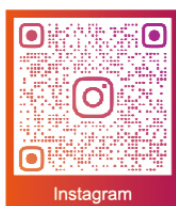




# 2023

# SHOW REPORT



[www.apppexpo.com](http://www.apppexpo.com)



# APPPEXPO

2024年再相会  
See You Next Year

## Exhibition Overview

2023 June 18th-21st, APPPEXPO 2023 was successfully held at the National Exhibition and Convention Center (Shanghai), marking its 30th anniversary. With the theme "Thirty years, Depart For the Next Stop!", APPPEXPO 2023 occupied five large exhibition halls, with a total exhibition area of over **140,000** square meters. It brought together more than **1,400** high-quality exhibitors from around the world and attracted **154,571** professional visitors and buyers from both domestic and international markets.

APPPEXPO 2023 features a total of seven major theme exhibitions: Shanghai Int'l Ad & Sign Technology & Equipment Exhibition, Shanghai Int'l Digital Textile Printing Expo, Shanghai Int'l Express Printing & Graphic Expo, Shanghai International New Retail & Design of Consumption Scene Expo, Shanghai Int'l Lighting Expo, Shanghai Int'l Digital Signage System & Application Exhibition, Shanghai Int'l Top-level Print Package Products Expo. This event offered the global printing and advertising community an international, forward-thinking, professional, and innovative annual industry gathering.

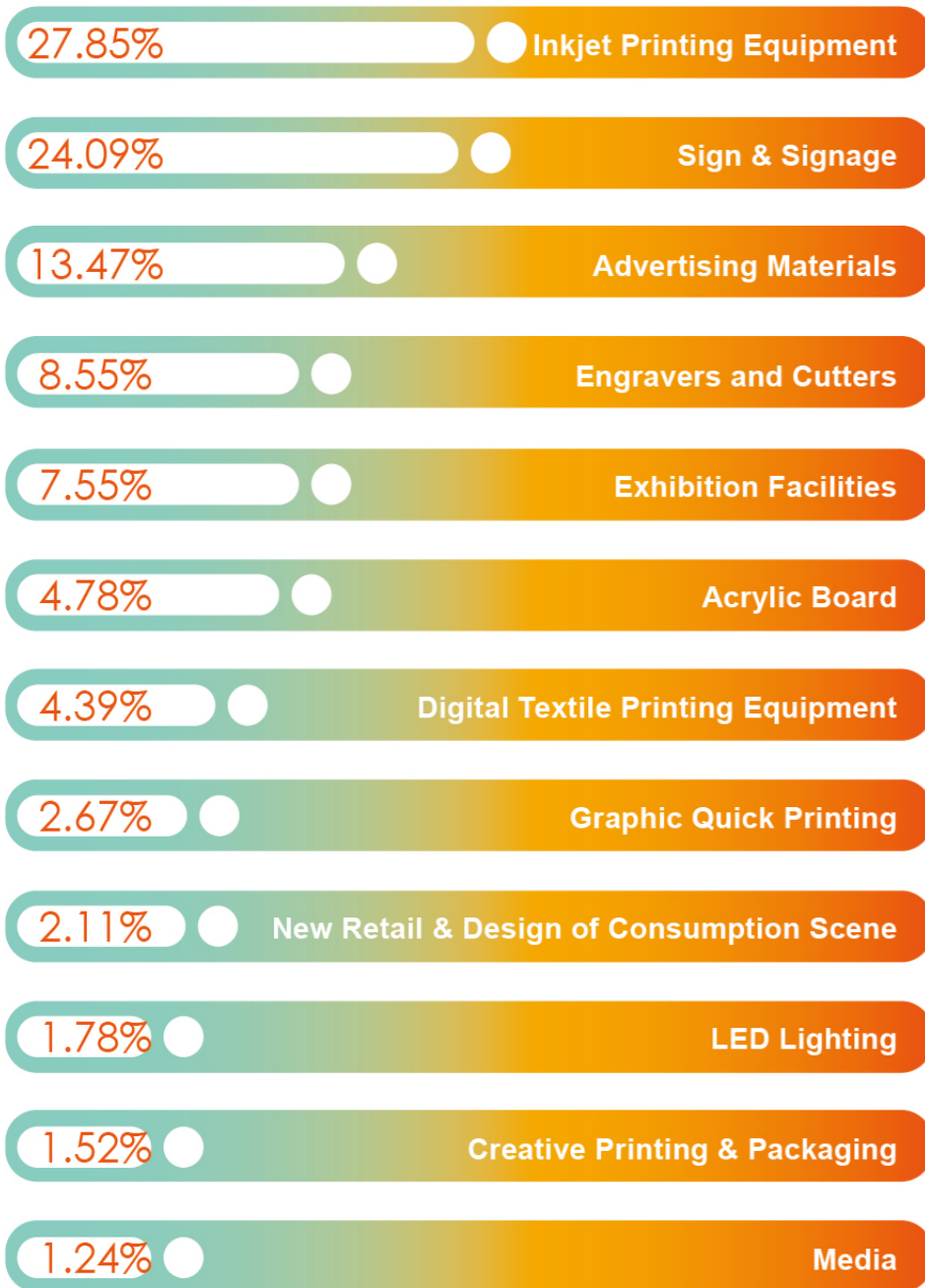


As one of the three major festive events in Shanghai, the exhibition unit of "Shanghai International Advertising Festival", APPPEXPO 2023 focuses on the forefront of the industry and brings together resources from the entire industry chain. It covers innovative products and technological achievements in various sectors such as inkjet printing, cutting, engraving, materials, signage, displays, commercial retail, lighting, printing, packaging, digital printing, and industrial applications. The exhibition comprehensively showcases the vibrant innovation and prosperity of the global printing and advertising market in the new era, highlighting the thriving state of the industry.

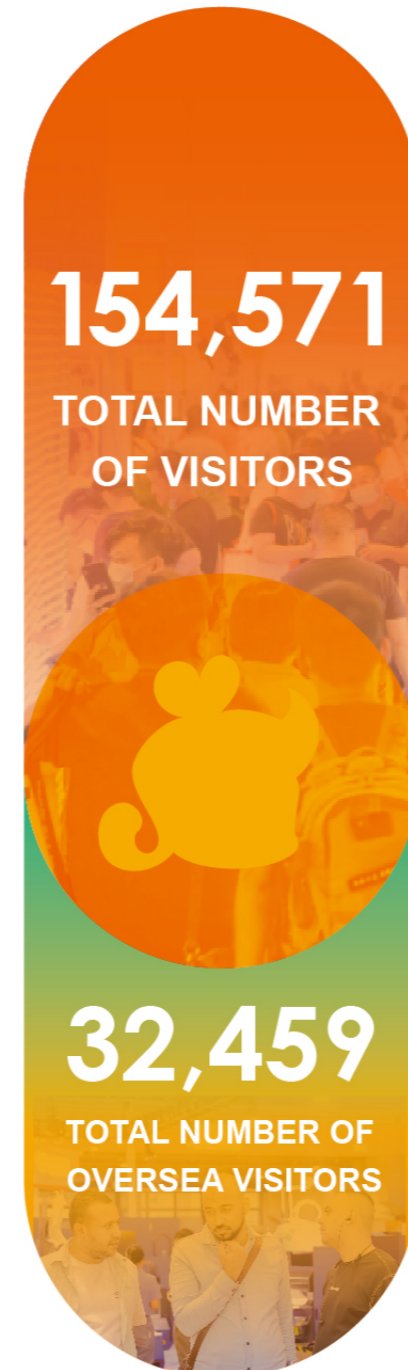
During the four-day exhibition, the atmosphere was constantly buzzing with excitement as a gathering of industry professionals and leaders. Prominent companies from the industry came together, showcasing a wide range of innovative products and groundbreaking technologies from around the world. Simultaneously, multiple professional conferences and events were held, leading the way in fostering innovative thinking within the industry and collectively driving the development of the industry to new heights.

# DATA ANALYSIS

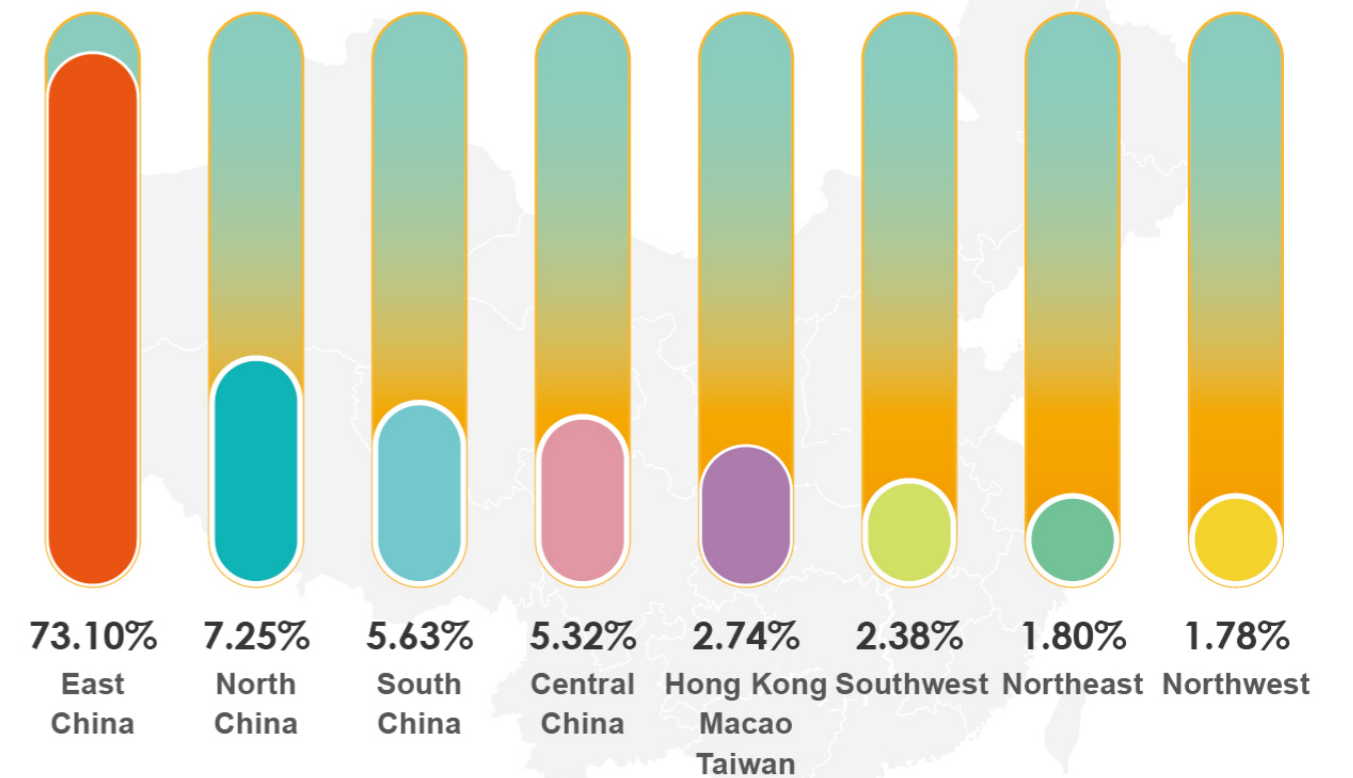
## EXHIBITOR BREAKDOWN BY FIELD



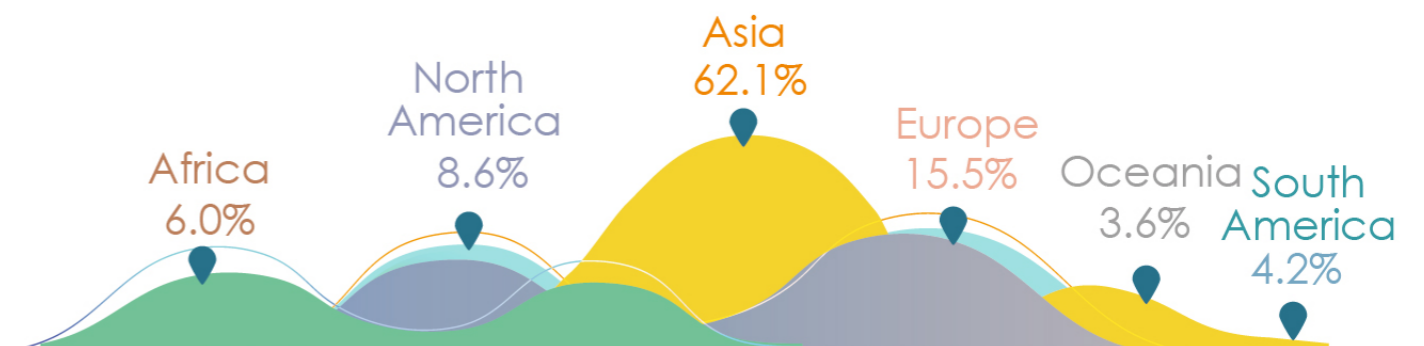
## VISITOR ANALYSIS



## DOMESTIC VISITOR BREAKDOWN BY REGION



## OVERSEA VISITOR BREAKDOWN BY REGION



# VISITOR BREAKDOWN BY SECTOR DATA ANALYSIS

## Ad & Sign

Ad Production Company	36.14%	Ad Equipment Producer	5.90%	Advertiser	1.90%	Government Institute	0.52%
Ad Design Company	18.25%	Ad Product Manufacturer	5.40%	Digital Display	1.89%	College & University	0.60%
Trader & Distributor	10.77%	Ad Agency	2.93%	End-User Enterprise	2.02%	AR	0.51%
Ad Material Producer	8.52%	Media	2.05%	VR	0.56%	Others	2.04%

## Digital Textile Printing

Textile Printing Production Manufacturer	44.00%	Garment Printing Fabric Manufacturer	9.04%	Leather, Wool Fabric, Garment Processor	4.07%	Government Institute	0.81%
Outdoor Ad & Sign Textile Printing Production	18.50%	Textile Printing Fabric Dyeing Producer	8.43%	Garment Production Manufacturer	3.56%	College & University	0.71%
Manufacturer		Home Textile Fabric Producer	4.07%	Media	2.03%	Others	4.78%

## Express Printing & Graphic

Express Printing & Graphic Store	27.62%	Express Printing & Graphic Material Vendor	4.66%	Express Printing & Graphic Software Vendor	1.66%	Government Institute	0.50%
Ad Production Store	21.46%	Express Printing & Graphic Equipment Vendor	4.49%	Express Printing & Graphic Franchise Institution	1.50%	College & University	0.50%
Ad Design Company	19.63%	Trader & Distributor	2.66%	Media	1.00%	Others	0.67%
Signage Production Store	10.82%	Express Printing & Graphic Solution Supplier	1.83%	End-User Enterprise	1.00%		

## New Retail

Commercial Real Estate Developers	15.82%	Equipment Dealer & Service Provider	11.86%	Chain Supermarket	6.78%	Government Institute	2.82%
Brand Company	14.15%	Technology Dealer & Service Provider	10.73%	Shopping Centre	5.08%	Convenience Store	1.69%
Design Company	13.56%	Catering Enterprise	8.47%	Media	4.52%	Others	4.52%

# VISITOR BREAKDOWN BY SECTOR DATA ANALYSIS

## Digital Signage

Ad Production Company	39.92%	Ad Material Producer	5.09%	Advertiser	2.24%	Government Institute	0.61%
Ad Design Company	21.38%	Ad Equipment Producer	4.48%	Media	1.63%	AR	0.20%
Ad Product Manufacturer	6.52%	Ad Agency	4.28%	End-User Enterprise	1.63%	College & University	0.20%
Digital Display	5.50%	Trader & Distributor	4.07%	VR	1.02%	Others	1.22%

## Lighting

Trader & Distributor	26.61%	Greening & Lighting Company	4.59%	Real Estate	0.93%	Hotel	0.56%
Ad Material Manufacturer	20.18%	Culture Communication	2.75%	Shopping Centre	0.91%	Government Institute	0.43%
Ad Product Manufacturer	18.18%	AR & VR	2.75%	Property	0.85%	Commercial Chain	0.42%
Ad Media & Operation	10.09%	System Integrator	1.83%	College & University	0.63%	Others	0.35%
Exhibition Display Service	5.50%	Brand Marketing Planning	1.83%	End-User	0.61%		

## Print Top Products

Printing & Packaging Material Company	21.30%	Carton, Paper Bag, Color Printing, Paper Packaging Factory	10.65%	Government Institute, Industry Association, Media	4.63%	Publisher, Newspaper, Magazine	2.86%
Packaging Printing, Label Printing Company	18.98%	Internet & Software Service Company	6.94%	Commercial Printing, Bill Printing Company	3.70%	Paper Mill & Related Distributor	0.93%
Publication Printing Industry	17.13%	Digital Printing Company	5.09%	Education Training, Research Institute	2.78%	Others	5.01%

# VISITOR BREAKDOWN BY SECTOR DATA ANALYSIS

## Ad & Sign

Digital Inkjet Printing Equipment/Digital Image Technology Output Equipment	14.38%	Exhibition & Display Equipment/ Portable Exhibition Equipment/ Display Stand and Other POP Product	4.48%
UV Flat Digital Inkjet Printing Equipment	11.70%	Engraving Machine/Laser Engraving Machine/ CNC Engraving System	4.18%
Acrylic Plate/ PVC Foam Board/ Aluminum Composite Panel	7.16%	Promotional Gift / Design Book/ Picture Bank / Software/Post Production Technology	4.01%
Flex Banner Fabric/ Glue Product/ Reflective Material/Photographic Paper and Digital Printing Consumable	7.07%	Commercial Decoration Material/ Product Display Cabinet/ Equipment for Sales Promotion	3.33%
Cutting Machine/ Cutting Plotter/ Bending Machine/ Polishing Machine	6.94%	LED Light/LED Neon	3.31%
Sign/ Signage Product/Ti-vision and Multi-vision Billboards	5.84%	Sign Making Equipment/Vacuum Forming Machine/ Acrylic Equipment	3.07%
Banner Machine/ Cold laminating Machine/ Feeder Machine/	5.77%	New Media/ Digital Signage/LCD Advertising Machine/ 3D Product	3.04%
Hot Laminating Machine		LED Display Screen	3.02%
Ink/ Printing Ink	5.34%	Holographic Projection Equipment/ AR, VR Equipment/ Somatosensory interaction	2.53%
Light Box/ Luminous Product	4.63%	Others	0.20%

## Digital Textile Printing

Digital DirectInjection Printing Equipment	14.37%	Sublimation Ink	6.13%
UV Flat Inkjet Textile Printing Equipment	13.75%	Laser Cutting Equipment	5.39%
Garment Printing Equipment	13.68%	Sublimation System	5.20%
Digital Inkjet Textile Printing System	9.60%	Thermal Transfer Paper	5.14%
Thermal Transfer Equipment	8.67%	Textile Fabric/ Accessory	4.77%
Digital Textile Printing Fabric	6.56%	Others	0.25%
Textile Direct-Injection Printing Ink	6.50%		

## Express Printing & Graphic

Pre-printing Equipment and Software	17.82%	Office Supply and Equipment	7.66%
Material	14.35%	Personalized Printing Equipment	7.30%
Printing Equipment	13.28%	Express Printing & Graphic Franchise Institution/Express Printing & Graphic Solution Supplier	5.26%
Post-printing Equipment	12.44%	Tool and Fitting	3.59%
Printing/ Packaging Product	9.21%	Others	0.72%
Related Accessory and Consumable	8.37%		

# VISITOR BREAKDOWN BY SECTOR DATA ANALYSIS

## New Retail

Shop decoration planning	11.09%	Decorative materials	4.75%	Intelligent terminal equipment	3.37%
Display props	6.53%	Theme entertainment	4.55%	Event Company	2.97%
Window display	6.34%	Pop marketing	4.36%	Self service and automated goods equipment	2.77%
Art display props	6.14%	light art	4.16%	IP licensor	2.77%
Store identification	6.14%	Art Display Factory	3.96%	Air modeling device	2.77%
Building Services	5.74%	intelligent information technology	3.96%	Others	0.20%
Shelf system	5.35%	Store lighting	3.56%		
interactive technology	4.95%	Smart solutions	3.56%		

## Digital Signage

Sign/ Signage Product/Ti-vision and Multi-vision Billboards	13.39%	Commercial Decoration Material/ Product Display Cabinet/ Equipment for Sales Promotion	8.26%
Light Box/ Luminous Product	12.55%	Holographic Projection Equipment/ AR, VR Equipment/ Somatosensory interaction	6.77%
LED Light/LED Neon	11.62%	Ink/ Printing Ink	3.04%
Exhibition & Display Equipment/ Portable Exhibition Equipment/ Display Stand and Other POP Product	10.72%	New Media/ Digital Signage/LCD Advertising Machine/ 3D Product	3.04%
LED Display Screen	10.50%	Promotional Gift / Design Book/ Picture Bank / Software/Post Production Technology	2.02%
Sign Making Equipment/Vacuum Forming Machine/ Acrylic Equipment	9.05%	Others	0.22%
Acrylic Plate/ PVC Foam Board/ Aluminum Composite Panel	8.82%		

## Lighting

Light	28.85%	Smart Home	10.26%	Transmission system and Equipment	4.49%
Display Equipment and Technology	20.51%	Touch Technology	7.69%	Video Solution	4.49%
Ad Machine and All-In-One Machine	17.95%	Software and Information Publishing System	5.77%		

## Packaging Exhibition

Digital printing equipment	14.29%	Creative Design and Production of Printing and Packaging at Home and Abroad	9.64%	Various industrial papers	6.43%
Paper cups, boxes, bags, etc	13.21%	Special materials	8.93%	Post press binding equipment	4.64%
ERP and Information Management System	12.86%	Creative design, creative replication, and customization of Chinese and foreign cultural artworks and famous paintings	7.14%	Others	2.14%
Advertising creative design and production	10.36%				
Printing consumables	10.36%				

APPPEXPO

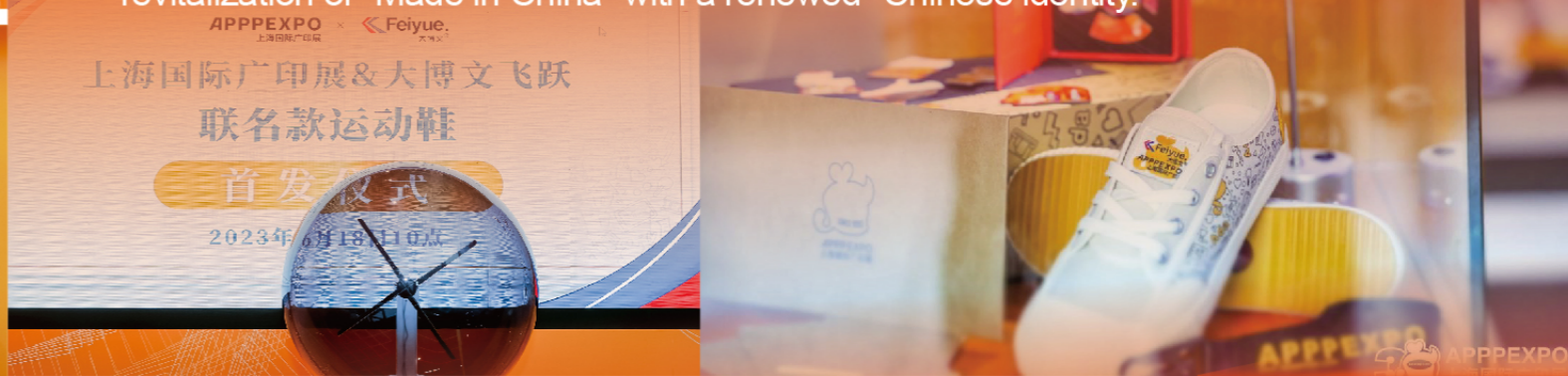
APPPEXPO

# 30th Anniversary Series of Events



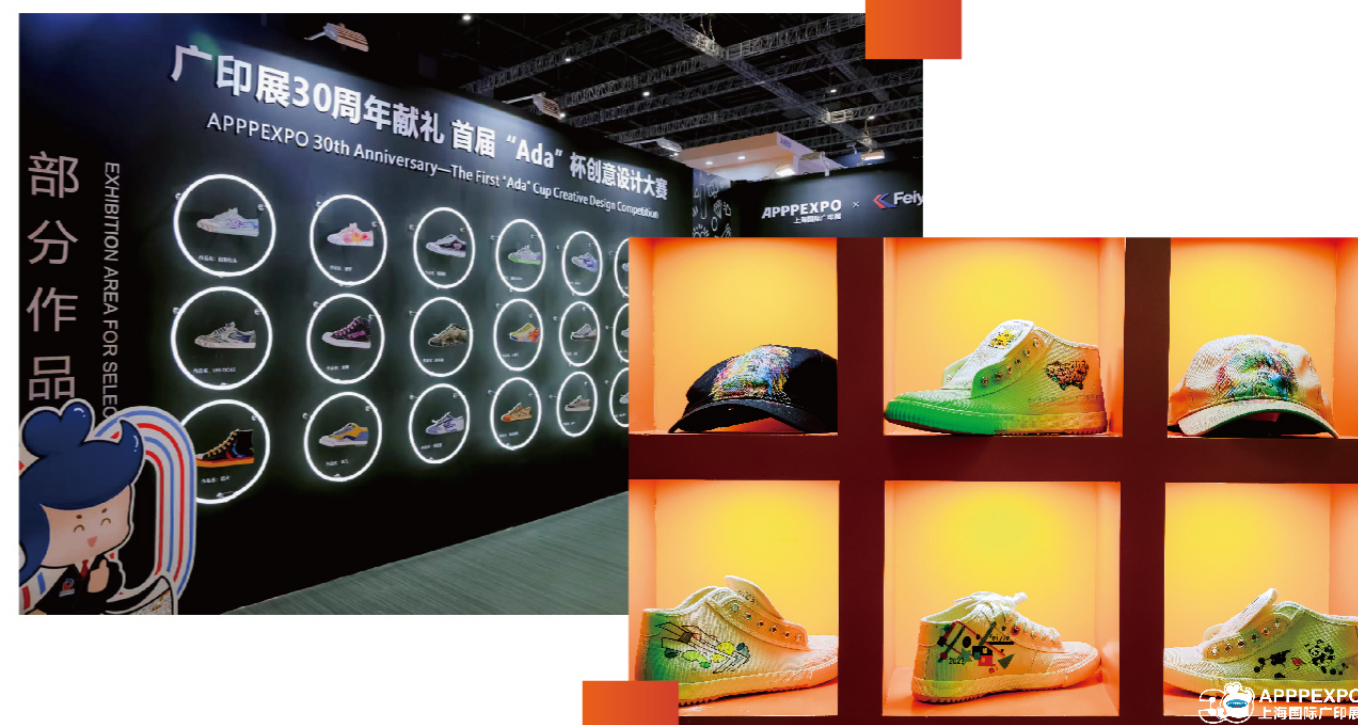
## The First "Ada" Cup Creative Design Competition

As a major event of this year's exhibition, APPPEXPO partnered with a classic Chinese brand under the Donghao Lansheng International Trade Group. During the exhibition, a special area was set up in the 30th Anniversary Museum to showcase outstanding works from the first "Ada Cup" Creative Design Competition and featured a Feiyue Pop-up area. Additionally, the unveiling ceremony for the collaborative sports shoes was held at the venue, showcasing and selling the APPPEXPO x Feiyue collaborative footwear. This collaboration highlights the dual charm of printing and customization, promotes the essence of Chinese culture, and contributes to the revitalization of "Made in China" with a renewed "Chinese identity."



## APPPEXPO 30th Anniversary Museum

On the occasion of the 30th anniversary of APPPEXPO, the museum presents a special exhibition centered around the "APPPEXPO Development Milestones." The exhibition showcases items that carry the memories of "APPPEXPO" and features branded merchandise integrated with elements of the mascot "Ada." Within the museum, there are six dedicated areas: the 30th Anniversary Development Milestones Exhibition, the IP Merchandise Display Area, a selection of outstanding works from the first "Ada Cup" Creative Design Competition, Feiyue Pop-up Area, Micro Factory - Personalized Customization New Experience, Home Display Area guide visitors to explore and experience the historical charm and innovative vitality of APPPEXPO.





# SUMMIT

## Go Globally Forum: Exploring New Opportunitites, Expanding Overseas Strategies

The "Going Abroad" Forum is jointly organized by the Shanghai Advertising Equipment and Supplies Association, Asian Advertisement Association (AAA), and the APPPEXPO Organizing Committee. Its aim is to provide a platform for Chinese companies to understand and explore international markets, helping them achieve better international development and cooperation. The forum invites industry experts, company representatives, and overseas buyers from different countries and regions to share their experiences and insights in overseas markets, providing valuable information and advice for the participants.



# APPPEXPO

## Showcasing Individuality, Showcasing Printing Colors --- 2023 Digital Textile Printing Summit Forum



Combining the diverse and inclusive nature of APPPEXPO, the forum invites industry colleagues in the digital printing field and brings together excellent enterprises showcasing various textile printing technologies. The focus of this forum is the latest trends in digital printing technology and its applications in the custom textile industry. Starting from the perspective of personalized customization, the forum aims to share cutting-edge concepts and advanced technologies in the industry, as well as explore the direction of industry technological development and digital printing applications. By gaining deep insights into industry development opportunities and trends, the forum aims to contribute to comprehensive innovation and development within the industry.

## Forum on New Ways to Obtaining Customers in Printing & Sign industry

The "Forum on New Ways to Obtaining Customers in Printing & Sign industry " is jointly organized by Guangxuan Media and Zhongchuang Huaxin. It invites industry experts with practical experience to share innovative customer expansion solutions and successful case studies, aiming to explore new directions, technologies, and tools in the industry. The forum also includes a dinner banquet and interactive sessions with guests, creating a deep-level, multi-channel, and efficient communication platform for the industry. The goal is to promote the industry's expansion and advancement across various fields and platforms, fostering rapid development.



## Digital Printing Development Opportunities and Challenges Summit Forum

"The Digital Printing Development Opportunities and Challenges Summit Forum" brings together graphic designers, digital printing operators, equipment and material suppliers, representatives from higher education institutions, and industry associations. They gather to interpret the opportunities and challenges of digital printing development in the new era, explore new solutions for standardized, efficient, and energy-saving printing in the digital, intelligent, and integrated printing realm. The forum aims to drive the transformation and development of the digital printing industry collectively.





## Ada Pop-up

The mascot "Ada" serves as the "coming-of-age gift" for APPPEXPO's thirtieth birthday. Its cartoon image is full of vibrancy, liveliness, and cuteness, perfectly complementing the energy, innovation, and diversity of APPPEXPO. During the exhibition, a special display area called "Ada Pop-up" showcases the IP image of APPPEXPO, creating a themed IP scene that combines trendy and creative elements, offering an immersive IP experience. The Pop-up area also features limited-edition merchandise, collaborations with exhibitors, and a collection of fashionable items, adding a touch of super trendy and fashionable colors to APPPEXPO.



## APPPEXPO Tiktok Live Streaming Festival

The "APPPEXPO—TIKTOK LIVE STREAMING FESTIVAL" took place in June, bringing a whole new experience to the industry! The organizers invited 10 Tik Tok influencers from the advertising, printing, and signage industry to "visit the exhibition" online, achieving a seamless connection between online viewers and fans through face-to-face interaction and screen-to-screen engagement. The live streaming festival allowed industry professionals to witness the excitement of the exhibition in real-time, featured product launches, on-site signings, and the promotion of excellent products. This event provided online viewers with an authentic experience of the lively atmosphere of the exhibition, allowing them to learn about brands, products, and technological solutions.



## Excellent Works Exhibition of SHIAF Awards

The Shanghai International Advertising Festival is an annual international-level advertising event organized by the Shanghai International Advertising Festival Organizing Committee under the guidance of relevant management departments in Shanghai. APPPEXPO, as the exhibition unit of the Shanghai International Advertising Festival, will showcase a selection of outstanding works from the SHIAF Awards, as evaluated by the organizing committee. This exhibition aims to test the innovation in market insights, communication technologies, creative concepts, cultural content, and other aspects through practical applications. It provides insights into and leads the advertising industry's new business models and trends.

## BUYER GATHERING

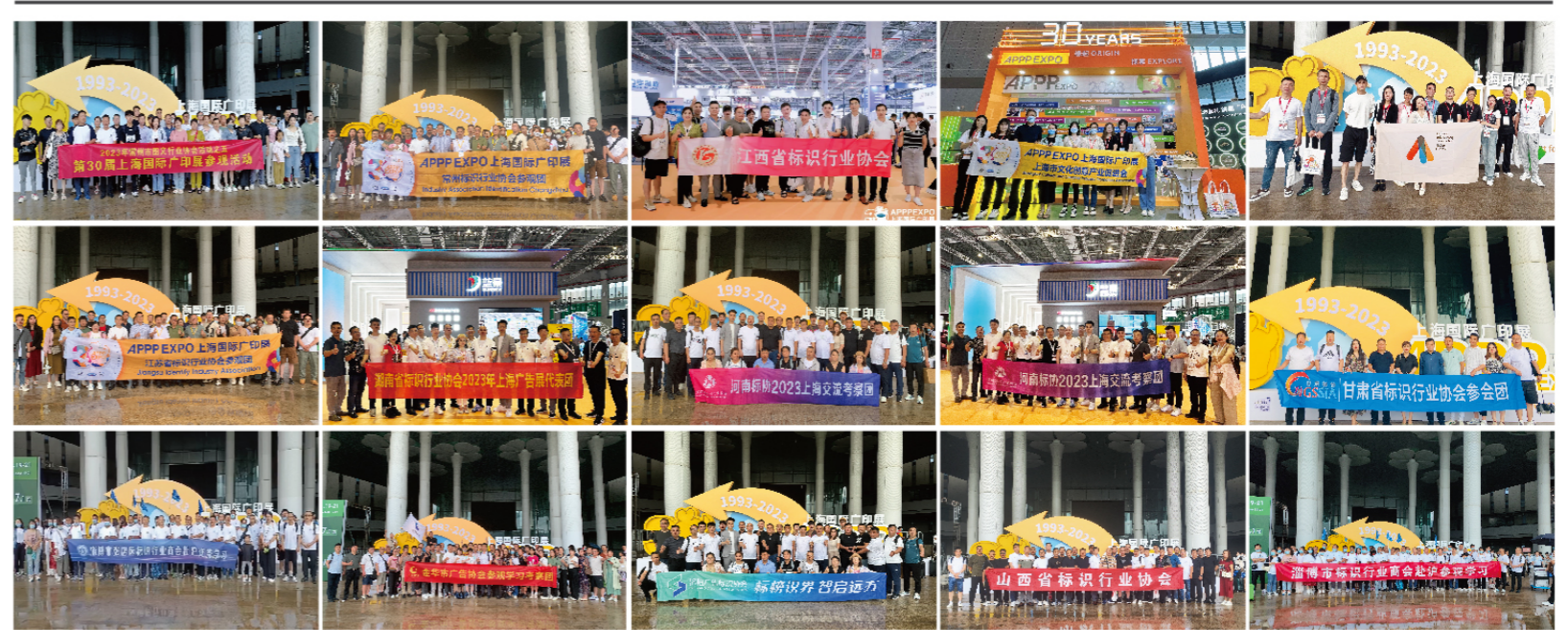
At the APPPEXPO 2023 exhibition, an impressive presence of professional buyers' groups from various association organizations and media organizations, both domestic and international, added to the excitement. These buyers come from a wide range of industry sectors, including advertising signage, printing, graphic design, materials, printing and packaging, textile fabrics, advertising media, cultural creativity, fashion design, and many more. Their participation not only brings a more specialized perspective to the exhibition but also turns it into a platform for collective development and exchange of ideas, fostering open-mindedness and inclusive innovative thinking at the Shanghai International Printing Exhibition. Moreover, the "VIP Buyer Matching Area" set up at the exhibition site further enhances the business negotiation opportunities between participating companies and buyers, creating a platform for trade connections and opening up new business opportunities for enterprises within the industry. It serves as a bridge for trade interactions between suppliers and buyers, facilitating meaningful collaborations and partnerships.



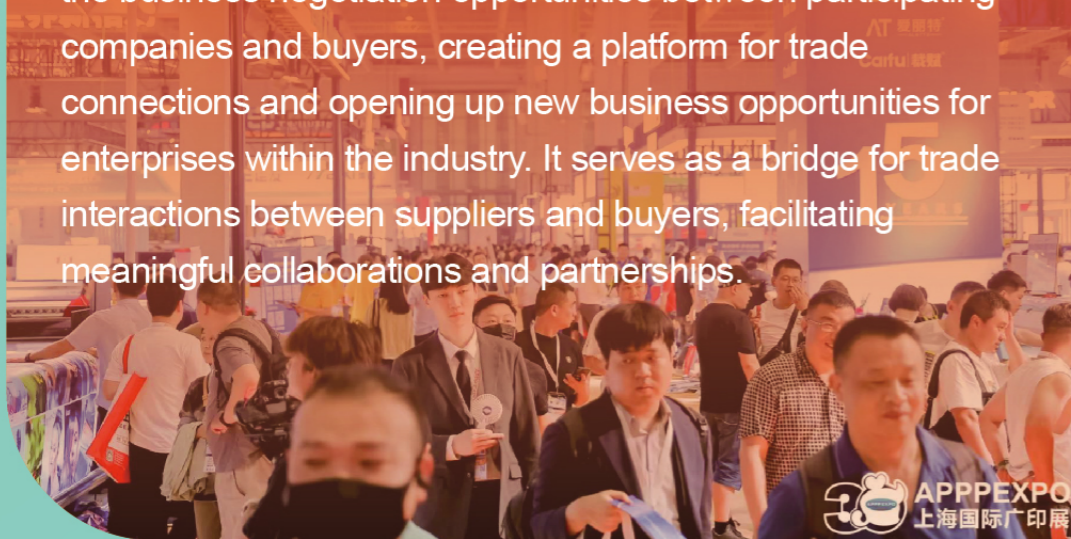
### Overseas Buyer Groups



### Domestic Buyer Groups



### VIP Buyer Matching Area



APPPEXPO

# Asian Advertisement Association



This year, members from various countries of the Asian Advertisement Association have come in groups to attend APPPEXPO 2023. These countries and cities include Vietnam, Thailand, South Korea, Nepal, Malaysia, Bangladesh, Dubai, etc. They actively participated in negotiations and exchanges, providing strong impetus for industry communication and development, and promoting the dual circulation of domestic and international markets.

***Gathering the strength Empowering new energy  
Promote the development of the industry together***

During this year's APPPEXPO, representatives of the Asian Advertisement Association (AAA) gathered in Shanghai for the first time after the Novel coronavirus pneumonia to attend the AAA Annual Conference. Together, they discussed the international development and cooperation of the advertising and signage industry.



Mr. Pan Yuzhang, General Manager of Shanghai Modern International Exhibition Co., Ltd., Mr. Choi Young Kyun, President of the Korea Outdoor Advertising Association, Mr. Nguyen Thanh Dao, Permanent Vice Chairman of Vietnam Advertising Association, Chief of VietAd Organizing Board, Ms. Belle Yam, CEO of Kaizer Exhibitions & Conferences Sdn Bhd, Mr. Nattapong Tain (Snack), Network Marketing Manager of the Thai Advertising Business Development Association, and Mr. Nirajan Khanal, Chief Coordinator of Akrit Advertising Company in Nepal, led their teams to attend the meeting and delivered speeches.



Mr. Pan Yuzhang, in his capacity as the current rotating Chairman of AAA, warmly welcomed the arrival of many guests. Mr. Pan expressed that APPPEXPO is the preferred platform for professional buyers to directly engage with brand manufacturers, and it is also committed to seeking cooperation with overseas exhibition organizations. He emphasized that AAA is like a big family that will continue to integrate resources, implement cooperation, and make greater contributions to the Asian advertising industry.





**HOT**  
APPPEXPO

**HOT**  
SCENE



**APPPEXPO 30th Anniversary**



**HOT**  
**APPPEXPO**

**HOT**  
**SCENE**

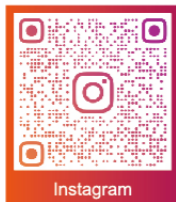
**APPPEXPO 30th Anniversary**



# THANK YOU



Wechat



Instagram



Twitter



Facebook



[www.appexpo.com](http://www.appexpo.com)