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APPEXPO

SHOW REPORT

2019



APPPEXPO 2019, which is the exhibition unit of Shanghai International Advertising Festival (SHIAF), was held successfully at National Exhibition & Convention Center (Shanghai) on March 5-8, 2019. SHIAF has been listed as a major event by the Shanghai Municipal Committee and the Municipal Government; The theme of SHIAF 2019 is UNITE THE WORLD WITH IDEAS. APPPEXPO 2019 brought together innovative products and technological achievements in the fields of printing, cutting, engraving, materials, signage and displays. It is a perfect integration of advertising creativity and technological innovation.

The four-day exhibition was fruitful and unprecedented. The exhibition area and the number of the exhibitors and professional visitors all broke a new record: the exhibition area exceeded 200,000 square meters; the exhibition attracted over 2,000 exhibitors from more than 30 countries and regions as well as 209,665 professional visitors from 126 countries and regions. The number have increased, compare with previous years. There were 6 theme exhibitions, namely: The 27th Shanghai International Advertising Technology Equipment Exhibition (Shanghai Advertising Exhibition), Shanghai International Textile Digital Inkjet Printing Exhibition 2019, Shanghai International Digital Signage System and Application Exhibition 2019, Shanghai International Digital Display Technology and Equipment Exhibition 2019, Shanghai International Lighting Exhibition 2019, Shanghai International Digital Printing Industry Expo 2019.



OPENING CEREMONY

The opening ceremony of SHIAF 2019 and APPPEXPO 2019 was held grandly at InterContinental Shanghai Hongqiao, NECC at 9am on March 5, 2019.



The Committee invited many officials and celebrities from all over the world to attend opening ceremony. They included, Mr. Kunlin XU, the Shanghai Deputy Mayor, Ms. Min LIU, the director of Advertising Supervision Department of National Administration for Industry and Commerce, Mr. John Edwards, the Consul General of the British Consulate General in Shanghai, Mr. Donghan JIN, the president of Shanghai University, Mr. Xuejun CHEN, the director of Shanghai Municipal Market Supervision Administration, Mr. Srinivasan K Swamy, the president of IAA Global, Mr. Guohua Zhang, the president of China Advertising Association, Mr. Wei CAO, the president of Donghao Lansheng Group, Mr. Lingyu WANG, the deputy head of the Qingpu

District of Shanghai, Mr. Li RUAN, the deputy director of the Shanghai Economic and Information Commission, Mr. Xiangyi KONG, the president of Shanghai Advertising Association, Mr. Qun ZHOU, the general engineer of Shanghai Municipal Market Supervision Administration, Mr. Jing ZHONG, the Chief Accountant of Shanghai Broadcasting and TV station, Mr. Yongbin YANG, the deputy secretary general of Jinan government of Shandong province, Mr. Curtis Ferguson, the president of Greater China and Korea of Coca Cola, Mr. Yiming SONG, the general manager of WPP in Greater China, Mr. Zhongqiang QIU, the vice president of political and legal affairs in Asia-Pacific and Greater China area, Mr. Michel Gutsatz, the marketing professor of KEDGE, Ms. Janet Hull, the Strategic Director of IPA, Mr. Yan CHEN, the CSO of Focus Media.



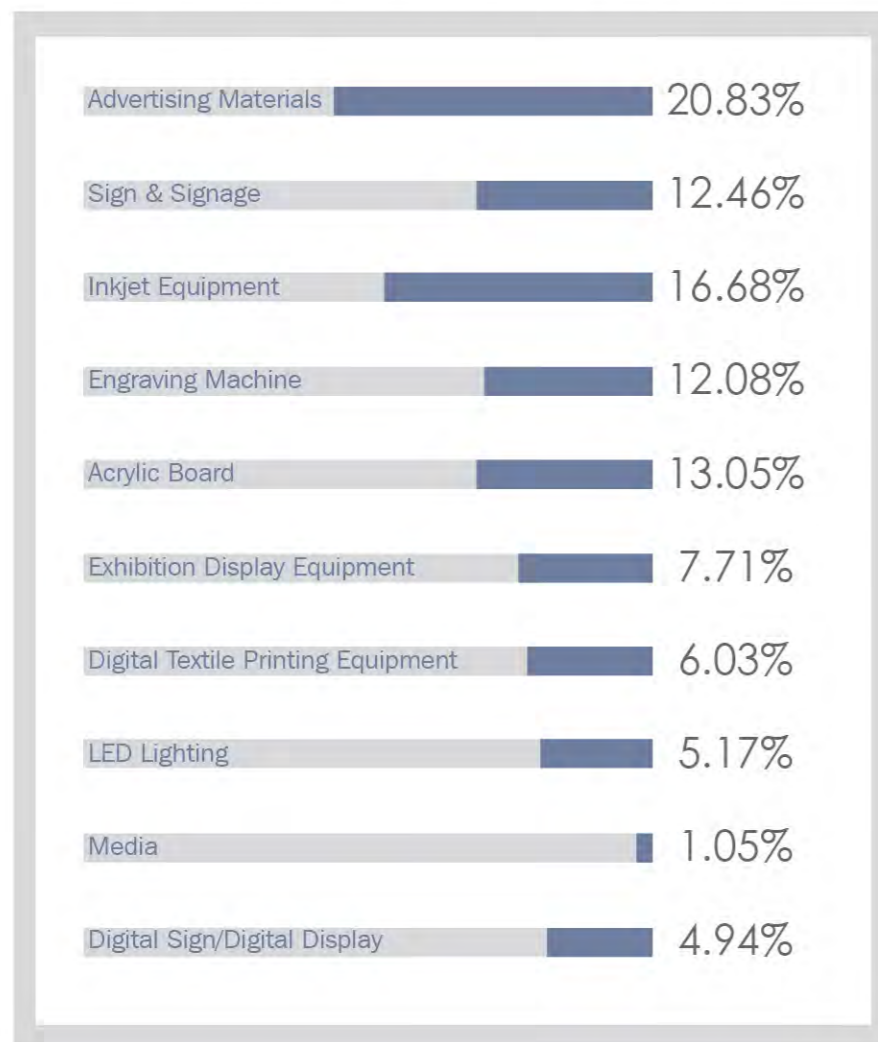
There were many other important guests participating in the opening ceremony. They included the government representatives from other cities, the delegation of the Asia Advertisement Association, etc. During the opening ceremony, many leaders and guests made speeches, and all the representatives visited APPPEXPO 2019 after the ceremony.

EXHIBITORS DATA ANALYSIS

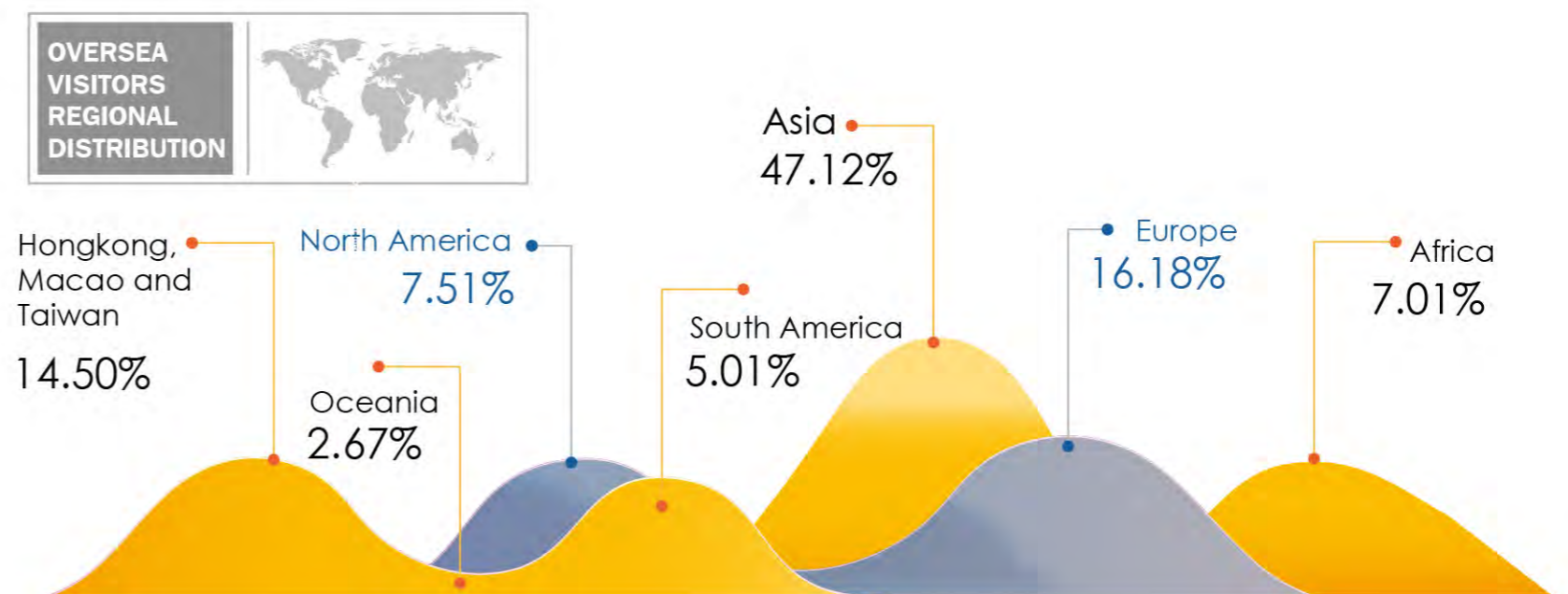
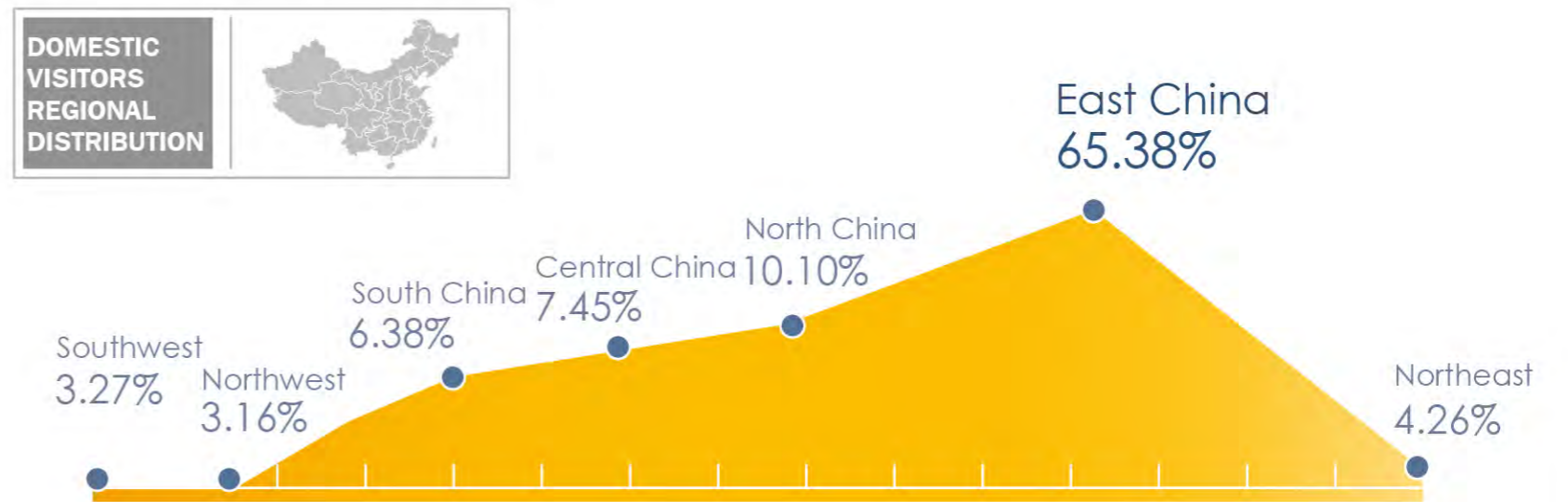
Ratio of Exhibitors at home and abroad



The Proportion of Exhibitors in Different Fields



VISITORS DATA ANALYSIS



VISITORS & ENTERPRISES NATURE ANALYSIS

Advertising Exhibition

Ad production company	38.91%
Ad Design Company	19.02%
Trader & Distributor	9.11%
Ad Material Producer	5.78%
Ad Equipment Producer	5.01%
Ad Agency Company	4.63%
Ad Product Manufacturer	3.76%
Advertiser	2.93%
Media	1.64%
Digital Display	1.34%
End-user Organization	1.56%
VR	0.78%
AR	0.72%
Colleges & Universities	0.59%
Government Institutes	0.40%
Others	3.82%



Lighting Exhibition

Distributor	12.54%
Shopping Center	8.87%
Commercial Chain	8.79%
End-user	8.62%
Property	7.91%
Exhibition Display Service	7.61%
Hotel	7.51%
SI	7.21%
Culture Communication	6.87%
Ad Media & Operation	6.51%
Brand Marketing Agenda	6.26%
Government Institute	5.21%
Others	5.12%
College & University	0.97%



Digital Textile Printing Exhibition

Textile Printing Production Manufacturer	22.85%
Textile Printing Fabric Dyeing Producer	17.06%
Outdoor Ad & Sign Textile Printing Production	11.05%
Garment Printing Fabric Manufacturer	11.01%
Home Textile Fabric Producer	10.02%
Leather, Wool Fabric, Garment Processor	9.31%
Media	3.68%
Colleges & Universities	2.27%
Government Institutes	1.19%
Others	11.56%

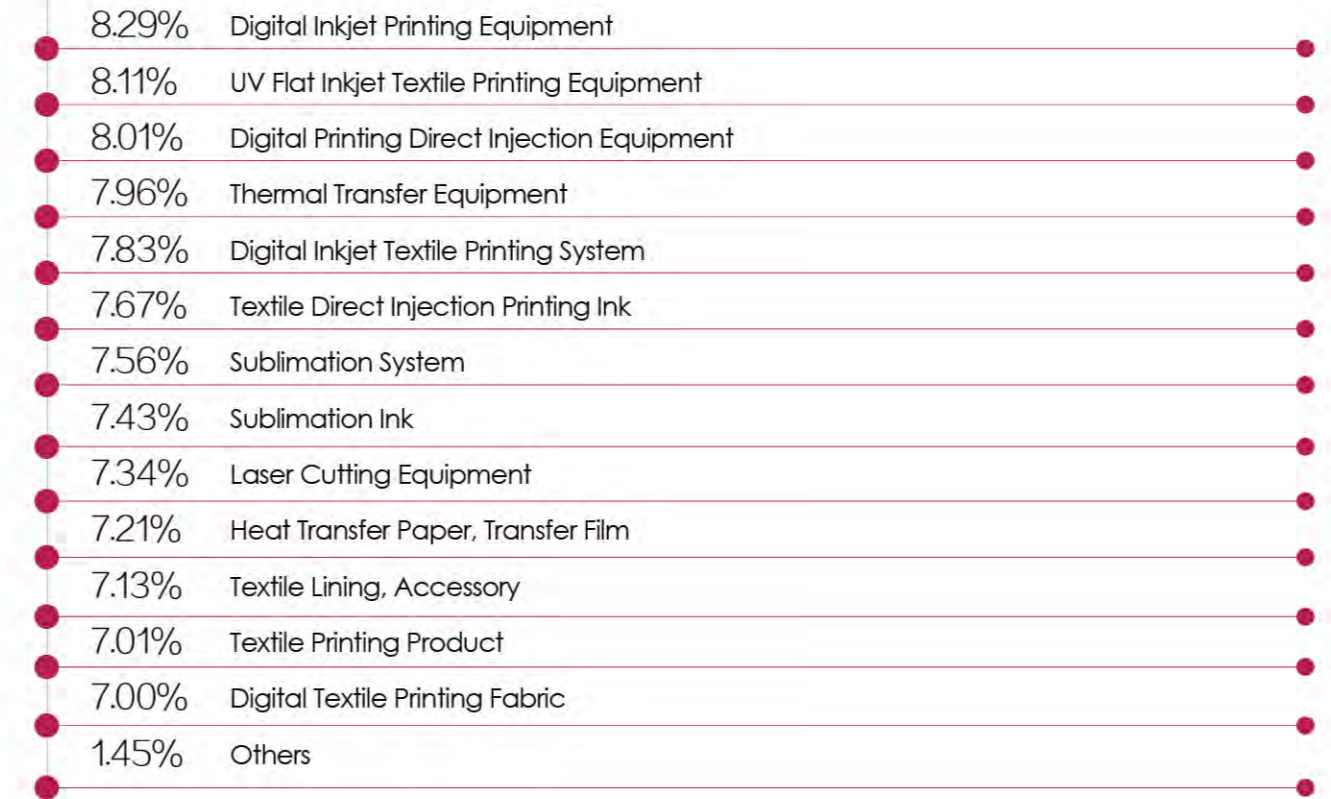


ANALYSIS ON VISITORS' INTERESTED PRODUCTS

Advertising Exhibition



Digital Textile Printing Exhibition



Lighting Exhibition



SHIAF AWARDS

The 3rd China Advertising Ingenuity Competition

To help the advertising equipment suppliers and advertising manufacture companies building up an international performance stage, the 3rd China Advertising Ingenuity Competition was held in conjunction with APPPEXPO 2019. This competition was co-organized by SHIAF Committee and APPPEXPO Committee, and be supported by CSA.

The Competition supports and encourages all types of enterprises. Therefore, as long as the artworks were innovative enough, the finalists were presented in the artwork showcase zone in 6.1H of NECC (Shanghai). The final list of winners is as follows

GOLD AWARD

Shanghai BIG Digital Imaging Technology Co., Ltd.
"White Horse and Maiden"

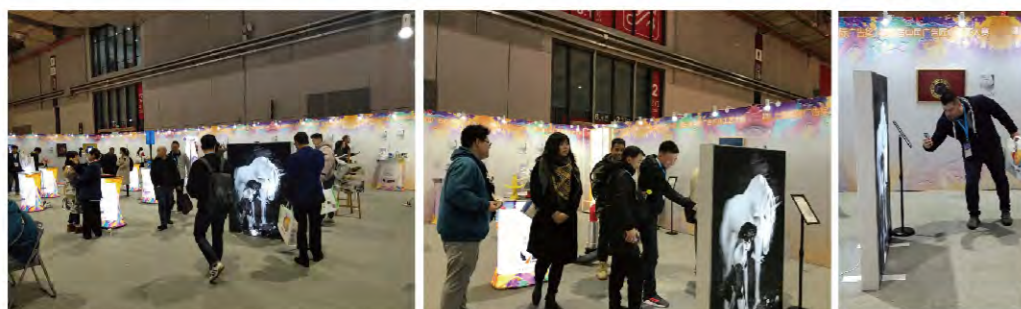
SILVER AWARD

Baicheng Digital Co., Ltd "DRAGON"
Shanghai Hong Yao Industrial Co., Ltd. "Sky Wheel"

BRONZE AWARD

Shanghai RS Digital Technology Ltd "Setting Sail"
Candex Displays (China) Co.,Ltd
"The Multi-function Light Box Charging Table"

Chongqing Zhuangmei Exhibition Co., Ltd.
"The Multi-function Night Light Showcase Solution"



DIGITAL TEXTILE PRINTING FORUM

Technology Innovation Leads the Future

The digital textile printing forum was jointly organized by the 27th Shanghai International Advertising Technology Equipment Exhibition committee and Shanghai International Textile Digital Inkjet Printing Exhibition Committee. The Forum which was held in Hall 8.1, provides an all-round interpretation of industry information around the existing printing process and core components. During the forum, many industry experts made speeches, they included:

Mr. Dou, the general manager of Beijing Sanli Technology Co., Ltd, Mr. Zhirong TIAN, the textile business department director of Beijing JHF Technology, Mrs. Xiangjie GU, the general manager of Kornit digital in Greater China, Mr. Xi XIE, the marketing and sales director of FUJIFILMDIMATIX in Greater China, Mr. Yonglin XIE, the general manager of Suzhou RealFast Print Technology, Mr. Jie LI, the regional manager of Peacock Group, Mr. Kecheng ZHENG, the marketing department manager of Hangzhou Honghua Digital Technology.



AAA HAS GROWN STRONGER

31 members from 23 countries together support APPPEXPO



At the night of Mar 4th, Asia Advertising Association (AAA) rotating chairman handover ceremony was held at Grand Banquet Hall, 2 F InterContinental Shanghai Hongqiao NECC. The participating leaders include Mr. Dingguo ZHANG, the president of CSA, Mr. Toru Takami, the Chairman of Kinki Outdoor Advertising Association, Mr. Lee Yong Soo, the president of Korea Outdoor Advertising Association, Mr. Kelvin Liao, the president of Taiwan Advertisement Engineering Association, Mr. Stanley Foo, the director of Bizlink Exhibition Services Pte Ltd., Ms. Siraporn (Bee) Phumsukson, the Marketing and International Relations Manager of IBRIX Co., Ltd., Ms. Belle Yam, the CEO of Kaizer Exhibitions & Conferences Sdn Bhd, Mr. Lau Sei Kwong, the Chairman of Federation of Malaysia Advertising Manufacturer, Mr. Kazi Sanowar Uddin, the managing director of LIMRA trade fair & Exhibitions Pvt. Ltd, Mr. Ahmed Imtiaz, the CEO of Redcarpet 365 Ltd, etc.



Mr. Lee Yong Soo took over the flag of the presidency from Mr. Toru Takami. Mr. Lee Yong Soo said that the SHIAF and APPPEXPO presents the present and future of the Asian advertising industry unreservedly. This event will not only improve the public's understanding of the advertising industry, but also make a great contribution to future cultural exchanges and mutual cooperation.

THE EXPRESS AND GRAPHIC PRINTING FORUM

On the afternoon of March 7th, the Express and Graphic Printing Forum started in NECC. The Forum was organized by APPPEXPO Committee and co-organized by Shanghai Digital Printing Industry Association. The Forum aims to discuss the latest and cutting-edge technologies and applications in the express and graphic printing industry. Mr. Dingguo ZHANG, the president of SHIAF Committee made an opening speech. Mr. Ping XUE, the general manager of Shanghai Guangyi Digital Graphic also made a passionate speech afterwards.



Mr. Dawei WANG, the director of Commercial Printing and Solutions of Digital Printing Division of HP Inc., made the speech of "How to Become an Urbanized Printing Service Provider". Mr. Mingwang CHANG, the founder and chairman of Treasure Love in Book, made the speech of "New Markets under Two Billions of Mobile Phone Photos". Mr. Bingjun LI, the operation director of Jiangsu Naisi Digital Technology, made the speech of "My Opinions on Green Development and Transformation in the express printing and graphic Industry". Mr. Wenhui Shao, the marketing manager of Canon, made the speech of "The Integration of Express Printing Industry and Internet". Mr. Xiaoming ZHU, the chairman of Highsun Graphic, made the speech of "The third generation of graphic development model". The wonderful speeches of the speakers really inspired the attendees, which truly brought enlightenment to the future development of the industry.



SHANGHAI INTERNATIONAL
EXPRESS PRINTING & GRAPHIC EXPO

SEEKING THE MOST POPULAR EXHIBITS

The artworks selection activity had started in Dec 2018. Adhering to the principle of "fairness and openness", the final list was released during the show. No doubt, APPPEXPO 2019 again presented the audiences with the amazing exhibits and technologies. During the exhibition, the organizing committee sent the trophies and certificates one by one to the winners. A total of 75 exhibits were awarded the honor.

The most popular foreign super-wide roll-to-roll printer
EFI China

The most popular domestic super-wide roll-to-roll printer
Shenzhen HANDTOP Tech Co.,Ltd

The most popular foreign wide-format roll to roll printer
Shanghai MIMAKI trading Co.,Ltd.

The most popular domestic wide-format roll-to-roll printer
Human Digital Technology (Jiashan) Co.,Ltd

The most popular foreign wide-format UV flatbed printer
Shanghai RS Digital Technology Ltd

The most popular domestic wide-format UV flatbed printer
Shanghai Huidi Digital Technology Co.,Ltd
Shanghai CoStraight Digital Technology Co., Ltd.

The most popular desktop UV flatbed printer
Beijing AsiaLink Digital Technology Co.,Ltd.

The most popular foreign wide-format flat volume dual-use printer
Agfa Imaging (Shenzhen) Co., Ltd.

The most popular Latex flat-roller dual-use digital printer
HP Inc

The most popular foreign wide-format volume dual-use printer
Dilli

Beijing AsiaLink Digital Technology Co.,Ltd.
The most popular foreign printer
Epson (China) co. LTD.
Beijing AsiaLink Digital Technology Co.,Ltd.

The most popular domestic water-based printer
Zhengzhou LECAI Science and Technology Co., Ltd

The most popular full-featured UV inkjet printer
Sky Air-Ship Digital Printing Equipment Co.,Ltd

The most popular 3.2m solvent inkjet printer
FEI YEUNG UNION Corporation

The most popular foreign high-speed digital printer
Changzhou Caikong Intelligent Technology Co., Ltd.
Epson (China) co. LTD.

ColorJet India Ltd.
The most popular domestic high-speed sublimation digital printer
Hangzhou Honghua Digital Technology Co., Ltd.

The most popular foreign high-speed dye-sublimation printer
Shanghai Yongxiang AD Tech Co., Ltd.

The most popular domestic high-speed dye-sublimation printer
Beijing JHF Technology co.,Ltd

The most popular direct injection signage printer
KEUNDO CHINA

The most popular domestic roll-to-roll digital printer
Nanjing Fomi Digital Technology Co., Ltd.
The most popular foreign T-shirt printer
Beijing AsiaLink Digital Technology Co.,Ltd.
Epson (China) Co. LTD.

The most popular domestic T-shirt printer
Nanjing PrintPretty Digital Technology Co., Ltd

The most popular foreign digital cutting system
Shanghai Hong Yao Industrial Co., Ltd.
Shanghai Xidao Digital Technology Co., Ltd.

The most popular domestic digital cutting system
Jingwei Systemtechnik Ltd.
Hangzhou lechosoff Co., Ltd.
G•WEIKE LASER
Ningbo Jinji Machine Co.,Ltd.

The most popular intelligent milling machine
Haisun Image Technology Co., Ltd

The most popular advertising cutting machine
GD HAN'S Yueming Laser Group Co.,Ltd.
Jinan Ruijie Mechanical Equipment Co., Ltd.
BeijingCenturyDahan Scientific Co., Ltd.
Zhejiang Guangxu Numerical Control Equipment Co.,Ltd

The most popular environmentally friendly printing materials
TAYA Canvas (Shanghai) Co., Ltd.
Zhejiang Huifeng New Materials Corp.,Ltd

The most popular innovative printing materials
3M China))

The most popular foreign car stickers
Agfa Imaging (Shenzhen) Co., Ltd.

The most popular domestic car stickers
Shanghai NAR Industrial Co., Ltd.
KK LabelZhongshan Inc.
Shanghai Hanker Industrial Co., Ltd.

The most popular glass stickers
WD-shanghai

The most popular textile advertising printing materials
SOYANG Technical Textile (Zhejiang) Co.,Ltd
Hubei Jinlong New Materials Co.,Ltd.
Zhejiang Jiali Textile Dyeing and Garment Co.,Ltd
Haining Tiancheng Warp Knitting Fabric Co., Ltd

The most popular aluminum plastic board
Zhangjiagang Feiteng Aluminum Composite Panel Co., Ltd

The most popular foreign UV ink
Agfa Imaging (Shenzhen) Co., Ltd.

The most popular UV ink
Shandong Limei Jetink Technology Co., Ltd.

The most popular textile printing ink
Zhengzhou Hongsam Digital Science & Technology Co., Ltd

The most popular environmental ink
ShanghaiInkWin Inkjet Technology Co.,Ltd.

The most popular 3D printer
MASSIVIT 3D

The most popular 3D printer
Shanghai MIMAKI Trading Co.,Ltd.
The most popular innovativeshowcase solution
Guangzhou HAWK Display System Co., Ltd
Shanghai Yuelong electromechanical equipment co. LTD

The most popular environmentally friendly showcasesolution
Lingtong Exhibition System Co., Ltd.
Changzhou HAWK Display System Co., Ltd
Shanghai Xidao Digital Technology Co., Ltd.

The most popular space showcasesolution
CANDEX Displays (China) Co., Ltd

The most popular signage design solution
Changzhou yidaosignage system co. LTD

The most popular platform for advertising materials
Shanghai CHUNGKONG Advertising Equipment Co.,Ltd

The most popular convenient solutions
Suzhou Donghua Advertising Material&Equipment Factory
Admax Exhibit & Display Ltd.

The most popular advertising display shelf
Expomax (China) Advertising Display

The most popular color management software
Agfa Imaging (Shenzhen) Co., Ltd.

The most popular workflow and management solutions
Prytec Solutions China Co.,Ltd

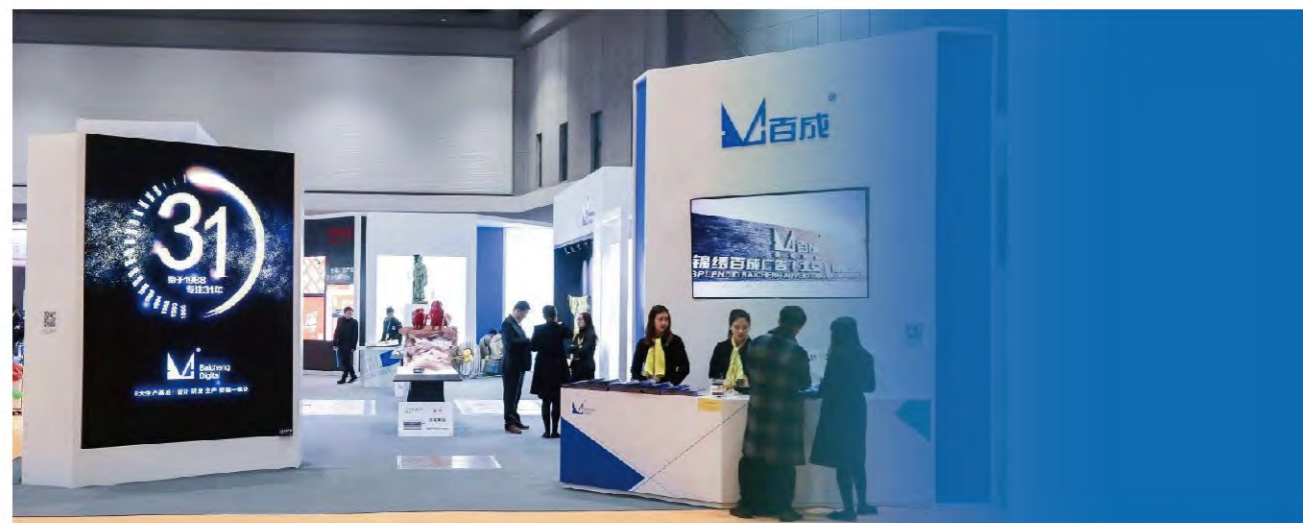
The most popular CNC carton machine
Haisun Image Technology Co., Ltd.

The most popular industrial textile printing solution
Zhengzhou Hongsam Digital Science & Technology Co., Ltd



SHOWCASE CREATIVITY

The Shanghai International Creative Design Printing Exhibition was presented in the North Hall of NECC (Shanghai). The exhibition featured a number of highly creative and digitally printed products. They have opened up a broader market for the industry.



As China's economy enters a new era of high-quality development, more creative design printing and packaging, brand marketing services integration suppliers began to provide high-quality services for Chinese and foreign customers. With high-end advertising & Sign, printing, packaging and other products, Baicheng Group offered the professional visitors an experience to see the world-class level of Chinese creative design in the field of digital printing. Other industry leading enterprises also showcased the creative new products and solutions, they included YUTO Tech, Cixi Fushan Paper Rubber & Plastic Co., LD Group, SCHAWK, Hangzhou Ioto culture and art planning co. LTD, RealTime, Shanghai Publishing and Printing College, etc.





NECC
**SHANGHAI
CHINA**
2020 | 3




New World Expo
**SHENYANG
CHINA**
2020 | 3




New Int'l
Convention And
Exhibition Center
**CHENGDU
CHINA**
2020 | 4.10-12




Jinan West Int'l
Convention and
Exhibition Center
**JINAN
CHINA**
2020 | 3




CNCC
**BEIJING
CHINA**
2020 | 2




IMPACT
**THAILAND
BANGKOK**
2019 | 11.14-17



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