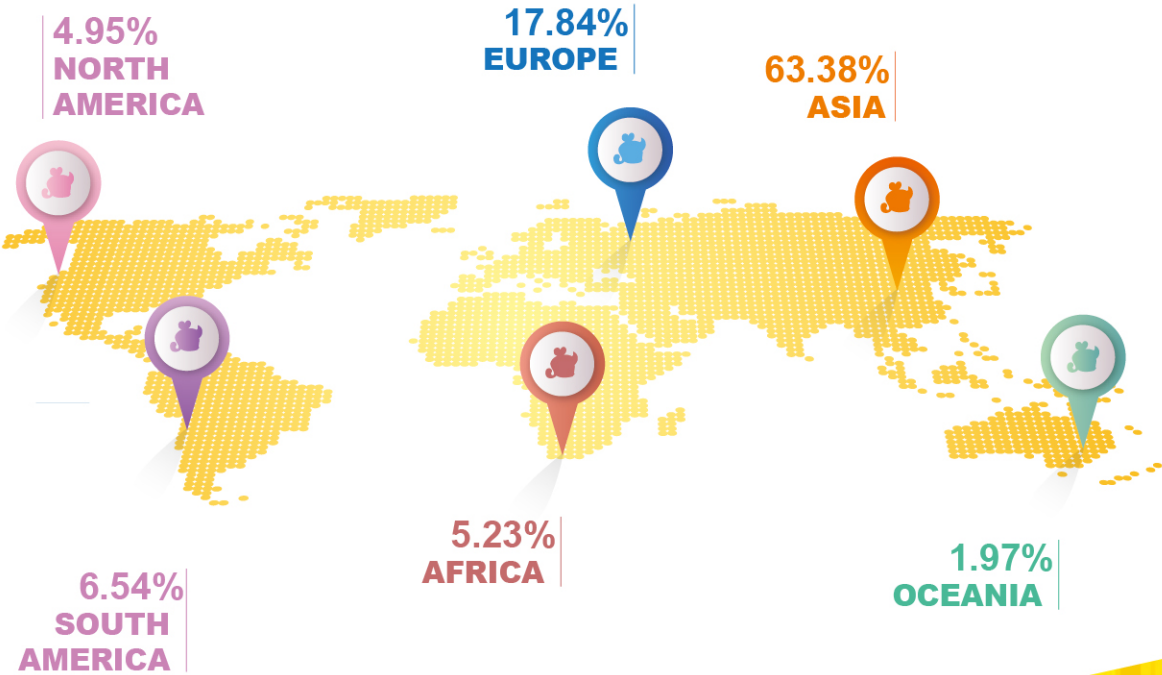
- 24.65% Inkjet Printing Equipment
- 19.42% Sign & Signage
- 15.11% Advertising Materials
- 9.33% Exhibition and Display Equipment
- 8.96% Digital Textile Printing Equipment
- 7.43% Engraving and Cutting Equipment
- 5.26% Acrylic Sheets
- 2.43% LED Lighting
- 1.98% Graphic Quick Printing
- 1.82% Creative Printing and Packaging
- 1.75% New Retail & Design of Consumption Scene
- 1.02% Cultural and Creative Industries
- 0.84% Media

Domestic Audience Regional Distribution



2025 Exhibition Review

Overseas Audience Regional Distribution



2026 Exhibition Highlights




Digital Printing Technology & Equipment







Digital Textile Printing







Media & Substrates






Sign & Digital Signage





Industrial Printing Application







New Retail & Design of Consumption Scene



2026 Exhibition Highlights



Exhibition Display





LED Lighting





Express Printing & Graphic





3D Printing





Engraving & Laser Equipment





Creative Design & Packaging



Asian Advertisement Association



Strategic Synergy as the New Fulcrum, Building a New Collaborative Ecosystem

Since its establishment in 2015, the Asian Advertising Association (AAA) has built an industry strategic cooperation network from 27 countries and regions. Currently, in addition to the three host countries of China, South Korea, and Japan, it includes 36 formal member units such as Kazakhstan, Malaysia, Pakistan, India, Iran, Vietnam, Thailand, Singapore, the UAE, Turkey, Brazil, Indonesia, and the Philippines. These members cover diverse fields including advertising and signage industry associations, exhibition institutions, professional media, and trade service providers, committed to promoting organic cooperation among AAA members and assisting them in jointly exploring the global advertising market, thereby fostering the prosperous development of the global advertising industry.



As an organic entity aimed at promoting the sustained upward development of the industry, the members are interconnected within, radiating collaborative vitality. They have successfully organized highly effective activities such as the APPPEXPO overseas series exhibitions, professional buyer group exchanges, and annual member conferences. These initiatives have played a powerful role in facilitating industry exchange and development, uncovering potential business opportunities, gaining market insights, building trade platforms, and promoting dual domestic and international circulation!



China Sign Association of Equipment Suppliers



CSA GATHERS ALL ENERGY OF THE INDUSTRY!

China Sign Association(CSA) was established in 2006 as a voluntary organization composed of enterprises engaged in advertising material R&D, equipment manufacturing and production. Committed to promoting technological innovation, commercial exchange, market expansion and sustainable development within the industry.



Beyond this, CSA provides in-depth and efficient member services across various dimensions including award ceremonies, summit forums, networking dinners, and buyer delegations. By strengthening the Association's guiding and leading role, we intertwine honor and wisdom to collectively chart a new blueprint for the industry's future.

Lead member companies to explore global markets through overseas study tours, enriching your international exhibition experience while enjoying our association's group subsidy services for unified applications.

Priority access to APPPEXPO and global series exhibitions' resources with exclusive discounts, enabling efficient business matchmaking.

Participate in various exchange meetings and industry forums organized by the Association to share practical experiences and expand market channels collectively.

Join Us and You Will Gain:

Leverage on CSA's industry resources to receive recommendations and priority support, gaining competitive advantage in Certification Applications, Bidding Participation and IP Protection.

Depending on the specific circumstances of member companies, customized exclusive events can be tailored to provide more practical services for members.

Follow the CSA WeChat Official Account to stay updated with cutting-edge industry insights, keep abreast of exhibition information, and receive exclusive enterprise updates.

Boundless Applications Inkjet Printing Leads Diverse Scenarios

With the continuous innovation and integration of digital printing technologies, inkjet printing is now not only widely used in commercial, publishing, and packaging printing, but also gradually penetrating into other specialized fields such as industrial applications, fully demonstrating its "boundless applications." Facing such diverse scenario demands, comprehensive inkjet printing solutions that combine high reliability and cost-effectiveness continue to emerge, providing strong support for achieving efficient, low-energy-consumption green production.

Meanwhile, driven by digitalization and low-carbon initiatives, inkjet printing is rapidly evolving toward customized and on-demand production models, empowering enterprises to strengthen their differentiated competitive advantages. Looking ahead, digital inkjet printing is poised to shine across more sectors, leading an unprecedented revolution in the printing industry.



Shanghai Int'l Digital Textile Printing Expo



In recent years, the digital printing market has demonstrated vigorous development momentum. The rapid growth of personalized customization demands, widespread adoption of eco-friendly concepts, and deep integration of smart manufacturing technologies have become key forces driving the industry to higher levels. From cutting-edge fashion trends to cozy corners of home decor, from precision commercial customization to boundless cultural creativity, digital printing - empowered by advanced digital technologies - is accelerating the connection between global creative resources and market demands. It breaks down traditional industry barriers, promotes cross-sector integration and collaborative development, and leads the industry into a brand new phase of growth.



Theme Forum – The Path of Transformation from a Global Perspective

Gather industry leaders and professionals for keynote speeches and forum discussions, delivering specialized and forward-looking industry insights.

Industrial Applications of Inkjet Printing Across Various Sectors



Home Decoration Sector



Daily Goods Sector



Apparel & Textile Sector



Consumer Labels Sector



Packaging & Printing Sector



Automotive Sector



Creative Exhibition Zone – Sparks of Cross-Border Inspiration

From unique printed apparel to artistic home spaces, from creative gifts to immersive art installations, igniting boundless inspiration.



Innovation Lab – Exploring the Infinite Possibilities of Technology

Experience cutting-edge digital textile printing applications through immersive demonstrations, discover the allure of technology, and unlock competitive advantages for your business.



Consumption Scenario Design & Equipment

Through highly personalized and technology-infused visual creation and scenario design, it significantly enriches consumers' shopping experience while creating more business opportunities for brands.

Commercial Display Design

Through artistic display design, decorative props, lighting artistry, etc., it creates commercial spaces that are both aesthetically pleasing and effective in conveying brand values.

New Retail Technology

Through technological means of new retail, it reconstructs the three key elements of retail - "people, goods, and spaces" - to enhance consumers' shopping experience and retailers' operational efficiency.

Shanghai Int'l New Retail & Design of Consumption Scene Expo



Amidst the digital tide synchronizing with globalized trends, the retail industry is nurturing new opportunities. The triple engines of technological iteration, consumption upgrades, and business paradigm shifts are driving the sector toward personalization, intelligence, and experiential enhancement. Through ingenious spatial planning, innovative tech applications, and emotionally resonant design philosophies, let scenario design empower future retail. Together, we will deconstruct the new paradigm of "Space as a Service," co-creating a gravitational field for retail design evolution in the vast cosmos of the experience economy.



Shanghai Int'l Lighting Expo

Against the backdrop of global energy conservation, emission reduction, green and low-carbon initiatives, and the ongoing advancement of smart city construction, the LED lighting industry continues to deepen and evolve. The sector as a whole is upgrading toward intelligent sensing and eco-friendly development. Growing demand for personalized, intelligent, and environmentally friendly lighting solutions is driving collaborative innovation across the entire industrial chain, illuminating a new landscape for the global smart green economy.

Market Scale Continues to Expand

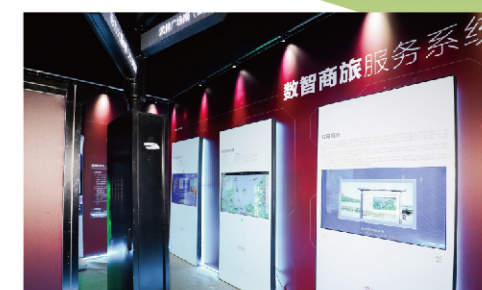
With increasing global emphasis on energy conservation and emission reduction, coupled with strengthened policy support, LED lighting—as an efficient and environmentally friendly lighting solution—is experiencing sustained growth in market demand. It creates more beautiful, energy-efficient, and eco-friendly living and working environments for humanity while also unlocking boundless innovation opportunities for the industry.

Applications Becoming Increasingly Widespread

With continuous technological advancements and expanding application fields, LED lighting has now deeply penetrated diverse scenarios ranging from residential and commercial lighting to outdoor and industrial lighting. Using light as its medium, it helps various industries achieve synergistic development of energy efficiency, intelligent features, and aesthetic value - where each application shines in its unique way while complementing others, collectively upgrading lighting applications toward higher quality and richer experiences.

Technological Innovations Emerging Continuously

Empowered by artificial intelligence, naked-eye 3D, big data and other technologies, intelligent lighting is becoming the mainstream development direction of the lighting industry. It is evolving from a single lighting function to comprehensive intelligent control, scenario linkage, and data analysis, precisely meeting users' diverse demands for lighting quality and personalized intelligence.



Shanghai Int'l Express Printing & Graphic Expo



图文快印应用



With the integration of artificial intelligence, big data, and IoT technologies, the graphic and quick printing industry is rapidly transitioning toward intelligent transformation. Technologies such as intelligent typesetting, cloud printing, and automated production are widely applied in commercial materials, office documents, cultural and creative products, and personalized customization scenarios, making services more efficient and convenient. New models like 3D printing and personalized customization are expanding industry boundaries, delivering an immersive "what-you-think-is-what-you-get" experience for consumers. Its core advantages—rapid response and high-quality output—are continuously reshaping the value chain of graphic printing and commercial printing services, empowering industries to enhance communication efficiency and user experience.

Green Transformation Leading Sustainable Development

With growing environmental awareness, green printing—encompassing graphic, quick, and commercial printing—is emerging as a critical industry direction. Printing enterprises must continuously advance the application and research of green printing technologies to reduce environmental pollution, enhance product sustainability, and drive the industry's eco-friendly evolution.



Global Vision Connecting Industry Trends

As a premier international exchange platform for the graphic/quick printing and commercial printing industries, APPPEXPO brings together the world's top suppliers, manufacturers, and industry experts. By sharing cutting-edge concepts and innovative practices, the exhibition provides enterprises with a premium platform to expand international markets and deepen collaborative exchanges, steering the industry toward smarter, more efficient, and more sustainable development.



Shanghai Int'l Digital Corrugated, Folding Carton & Label Exhibition



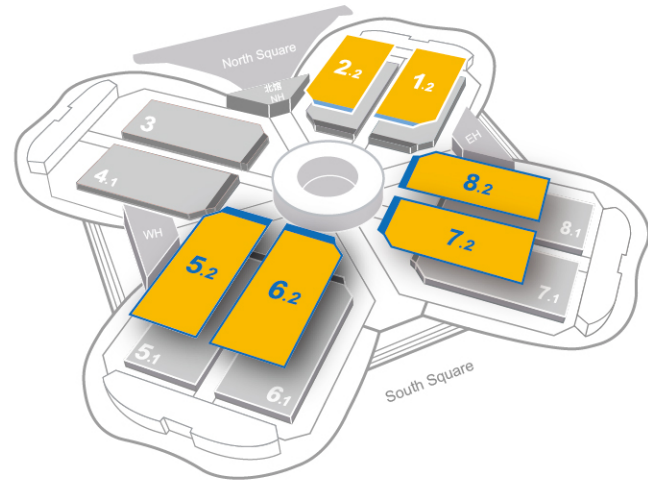
Shanghai Int'l Digital Corrugated, Folding Carton & Label Exhibition 2026, fully integrated into APPPEXPO - the global import and export exhibition of cutting-edge achievements in digital printing industry. Responding to the demands of both domestic and international markets, it will centrally showcase the most advanced technological equipment and material achievements from Chinese and international digital corrugated, folding carton and label printing and packaging brands. Targeting the huge domestic market, especially the user, buyer and agent markets from over 150 countries worldwide, to facilitate on-site communication, networking, establish cooperative relationships, go global and explore the global market.

Digital corrugated, folding carton and label printing and packaging equipment is environmentally friendly, requires no plate-making, produces no waste, with high efficiency and high quality. It will continuously transform the production methods of product printing and packaging, create personalized and differentiated competitive advantages in the market competition, and capture this huge blue ocean market of corrugated, folding carton and label printing and packaging.



2026 Exhibit Profile

NECC-16M



5.2H

International Brands

| Digital Printing Equipment |
| Digital Imaging Technology Output Equipment |
| Digital Textile Printing Equipment |
| Printhead Technology | Advertising Consumables, etc.

6.2H

High-end Equipment and Accessories (CSA Members Only)

| Digital Printing Equipment |
| Digital Imaging Technology Output Equipment |
| Digital Textile Printing Equipment |
| Printhead Technology | Advertising Consumables, etc.

7.2H

Media & Substrates

| Inkjet Cloth | Adhesive Products |
| Reflective Materials | Photo Paper and Related
Indoor and Outdoor Digital Printing Consumables |
| Ink | Ink | Acrylic Sheets | PVC Foam Board |
| Aluminum Composite Panel, etc.

8.2H

Signs and Digital Signage, LED

Signage	Signage Products	Three-Sided and Multi-Sided Flipping
New Media	Digital Signage	LCD Advertising Machine
3D Stereo Products	LED Advertising Light Source	LED Module
Light Box	Luminous Products	UVLED Sterilization Lamp, etc.

Exhibition Displays

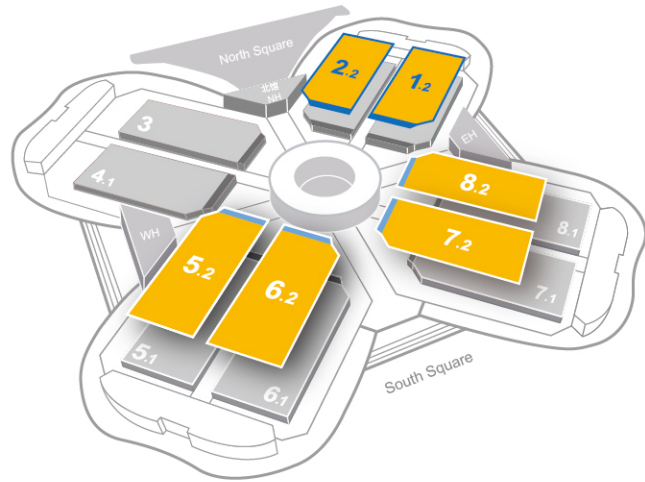
| Exhibition and Display Equipment
| Portable Exhibition Equipment Series |
Exhibition Stands and Other POP Products, etc.

New Retail & Design Consumption Scene

Consumer Scene Design and Equipment	Commercial Art Display
New Retail Technology	Promotional Equipment
Holographic Projection	Interactive Multimedia
Augmented Reality AR	Virtual Reality VR



NECC-16M



Digital Printing Equipment & Supplies

| Digital Inkjet Equipment | Indoor and Outdoor Digital
Photo Equipment | UV Flatbed Printer |
| UV Roll-to-Roll Printer | UV Board and Roll Printer |
| Digital Imaging Technology Output Equipment |
| Banner Machine | Cold Mounting Machine | Splicing Machine |
| Laminating Machine | Printing Equipment Related
Consumables and Accessories, etc.

Cutting Equipment	Engraving Machine	
Laser Engraving Machine	CNC Engraving System	
3D Printing	Cutting Tools and Accessories	
Signage Equipment	Sucking Machine	
Acrylic Equipment	Engraving Machine	Bending Machine
Polishing Machine, etc.		

Digital Printing Industrial Applications

Industrial Printing Equipment	Printhead Technology
Personalized Customization	Decorative Materials
Ink	Software Solutions
Industrial Printing Field Related Services,etc.	

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

| Pre-press Equipment and Software | Book Printing Equipment |
| Post-press Equipment | Related Accessories and Consumables |
| Personalized Products and Equipment |
| Materials and Others, etc.

| Digital Corrugated Color Box Printing and Packaging Technology
Equipment | Digital Printing Label Equipment, Coding Equipment,
Trademark Labels, RFID Technology Equipment |
| Various Adhesive Labels, Specialty Paper, Functional Films,
New Materials, Ink | Digital Printing Packaging Application Software,
Color Management System |
| Printing and Packaging Paper Industry Products, etc.

