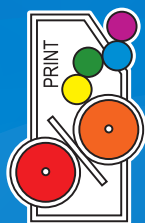




Global Print ASIA PRINT



**CHINA
PRINT 2021**

www.chinaprint.com.cn

第十届北京国际印刷技术展览会

The 10th Beijing International Printing Technology Exhibition

专刊 第一期

REPORT NO.1

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北京·中国国际展览中心·新馆

New China International Exhibition Center

Beijing, China



官方微信二维码
Official WeChat

创新引领未来

Innovation Leads the Future

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发刊词 Preface



我国印刷业“十三·五”发展规划提出，到2020年底我国印刷业总产值预计将超过14,000亿元人民币，与“十二·五”规划实现的产值相比递增27.3%，继续保持全球第二印刷大国地位。

“十三·五”期间，中国印刷产业规模继续扩大，产业结构逐步优化，绿色印刷成效显著，市场环境更加成熟，内生动力依然强劲。截至2018年底，我国印刷总产值达1.27万亿元，增幅创近五年新高。全国印刷企业总量为9.8万家企业、从业人员270.4万。在文化及相关43个产业类别中，规模以上印刷企业营收已占到全国文化及相关产业规模以上企业营收的7.2%。印刷业已成为我国文化产业中的支柱行业，较好发挥了阵地建设、技术支撑，服务人民、传承文明的重要作用。

备受业界瞩目的“第十届北京国际印刷技术展览会（CHINA PRINT 2021）”将于2021年6月23日-27日在北京中国国际展览中心新馆举办。本届展会预计展出面积160,000平方米，海内外参展商1,300多家，专业观众20万人次，将是2021年全球颇具规模和影响力的国际印刷展。印刷领域的各大跨国企业和国内大企业均对此展高度重视，将悉数参展，并在现场推出中国首发、亚洲首发，甚至全球首发的最新印刷技术设备，展会现场将亮点频现，异彩纷呈。

展会同期还将举办印刷新技术、出版、包装、标签、数码等技术领域的高峰论坛，同时还将举办第八届中华印制大奖的颁奖典礼，以及多场专业、先进、丰富的同期活动。为给全球专业人士带来便捷的观看体验，所有活动将首次采用“线上线下结合”的形式，面向全球同步云直播。

为了让参与CHINA PRINT 2021的各位朋友能及时获取展会的相关资讯，了解展会的各项筹备进展情况，我们特出版CHINA PRINT 2021展会专刊。专刊共计划出版3期，敬请关注。

CHINA PRINT 2021感谢您的关注与支持！

CHINA PRINT 2021组委会
2020年9月

According to the 13th Five-Year Plan for the Development of China's Printing Industry, by the end of 2020, the total output value of China's printing industry is expected to exceed RMB 1,400 billion, an increase of 27.3% compared with the output value realised in the 12th Five Year Plan, making China remain to be the world's second largest printing power.

During the 13th Five-Year Plan, the scale of China's printing industry continues to expand, the industrial structure is gradually optimised, green printing has achieved remarkable results, the market environment gets more mature, and the endogenous driving factors remains strong. As of the end of 2018, the total output value of China's printing industry reached RMB 1.27 trillion, with the growth rate to hit a five-year high. The total number of printing enterprises across China is 98,000 and there are 2.704 million employees working for printing. In the category of the culture industry and related 43 industries, the operating revenue of printing enterprises above designated size represents 7.2% of the operating revenue of all the enterprises above designated size in China in terms of culture and industries related to culture. Printing industry has become a pillar industry in China's cultural industry and it has played an important role in position construction, technical support, serving the people, and inheriting civilization.

The 10th Beijing International Printing Technology Exhibition - CHINA PRINT 2021 will be held on the 23rd to the 27th of June, 2021 at New China International Exhibition Centre, Beijing. The exhibition is estimated to cover a total area of 160,000 square metres, participated by more than 1,300 exhibitors from all over the world, and is expected to attract more than 200,000 professional visitors and buyers. It is deemed to be the most important printing exhibition of the largest scale in the year of 2021 in the world. High attention has been paid by almost all enterprises and manufacturers from the world who will be taking part in the exhibition and bringing their latest equipments with cutting-edge technologies for a debut in Asia or even in the whole world. The exhibition is deemed to be a wonderful event with tremendous highlights onsite.

Concurrently with the exhibition, summit forums focusing on new printing technologies, publishing, packaging, label printing, digital printing et cetera will be held. In the meantime, the 8th China Print Award and other advanced professional events will also be held. For furnishing visitors and buyers from all over the world a better visiting experience, events will be held both online and on-site; hence cloud live shows would be employed for the first time.

For better delivering the exhibition related information and reporting the relevant works undertaken by the Organising Committee, Show Report of CHINA PRINT 2021 will be published. The series of the Report will contain 3 sessions.

CHINA PRINT 2021 thanks for your attention and support!

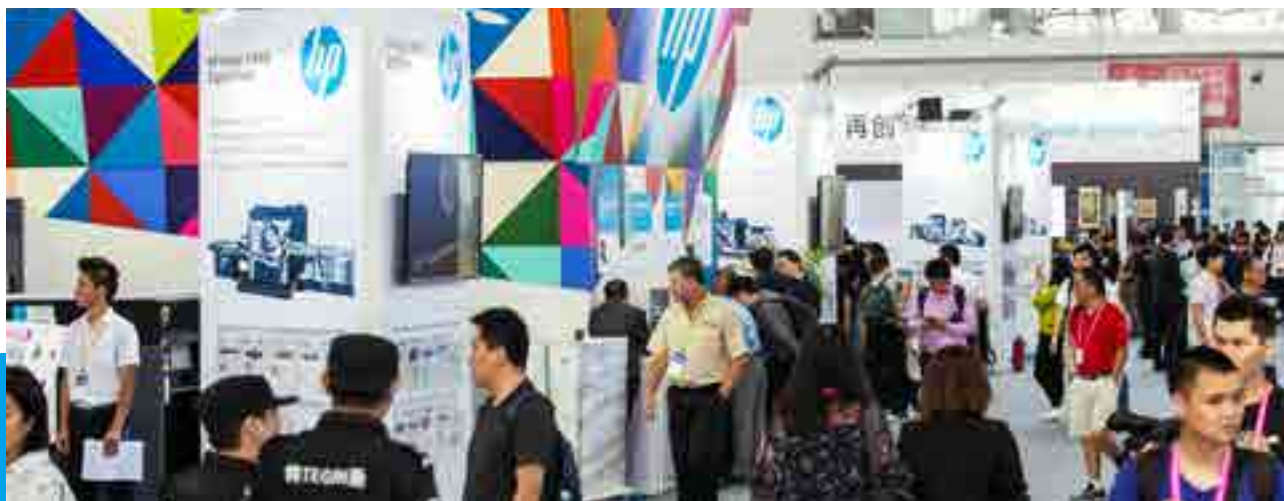
Organising Committee of CHINA PRINT 2021
September, 2020

第十届北京国际印刷技术展览会 向时代取势 为产业赋能

CHINA PRINT 2021 – Taking the Advantages from the Era for Energising the Printing Industry

我国印刷业“十三·五”发展规划提出，到2020年底我国印刷业总产值预计将超过14,000亿元人民币，与“十二·五”规划实现的产值相比递增27.3%，继续保持全球第二印刷大国地位。“十三·五”期间，中国印刷产业规模继续扩大，产业结构逐步优化，绿色印刷成效显著，市场环境更加成熟，内生动力依然强劲。截至2018年底，我国印刷总产值达1.27万亿元，增幅创近五年新高。全国印刷企业总量为9.8万家企业、从业人员270.4万。在文化及相关43个产业类别中，规模以上印刷企业营收已占到全国文化及相关产业规模以上企业营收的7.2%。印刷业已成为我国文化产业中的支柱行业，较好发挥了阵地建设、技术支撑，服务人民、传承文明的重要作用。

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在此契机下，由中国印刷及设备器材工业协会和中国国际展览中心集团公司联合主办的第十届北京国际印刷技术展览会（CHINA PRINT 2021）将于2021年6月23–27日在北京中国国际展览中心新馆举办。本届展会将在“中国制造2025”和“中国印刷工业十三五发展规划”指引下，遵循“中国印刷产业技术发展路线图”提出的具体发展路径，以“创新引领未来”为主题，力争把展会打造成为一届“聚焦亮点、彰显创新、激发活力、引领潮流”的世界顶级印刷行业盛会。预计展出面积16万平米，参展厂商1,300多家，专业观众逾20万人次。展会同期还将举办60多场高峰论坛和技术交流活动，融汇才智，启迪思想，引领世界印刷技术发展潮流。

Under this circumstance, the 10th International Printing Technology Exhibition (CHINA PRINT 2021) will be held jointly by PEIAC and CIEC in New China International Exhibition Centre, Beijing, China from June 23rd to 27th, 2021. Under the guidance of “Made-in-China 2025” and the “13th Five-Year Plan for China’s Printing Industry”, the event will follow the development pathways proposed in the Roadmap for the Technological Development of China’s Printing Industry. It strives to build itself into a world-class event of the printing industry which is full of highlights, showcases innovation, stimulates vitality and leads the trend. The exhibition is expected to cover 160,000 square metres and to attract over 1,300 exhibitors and over 200,000 professional visitors. More than 60 summit forums and technical exchange forums will be held during the exhibition to pool wisdom, inspire thinking and lead the development trend of global printing technologies.

展会介绍 Exhibition Introduction



2020年注定是不平凡的一年，新冠肺炎疫情席卷全球，给各行各业带来了不同程度的影响。对于印刷包装行业而言，首当其冲的除了外贸及订单的锐减之外，行业展会也纷纷宣布延期或停办。

The year of 2020 must be an extraordinary year. All walks of life have been influenced by the wide spread of the new corona virus. In terms of the industries of printing and packaging, the dramatic decline of foreign trade and orders proved to be the first section that affected by the epidemic, straight after which, the professional exhibitions in the relevant industries announced to be suspended or even cancelled in succession.



然而，将于明年举办的第十届北京国际印刷技术展览会（CHINA PRINT 2021）一如既往的受到了广大参展商的积极参与和关注。在主办方的积极推进下，展位申报面积已突破14万平方米，报名企业771家。此外，展商报名还在火热进行中，在北京新国展只有10万方平米的展出面积的条件下，主办方在积极筹划展出计划。

However, CHINA PRINT 2021, which set to be held in the coming year, has been paid close attention and participated proactively by exhibitors. As the result of the promotion which had been done by the Organising Committee, the reserved exhibiting area has exceeded 140,000 square metres booked by 771 enterprises. Besides, the Organising Committee has proactively enlarging the exhibition area since the indoor exhibiting area of the New China International Exhibition Centre only takes up 100,000 square metres which cannot fully satisfied the needs of the increasing number of exhibitors who urged to obtain booths.



展会介绍 Exhibition Introduction

为了让行业同仁能尽早地了解更多有关CHINA PRINT 2021的详细信息，主办方相关负责人接受了媒体专访，进一步披露了展会的最新消息。

In order to deliver the detailed information of CHINA PRINT 2021 rapidly, an exclusive interview has been undertaken to disclose the latest news.

“创新引领未来”——CHINA PRINT 2021主题升级

Innovation Leads the Future – An Upgrade Theme of CHINA PRINT 2021

CHINA PRINT 2021新主题确定为“创新引领未来”。主办方负责人解读了这一全新的主题：“展会的主题既要体现出国际国内行业的高质量发展现状，同时也要适应世界发展潮流，对标世界一流技术，例如数字技术、网络技术、人工智能技术等在我国印刷领域的应用。而创新是推动国际印刷技术发展的最大动力，也应体现我们从印刷大国到印刷强国的转变，因此，我们将CHINA PRINT 2021的主题定义为——创新引领未来。”

The new theme of CHINA PRINT 2021 has been set to be “Innovation Leads the Future”. The principal of the organiser illustrated such a change as “to show the high level development in both domestic and overseas industry on the one hand; on the other hand, to show the application in domestic printing industry in the light of the world trend of development in the segments of digital technology, network technology, artificial intelligence et cetera. Innovation is the main force that promotes the development of printing technologies, and also the factor that realised China transformed from a large printing country to a real printing power. Hence we defined the theme of CHINA PRINT 2021 as ‘Innovation Leads the Future’.”

2020年是“十三·五”规划的收官之年，也是“十四·五”规划的启动之年。中国印工协受上级部门委托，正在组织制定中国印刷装备高质量发展的相关规划，按照原国家新闻出版广电总局提出的绿色化、数字化、智能化、融合化的四化战略，以及工信部提出的中国制造2025所提及的战略目标和核心要求，来推动我国印机业制造业的高质量发展。”负责人借此讲述道。

The principal also states that the year of 2020 is the end year of the 13th Five-year Plan, also the initiate of the 14th Five-year Plan. Printing and Printing Equipment Industries Association of China (hereinafter PEIAC) was authorised by its superior administrative unit to formulate relevant plans regarding the high quality development of China’s printing equipment, to promote the development of domestic printing manufacturing industry in the light of the strategy of green, digital, intelligent and amalgamated which proposed by The former State Administration of Press, Publication, Radio, Film and Television, and also the target and core requirement of Made-in-China 2025 proposed by Ministry of Industry and Information Technology of the People’s Republic of China.

“品牌力量，值得信赖” —— CHINA PRINT 2021—马当先 Reliable Branding Makes CHINA PRINT 2021 in the Forefront

2020年2月-5月，CHINA PRINT 2021展位申报面积实现从6万到12万的惊人增长。在全球经济受到疫情影响之下，它是如何取得如此骄人成绩的呢？主办方负责人做出了如下的回答：

From February to May 2020, the total application area reserved by exhibitors increased from 60,000 square metres to 120,000 square metres. How the incredible growth can be achieved when the world's economy has been heavily stricken by the epidemic? The principal answered as below:

首先，CHINA PRINT 2021仅用4个月的时间，申报面积从6万平方米增长到12万，翻了一番，这充分体现了企业及印刷界对展会的支持和信任。我觉得主要有以下三个方面的原因：

First of all, the growth of the applied exhibiting area that increased from 60,000 to 120,000 square metres fully illustrated the support and confidence the industry and exhibitors given to CHINA PRINT 2021. There are mainly 3 factors as followed:



展会介绍 Exhibition Introduction

展会品牌深入人心

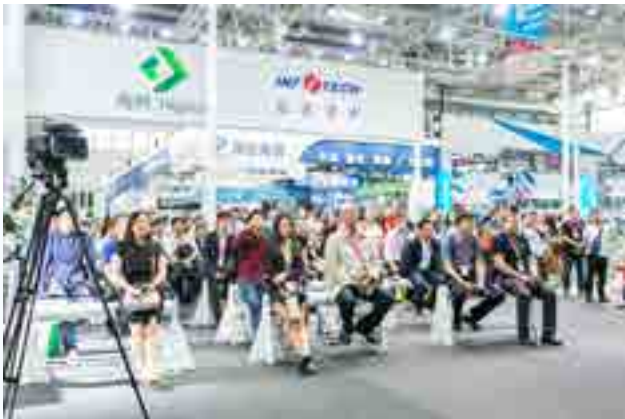
The Brand of CHINA PRINT has Lodged Itself in the Public Mind

上一届CHINA PRINT 2017的展出面积达16万平方米，专业观众超过20万人次，线上观众总浏览量达40多万人次；同期举办的各种国际论坛、会议及技术交流活动达到60多场；全球首发、亚洲首发的新技术、新产品近100种；80多个来自欧洲、美洲、非洲以及东南亚地区的海外参观团，64个来自国内地方协会和各省市自治区的参观团前来洽谈、采购；100多家海内外专业媒体和大众媒体都积极参与展会，全方位对展会进行报道；各大展商都表示成交超过预期，除了国内客户，还有15%左右的海外订单。

The last session, CHINA PRINT 2017, occupied 160,000 square metres exhibition area and visited by professional visitors both on-site (over 200,000 person-times) and on-line (over 400,000 person-times); there were more than 60 international forums, conferences and technology exchange meetings held concurrently with the fair; approximately 100 new technologies and products had their debut in the show; more than 80 overseas delegations from Europe, America, Africa and South East Asia visited the exhibition, meantime 64 domestic delegations organised by provincial and municipal printing associations visited and trading with the exhibitors on-site; more than 100 mass media and professional media proactively participated in and reported the show. In the view of exhibitors, the trade volume during the fair was over their expectations. Besides the orders made by domestic clients, approximate 15% orders were made by foreign buyers.

新形势下，明年的CHINA PRINT是一个考验，同时也是一个很好的机会。对中国市场，对CHINA PRINT，大家都充满信心，希望借助展会的品牌效应，展示新产品、新技术，开拓新市场，挖掘新客户，提升企业竞争力。

Under the new circumstances, CHINA PRINT in the next year would be a challenge yet an opportunity as well. As to the print market in China, CHINA PRINT has been paid full confidence by exhibitors who would optimise the use of the platform and branding of the fair to showcase their latest technologies and product, to explore their new trading fields, to connect with new clients and to enhance their competitive power.



专业团队值得信赖

Professional Exhibition Teams Win Reliability

CHINA PRINT经过多年的发展，现在由北京中印协和东莞中印协两个专业的展览公司进行组展工作。同时，中国印工协作为全产业链的协会，与印刷机制造商，印刷企业都有着密不可分的关系。在疫情期间，中国印工协不仅全面掌握行业的发展动态，同时提出了很多前瞻性的预判，在行业中的地位十分重要。因此，参展企业对协会有依靠，对展会平台有信心。

After years of development, CHINA PRINT now is organised by China Print Show Company Limited and Print China Show Company Limited. In the meantime, PEIAC keeps its close connection with the manufacturers and printing enterprises as a comprehensive association covering the whole industrial chains. During the epidemic period this year, PEIAC fully grasped the developing dynamic of the industry and proposed several anticipated prospect for the industry in-time. Because of the predict PEIAC made and its vital role in the printing and related industries, the exhibitors who will be taking part in CHINA PRINT 2021 were confident in the great platform that the coming exhibition will offer.

招展工作启动及时

An Early Start of the Preparatory Work for CHINA PRINT 2021

在CHINA PRINT 2017举办期间，我们就启动了21年展会的招展工作，现场拜访参展商，收集了很多报名表。在19年东莞展期间，我们举办了CHINA PRINT 2021的启动仪式，同时接受现场报名，当时就收到了近3万平方米的参展申请。随后我们精心制作了招展手册，快速开通了网上报名，积极推出了系列优惠政策，在官网、官微、合作媒体上不断发布展会的各项工作进展.....我们通过一系列的工作，得到了企业的支持和认同。”

In CHINA PRINT 2017, the preparatory work for the next edition had already been started. The Organising Committee communicated with exhibitors and collected plenty of application forms. In PRINT CHINA 2019, the Organising Committee held a launching ceremony for CHINA PRINT 2021; in the meantime, on-site applications were accepted, in which booth area covered around 30,000 square metres. Afterwards, show brochures were elaborately designed and online application system was employed; a series of discount scheme were launched, and news about how the preparation progress that CHINA PRINT 2021 has already been undertaken were released in every corner of our official website, official WeChat and via cooperating media partners. Through all these methods, CHINA PRINT won the recognition and support from enterprises in the printing industries.

“服务行业，顺势而为” —— CHINA PRINT 2021 一如既往 Services for the Industry as Always – CHINA PRINT 2021

自1984年以来，CHINA PRINT一直以推动行业发展为己任，服务中国的印刷行业。CHINA PRINT 2021主办方为了更好的服务行业，服务企业，具体都做了哪些工作？

Since the year of 1984, CHINA PRINT saw promoting industrial development as its responsibility to provide better services for China's printing industry. What methods have been undertaken by the Organising Committee to further enhance the services to the industry and the enterprises in CHINA PRINT 2021?

主办方负责人接受采访时表示：“受疫情影响，我们之前常规的例如出访、拜访等工作都受到了限制，但我们用视频会议、网络办公等创新形式，有序的进行展会的各项服务工作，取得了很好的效果，具体有四个方面：

The principal states that, due to the epidemic, huge limit has been applied to our daily work, such as business trip and visit. However, alternatives have been chosen – video conference, working from home and et cetera. The services for CHINA PRINT 2021 have been done orderly and recognised by the enterprises. There are mainly 4 aspects to illustrate:

直面疑虑积极沟通

Facing with Anxiety Directly and Communicating Proactively

新冠肺炎疫情爆发以来，我们第一时间与各大参展企业，特别是惠普、海德堡、天津长荣、科尼希鲍尔、小森、博斯特、柯尼卡美能达、利优比新菱（嘉和顶新）、中德集团等印刷龙头企业的领导积极沟通，通过视频会议、电话、微信等渠道，了解到他们的顾虑和想法，帮助他们看清中国的市场走向，集中解答他们的问题，通过分析、比较以及回顾往届的展会效果，用数据说话，让展商的担心变为决心，从而纷纷选择参加CHINA PRINT 2021，因为中国的市场不可或缺。

Since the breakout of the epidemic, the Organising Committee promptly contacted with the principals of the exhibitors of CHINA PRINT 2021, especially HP, Heidelberg, Masterwork, KBA, Komori, Bobst, Konica Minolta, Ryobi Mitsubishi (Dinga), Zhongde Group and et cetera. Via video conference, con-call and WeChat, the thoughts and considerations of the exhibitors were fully understood by the organiser; meanwhile, the organiser shared the prospective of China's print market. Intensive answers were given on their questions and worries, and an analysis based on the statistics of previous editions of CHINA PRINT has been given by the organiser to better illustrate the great outcome of attending the exhibition. Considering the importance and indispensability of China's print market, most enterprises chose to participate in CHINA PRINT 2021.

多种渠道全力招展

Exhibitor Invitations Made via Multi-methods

同时，我们通过展览公司、印工协的各个专业分会，环球印刷联盟、亚洲印刷展览联盟、海外合作协会等，多渠道、多层次、多形式的开展招展工作。同时，我们加强服务，对于报名期间出现的报名的流程、展位的协调等各种问题，及时协调沟通解决。

The invitation to CHINA PRINT 2021 has been sent through various ways including the show companies, the professional sub-associations of PEIAC, Global Print, Asia Print, overseas print associations and et cetera. In the meantime, we enhanced the services to prompt react and better solve the problems that the exhibitors faced with during their applications and booth allocation.

提振行业发展信心

Escalate the Development and Enhance the Confidence of the Industry

作为主办方的中国印刷及设备器材工业协会，在疫情期间不间断地进行行业调研，了解印刷企业的复工复产情况，全面分析疫情对中国印刷行业的影响，联合各地印刷行业协会，积极为企业提出“复工诊断”，调研企业的情况，推出“聚力战疫情|守望相助 印刷人在行动”系列报道、《印刷及设备器材企业复工防疫工作指导手册》、企业复工复产“诊断计划”成果系列发布等，运用网络平台，以电子刊、微信报道的形式同步向行业发布，同时在展会官网、官微上开辟抗疫专题，不断进行宣传，提振了行业发展信心。

As the organiser, PEIAC undertook investigations in the industry on their operations and work resumption during the epidemic, and elaborately analysed the influence that the wide spread of the new corona virus has caused to China's printing industry. PEIAC also cooperated with provincial and municipal printing associations to provide "diagnosis on work resumption" for enterprises, and published a series of reports – *Converging Power against the Epidemic | Guarding and Concurring, Printing Industries in Actions, Guideline on the Work Resumption of Printing and Printing Equipment Enterprises*, and released the result of the Diagnosis Plan for Work Resumption for Enterprises. These articles were published via web platforms including E-journal and WeChat release; meanwhile, on the official website and official WeChat platform of CHINA PRINT 2021, a special section was set for promoting the anti-epidemic knowledge and news to continuously release information in this regard, which to a large extent encouraged the industries.

展会介绍 Exhibition Introduction

全面提升服务水平

Comprehensively Enhancing the Level of Services

随着招展工作的顺利进行，展会现场的运输、水电、交通、住宿等服务商的招投标工作，以及展馆的相关服务工作，我们都在有条不紊的进行中，之前展商提出的服务不到位的地方，我们都进行了重点考虑，重点安排，后期我们还将推出更多的服务措施，给展商和观众带来更好的参会体验。

With the smooth conduction of the preparatory work for CHINA PRINT 2021, all sections of work have been undertaken orderly, including the bidding of exhibit transportation, water and electronic supplies on-site and service providers for transports and accommodations. An emphasis has been put on the unsatisfactory aspects where the exhibitors mentioned previously. On the later stage of the preparation for the exhibition, more measures will be applied to further enhance the services to deliver a better experience for both the exhibitors and the visitors.

“展会赋能，确保观众”——CHINA PRINT 2021当仁不让

Exhibition Energised Visitors – CHINA PRINT 2021 Making a Difference

高质量的观众是展会成功的保障。作为国际大展，如何吸引更多的专业观众到现场参观采购，这是展会是否成功的关键。那么，CHINA PRINT 2021 又是如何确保明年展会的观众质量呢？

Professional visitors and buyers of high quality are the key factors for an exhibition to be successful. As a grand international fair, the key factor to success is to attract more visitors to visit and trade on-site. What CHINA PRINT 2021 has been done to ensure the number and the quality of visitors for the fair?

主办方负责人接受采访时表示：“CHINA PRINT 2021已全面启动专业观众组织工作。具体有以下五点：
The principal of the organiser stated that, CHINA PRINT 2021 has already started the work for visitor invitations; the detailed measures were as below:

充分发挥中国印工协的行业优势

Optimise the Industrial Advantages of PEIAC

在本届展会买家邀约和观众组织上，我们充分发挥中国印工协的行业优势和企业资源，定期与各地行业协会召开电话会议，积极了解企业复工复产情况，所属8个分会、8个工作委员会、2个专业委员会、50个团体会员，全国各省市自治区兄弟协会都将组织专业买家团。

In the aspects of buyer invitation and visitor organising, PEIAC has been fully employed to optimise its industrial advantages and resources. Con-calls were made regularly with provincial and municipal printing associations to learn the status of work resumption in enterprises. Professional buyer delegations will be organised via 8 sub-associations, 8 working committees, 2 professional committees, 50 group members and printing associations from different provinces and cities.

借助两大国际印刷联盟的影响

Take Advantages of the Industrial Influence of the Two International Printing Alliances

我们还将借助环球印刷联盟和亚洲印刷展览联盟的组织架构和国际网络，通过各种有效渠道全力开展海内外专业观众的组织和邀请工作。经过与海外的买家团的积极沟通和联络，目前20多个国家和地区的行业协会都表示明年六月一定会组团到中国观摩展会，参观采购。

The invitation to CHINA PRINT 2021 has been sent through various ways including the show companies, the professional sub-associations of PEIAC, Global Print, Asia Print, overseas print associations and et cetera. In the meantime, we enhanced the services to prompt react and better solve the problems that the exhibitors faced with during their applications and booth allocation.

多举措与展商共同邀约观众

Multi-ways Invitation Undertaken Joining Hands with Exhibitors

CHINA PRINT作为专业的国际大展，历届以来，各大品牌参展商悉数参展，规模宏大，这也必将带来更多优质的专业观众。同时，为了提供更好的服务，我们将推出展商专属二维码、一对一邮寄参观门票、展商专属观众现场领好礼等多种举措，与展商一起来邀请专业观众到场。

As a grand international exhibition, every previous edition of CHINA PRINT had been participated by prestigious manufacturers around the world, which inevitably attracted plenty of professional visitors. Aiming at enhancing the service, a number of measures have been undertaken by both the organiser and the exhibitors, for example, unique QR code for exhibitors, direct mail of ticket, and on-site gifts for designated visitors invited by exhibitors.

全方位立体化多媒体宣传

Comprehensive Multimedia Promotion

我们已陆续与来自全球的近百家专业媒体签订了合作协议，其中国内的专业媒体60多家，海外30余家，大众媒体10多家。通过大量投放展会广告、专栏、新闻稿等多种方式，分阶段地对展会整体进行宣传报道，吸引观众前来参观。

The organiser has established cooperation relationship with almost 100 professional media all over the world, including over 60 domestic professional media, approximately 30 foreign ones and over 10 mass media. The exhibition is to be exposed to visitors comprehensively in different phases via advertisement, magazine or newspaper columns, reports and et cetera, which gives visitors numerous ways to obtain information and be attracted.

展会介绍 Exhibition Introduction

多形式、多渠道进行观众邀请

Multi-form and Multi-channel Invitation of Visitors

我们还将通过开通网上观众预登记、直邮参观指南、直邮观众参观券、合作媒体夹带参观券、群发手机短信等系列举措邀请专业观众前来参观。

Various methods will be applied to invite professional visitors, including online pre-registration, direct mail of show directory and ticket, ticket insert in magazines, SMS ticket, et cetera.

“双向渴望，市场可期”——CHINA PRINT 2021全力以赴，创造行业共赢 Desire from Both Sides, Expected Market – CHINA PRINT 2021 Aiming for Win-win

印工协最近对行业的调研显示，本次疫情对各行各业影响很大。在这种艰难的发展环境之下，企业都在苦练内功，加强新产品的开发，为复工以后开拓市场做积极的准备，并且对明年的经济抱有很大希望，从企业积极报名参展我们可以看到，他们都在等明年的市场机会。

The result of an industrial observation during the Covid-19 pandemic period showed that the epidemic had huge effects on all walks of life. Confronted with the difficulties, enterprises in the printing industries have been improving themselves under great pressures, enhancing the research and development of new products and preparing proactively for exploring the market after return to work.

“有一点我们必须要有信心，在明年举办展会的时候，疫情肯定已经能被控制了。从现状来预判，明年全世界对中国都将很有信心，经济也将大幅度增长反弹，原本就拥有强大购买力的中国市场在疫情过后将出现更多、更强劲的需求。同时，CHINA PRINT 2021也将是疫情过后的国内第一个国际性综合大展，必定将为中国印刷市场提供一个最大的国际性的商贸平台，技贸平台，信息交流平台，这个平台将会对印刷行业的各个领域，各个板块，以及国内市场产生巨大的影响。”主办方负责人对明年的展会充满了信心。

“We believe that in the coming year when CHINA PRINT 2021 opens, the epidemic will be under control. Expectantly China will have been paid great confidence in the next year in the aspect of the recovery and bloom of its economy, as China's market of astonishing purchasing power would then highly expand due to more demands rising after the epidemic. Meanwhile, CHINA PRINT 2021 will then be the first comprehensive international exhibition, which will definitely offer China's print market a largest platform for trading, technological and information exchange. This platform will influence the printing industry in every segment and aspect, and also will also impact the domestic market.” The principal shows his confidence on the coming CHINA PRINT in the next year.

“从目前的报名来看，我们感受到了来自行业的两个强烈渴望。从装备企业来看，他们都在渴望行业大展，因为这场疫情基本影响了他们整年的销售业绩，都在卯足了劲的加强技术提升与新产品的开发，他们渴望全新的亮相机会，从而收获更多市场份额；从下游用户来讲，中国印刷企业也有一个渴望，他们渴望新的技术、新的商机，所以他们需要更大的国际性的平台来了解这些趋势和信息，从而找回曾经失去的订单，觅得更多发展机会。另外，他们也有很多设备需要更新换代，即使目前受疫情影响需求力较弱，但在明年的展会上将变得更加强劲，可以直接与国际国内众多制造商见面，从而采购自己所需的设备。所以，这两点渴望将会集中体现在明年的展会上。”主办方负责人如此分析道。

“We have already understood two strong desires from the industry according to the applications received. Manufacturers have been expecting the grand fair due to the sales performance of the whole year that has been highly affected by the epidemic. They have been concentrating on the research and development of the new products and the upgrade of new technologies for a brand new appearance in order to increase the market share more effectively. As for the downstream users - the printing enterprises, they are eager to learn new technologies and seize new business opportunities; hence they need larger international platform to obtain the information and learn the trends to explore more commercial potential and even retrieve the lost orders back. Moreover, they also have machines and equipments to be upgraded. Although the epidemic has subdued the demand, it will finally turn to be strong in the coming year. New machines and equipments will be purchased at the fair after direct communication with both the domestic and foreign manufacturers. Thus the two desires will then reflect on the coming exhibition next year.” The principal analysed.

CHINA PRINT已成为中国印刷包装产业的晴雨表和风向标，展会的成功举办将有力促进国民经济的发展，并将为印包产业带来里程碑式的发展。我们相信在全新的展会主题引领下，工业互联网、人工智能、绿色环保等更多前沿技术、商业模式、创新理念都将得到更好的诠释与呈现，从而促进整个印刷行业的整体繁荣。届时，我们期待大家在明年的大舞台上取得丰收，获得双赢。

CHINA PRINT has proved to be the barometer and wind vane of China's printing and packaging industries. The success of the exhibition would be a great factor that pushes the national economy and brings a leap-forward development for printing and packaging industries. We believe that under the new theme of CHINA PRINT, more advanced technologies, business models and innovative concepts on the industrial internet, artificial intelligence, green and environmental protection will be obtained better illustration and showcases; it will finally push the all industries related to printing and packaging developing into a new era. On that time, we would honestly wish you a great success and win-win on the platform offered by CHINA PRINT.



CHINA PRINT 2017实现自我超越

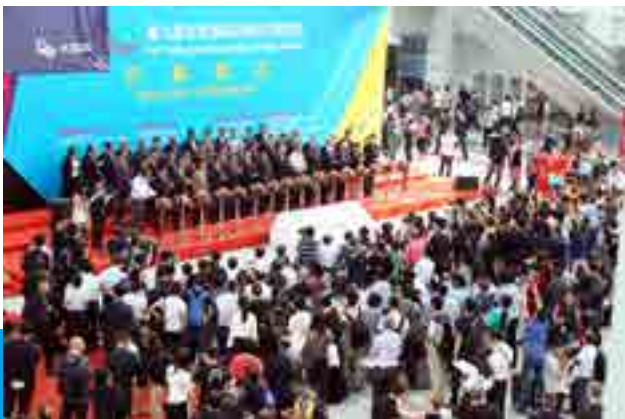
CHINA PRINT 2017 – Reaching New Stage

第九届北京国际印刷技术展览会（CHINA PRINT 2017）于2017年5月9-13日在中国国际展览中心（新馆）召开。本届展会规模宏大，新品迭出，人气旺盛，成交火爆，在规模上、水平上超出以往，再创辉煌，是取得巨大成功的一次盛会。

The 9th Beijing International Printing Technology Exhibition (CHINA PRINT 2017) was successfully held at New China International Exhibition Centre from May 9 to 13, 2017. Surpassing its predecessors in both scale and quality, CHINA PRINT 2017 presented a rich variety of new products, attracted a great number of visitors, and witnessed the closing of numerous deals.

本届展会吸引了来自中国、德国、英国、美国、法国、意大利、韩国、日本、以色列、巴基斯坦、印度、马来西亚、印度尼西亚、菲律宾、斯里兰卡、丹麦、瑞士、瑞典、荷兰、澳大利亚、奥地利、比利时、西班牙、新加坡、俄罗斯、加拿大等29个国家和地区的1328家参展商，启用了中国国际展览中心（新馆）的8个固定场馆，搭建了10个临时场馆，总展出面积达16万平方米。专业观众来自世界145个国家和地区，总数达205,039人次，比上届增长11%。同时本届展会采用了现场直播，线上观看的观众总浏览量达40多万人次，大大超出了预期。无论从展商数量，展出规模，还是观众人次，CHINA PRINT 2017都再次创造了国内印刷展会的历史，成为2017年度全球颇具区域覆盖和行业影响的世界性印刷行业盛会。

This event attracted 1,328 exhibitors from 29 countries and regions, including China, Germany, America, France, Italy, Korea, Japan, Israel, Pakistan, India, Malaysia, Indonesia, Philippines, Sri Lanka, Denmark, Switzerland, Sweden, the Netherland, Australia, Austria, Belgium, Spain, Singapore, Russia and Canada. Eight existing halls and ten temporary halls were used for exhibition, covering a total area of 160,000 m². The number of professional visitors, coming from 145 countries and regions, increased by 11% over the previous time to 205,039. Besides, this exhibition was broadcast live and the online audience reached a much-more-than-expected number of 400,000. Featuring the greatest numbers of exhibitors and visitors as well as the largest exhibition scale, CHINA PRINT 2017 once again refreshed the records of domestic printing exhibitions and became the most influential event of its kind with the widest regional coverage in the global printing industry.



全球厂商同台竞技

Exhibitors from the World

本届展会吸引了世界各地知名设备及器材制造商。传统胶印领域，德国印刷设备制造巨头海德堡、科尼希鲍尔以全新姿态亮相；小森、利优比新菱（嘉和顶新）、北人集团、大族冠华、潍坊东航、威海印机等也都纷纷参展；数码印刷领域，惠普公司以3,000平方米的最大参展商惊艳亮相、柯尼卡美能达、方正、理光、科雷、富士施乐、爱普生、理想中国、网屏、艾司科等久负盛名的数字印刷行业领袖为行业带来他们最新的产品；印刷版材方面，柯达、富士胶片、乐凯华光、康尔达等无一遗漏全部到场；印后领域，博斯特、天津长荣、马天尼、Highcon、Scodix、B.W. Paper Systems、中德集团、联强集团、盛鼎集团、精密达、晟图、德阳利通、国望、欣炜、正博、光明、旭恒、方邦、巨凯、MBO、柯尔布斯、阿斯特、W&H等佼佼者纷纷登场；标签印刷领域，炜冈、意高发、万杰、优泊、杜邦、亿迪、博泰、中特、鹤翔、源铁、松德等悉数参展，迪爱生、东洋油墨、富林特、博来特、科斯伍德、上海新星、太阳纸业、亚太森博、3M不同领域的国际知名耗材厂商也基本到齐。

This exhibition attracted many famous equipment and instrument manufacturers around the world, including traditional offset print enterprises such as German printing equipment manufacturing giants Heidelberg and KBA, together with Komori, Ryobi Mitsubishi (Dinga), BEIREN Group, Hans Gronhi, Weifang Donghang, Weihai Printing Machinery; in the section of digital printing, HP, with the largest exhibition area of 3,000 m², and other leading digital printing enterprises such as Konica Minolta, Founder, Ricoh, Cron, Fuji Xerox, Epson, RISO, Screen, and ESKO, all showed up with their latest machines; printing plate supplying enterprises are KODAK, Fuji Film, Lucky Huaguang, and Konita; outstanding post-pressing enterprises such as Bobst, Masterwork, Muller Martini, Highcon, Scodix, B.W. Paper Systems, Zhongde Group, UP Group, Shengding Group, JMD, SHENGTU, LITONG, Guowang Group, Zhejiang Xinwei, Zenbo, Guangming, Eternal Machinery, Fangbang Machinery, KORO, MBO, KOLBUS, Aster, and W&H; label printing enterprises such as Zhejiang Weigang Machinery, EKOFA Flexo Packing Machinery, Wanjie, Yupo Corporation, Dupont, ETI, Brotech Graphics, Zhejiang Zhongte Machinery, Zhejiang Hexiang Printing Machinery, Label Source Printing Machine, and Sotech Smarter; and famous international consumables supplying enterprises such as DIC China, Tokyo Ink Group, Flint Group, Bloit, Kingswood, Shanghai Xinxing, Sun Paper Industry, Asia Symbol, and 3M.



技术创新亮点频现

Sparkles of New Technologies

CHINA PRINT作为全球颇具影响力的展览会之一，是行业发展的风向标和晴雨表。绿色、高效、数字化、智能化是CHINA PRINT 2017的展会主题，也是行业发展的大趋势。以云计算、大数据、物联网等的普及将给传统印刷工厂及其传统生产组织管理提出了新的挑战。这次展会让大家看到了智能印刷、绿色印刷、数字化印刷流程等方面的突破性成果，众多前沿的技术、创新的产品、好玩的样品以及超前的理念，都在CHINA PRINT 2017展会现场——呈现。

As one of the largest printing exhibitions in the world, CHINA PRINT serves as a barometer of the industry. “Green, Effective, Digitalised and Intelligent” was the theme of CHINA PRINT 2017 that also represents the development trend of the industry. The popularization of cloud computing, big data and the Internet of Things has posed new challenges to traditional printing factories in terms of their traditional ways of production. CHINA PRINT 2017 showcased breakthroughs in intelligent, eco-friendly and digital printing procedures, as well as an extensive array of cutting-edge technologies, innovative products, intriguing samples, and advanced concepts.

首发产品提升品质

New Products with Enhanced Quality

本届展会有一个很鲜明的特点，现场展出的设备中，全球、全亚洲首发的产品非常多，几乎所有的国内参展制造商，均有新款产品推出。这其中，不仅有为数众多的改型升级产品，也有不少是首次推出的创新型产品，比如天津长荣推出的Duopresspower 106c SB双机组全清废模切机，大族冠华推出的LC600SF激光模切雕刻机，乐凯华光推出的UVG免处理ctcP版材，上海天岑推出的GFM-108MCR全自动热刀覆膜机，北人集团展示的北人智能印后生产线等，均属于首次在众人面前亮相的最新产品。

参加CHINA PRINT 2017展览会的海外展商，也带来了部分全球首发产品，如海德堡的CX75 胶印机、博斯特的SP106 PER高速全清废模切机、马贵的猎鹰切纸机、柯达的Sword Max热敏版材等，另外，还有不少产品属于在亚洲首展。

This exhibition has a distinctive characteristic. Many exhibits were launched for the first time in Asia or even in the world. Besides, almost all domestic exhibitors brought their newly launched products to the exhibition, many of which were upgraded versions, including, for example, the Duopresspower 106c SB dual-unit full waste die-cutting machine by Masterwork, LC600SF laser die-cutting engraving machine by Hans Gronhi, UVG treatment-free ctcP plate by Lucky Huaguang, GFM-108MCR automatic laminating machine with hot knife by Tiancen, and BEIREN intelligent post-press production line by Beiren Group.

Overseas exhibitors also showcased their new products launched globally for the first time, such as Heidelberg's CX75 offset press, Bobst's SP106 PER high-speed full waste die-cutting machine, Maguire's Falcon paper cutter, and Kodak's Sword Max thermal plate. Among their exhibits were also many launched in Asia for the first time.

同期活动丰富多彩

Various Concurrent Activities

CHINA PRINT作为国际交流的大舞台，同期还组织了“印刷工业发展论坛”、“中美印刷高峰论坛”、“PRINT CHINA 2019新闻发布会暨启动仪式”、“2017中国数字印刷高峰论坛”、“2017包装印刷.发展创富论坛”等各类技术交流活动达到60多场，观众不仅可以欣赏到全球顶级厂商带来的最新产品和技术，而且更有诸多精彩同期活动探讨印刷业现状和未来，为正在寻求转型和发展期的国内外印刷企业客户指点迷津，促进全球印刷业更好更快发展。

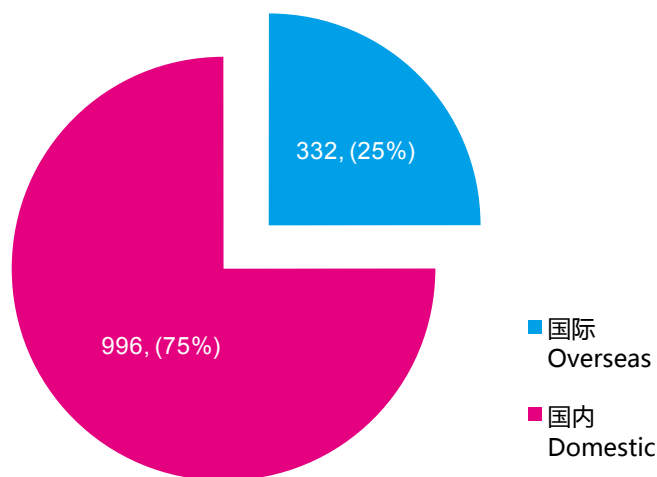
As a grand stage for international exchange, CHINA PRINT 2017 also featured more than 60 technological exchange sessions held in parallel, such as Forum-PI 2017, Sino-U.S. Printing Industry Summit, the 4th International Printing Technology Exhibition of China (Guangdong) Press Conference & Launch Ceremony, China Digital Printing Summit 2017, and China Packing Printing Industry Fortune Development 2017. Visitors were not only presented with new products and technologies of the world's top-notch enterprises, but also offered opportunities to attend various concurrent activities and discuss the status quo and future of the printing industry. These activities provided insights for domestic and international printing enterprises seeking opportunities for transformation and development, and functioned as a catalyst for the healthy development of the global printing industry.

展商统计

Exhibitors Statistics

第九届北京国际印刷技术展览会吸引了来自29个国家和地区的1,328家参展商，其中332家来自海外，996家来自中国内地。

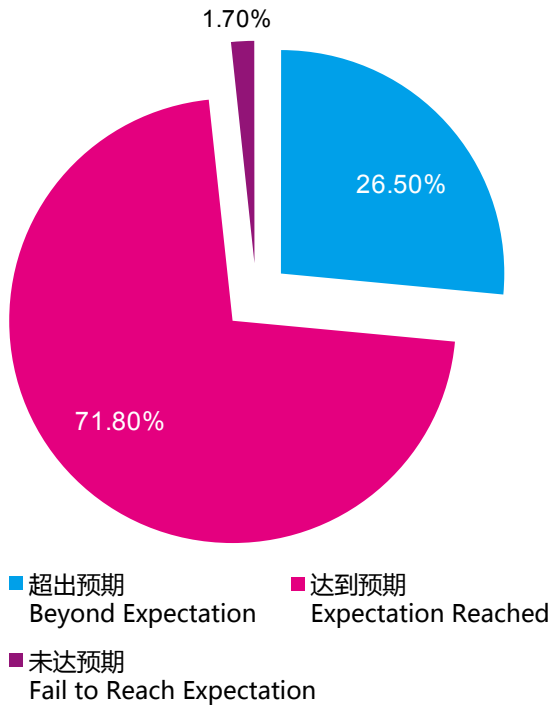
CHINA PRINT 2017 has attracted 1,328 exhibitors from 29 countries or regions. Among them, 332 are from overseas and 996 are from domestic.



历史回顾 Exhibition History

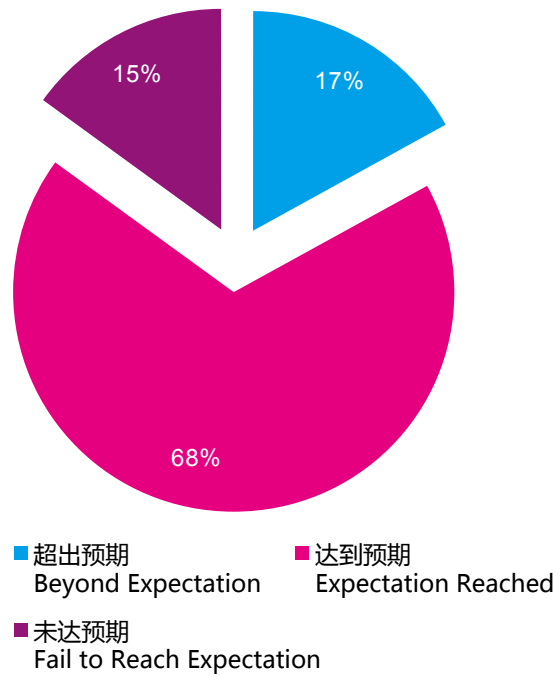
展商对观众质量的评价

Exhibitors' Response about Visitor Quality



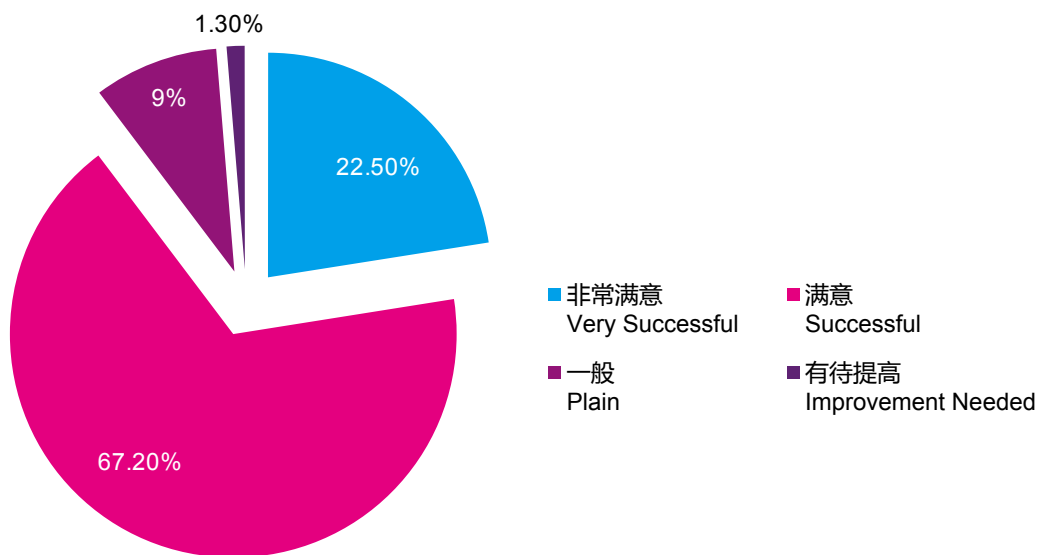
展商对参展效果的评价

Exhibitors' Response about Exhibiting Effect



展商对展会的总体评价

Exhibitors' Overall Evaluation on CHINA PRINT 2017

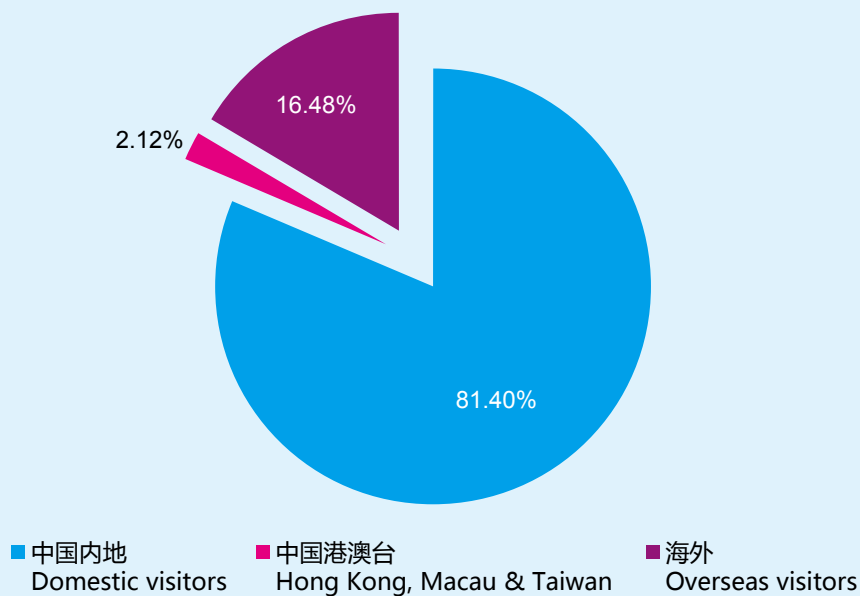


观众分析

Visitors' Statistics

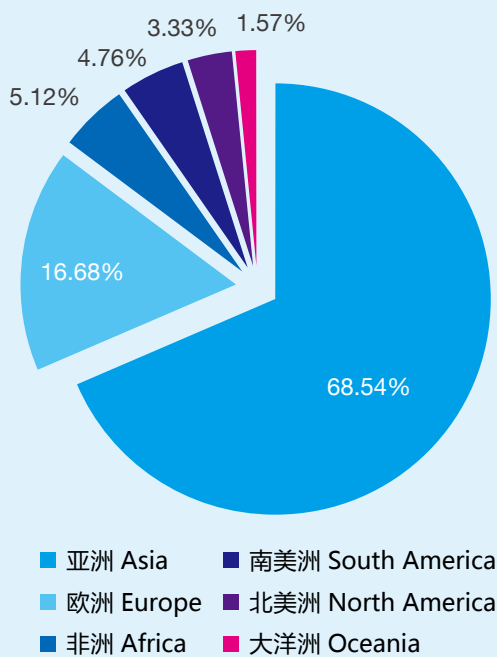
地区来源

Visitors from



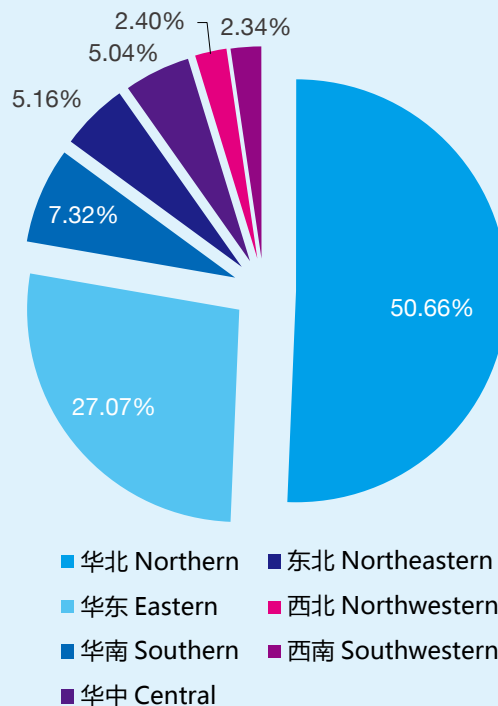
境外观众各洲比例

International Visitors Divided by Continents



境内观众地区比例

Domestic Visitors Divided by Areas

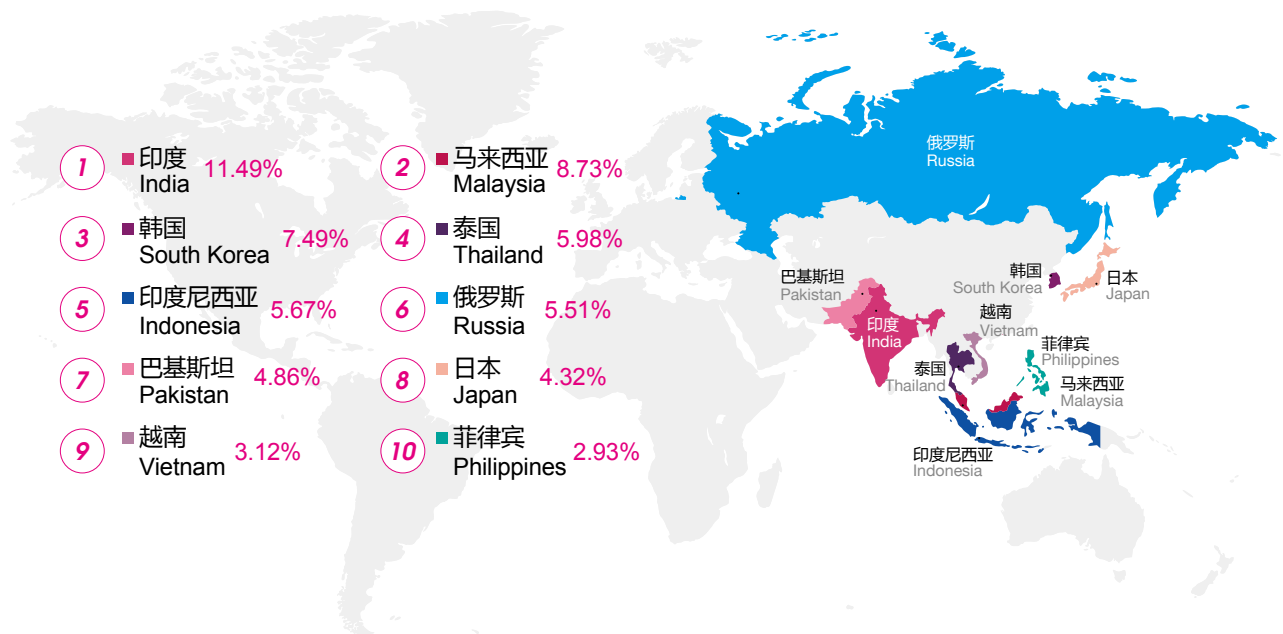


历史回顾 Exhibition History

境外观众国家来源（前十位）

International Visitors' Countries of Origin (Top 10)

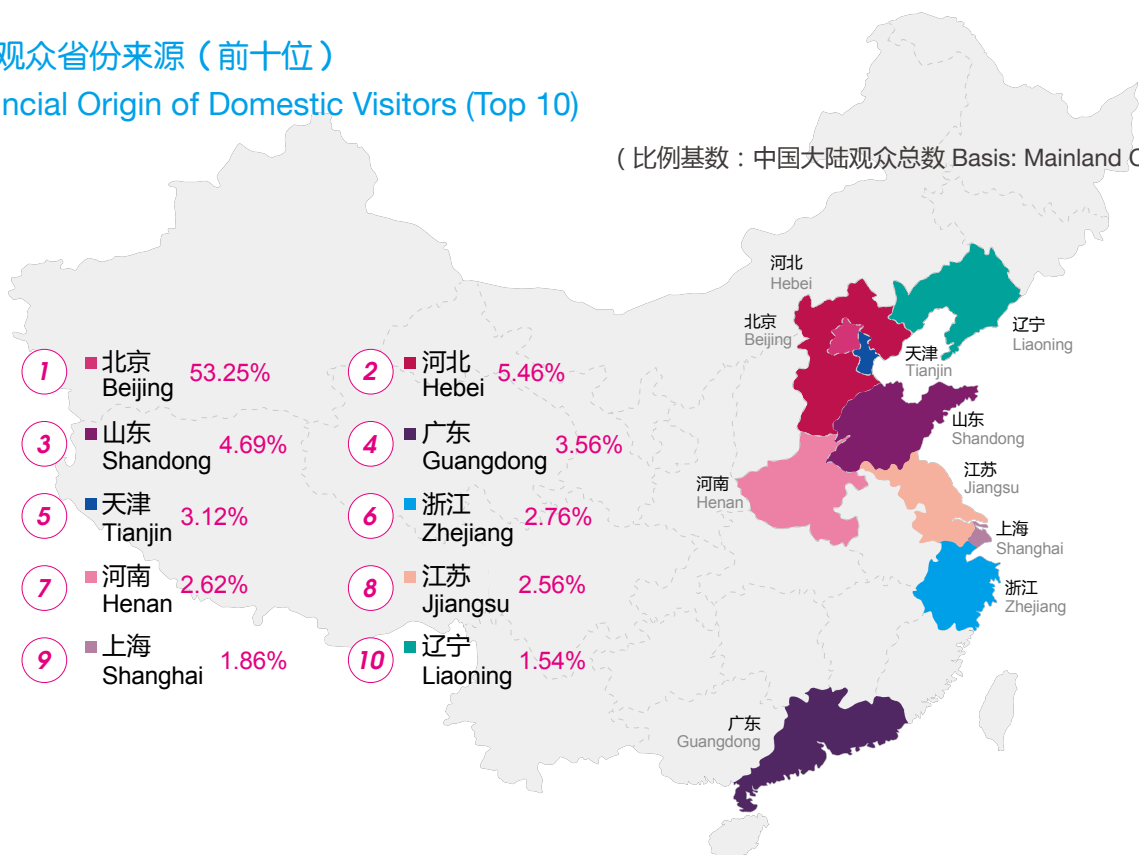
(比例基数：境外观众总数 Basis: Other Countries & Regions)



境内观众省份来源（前十位）

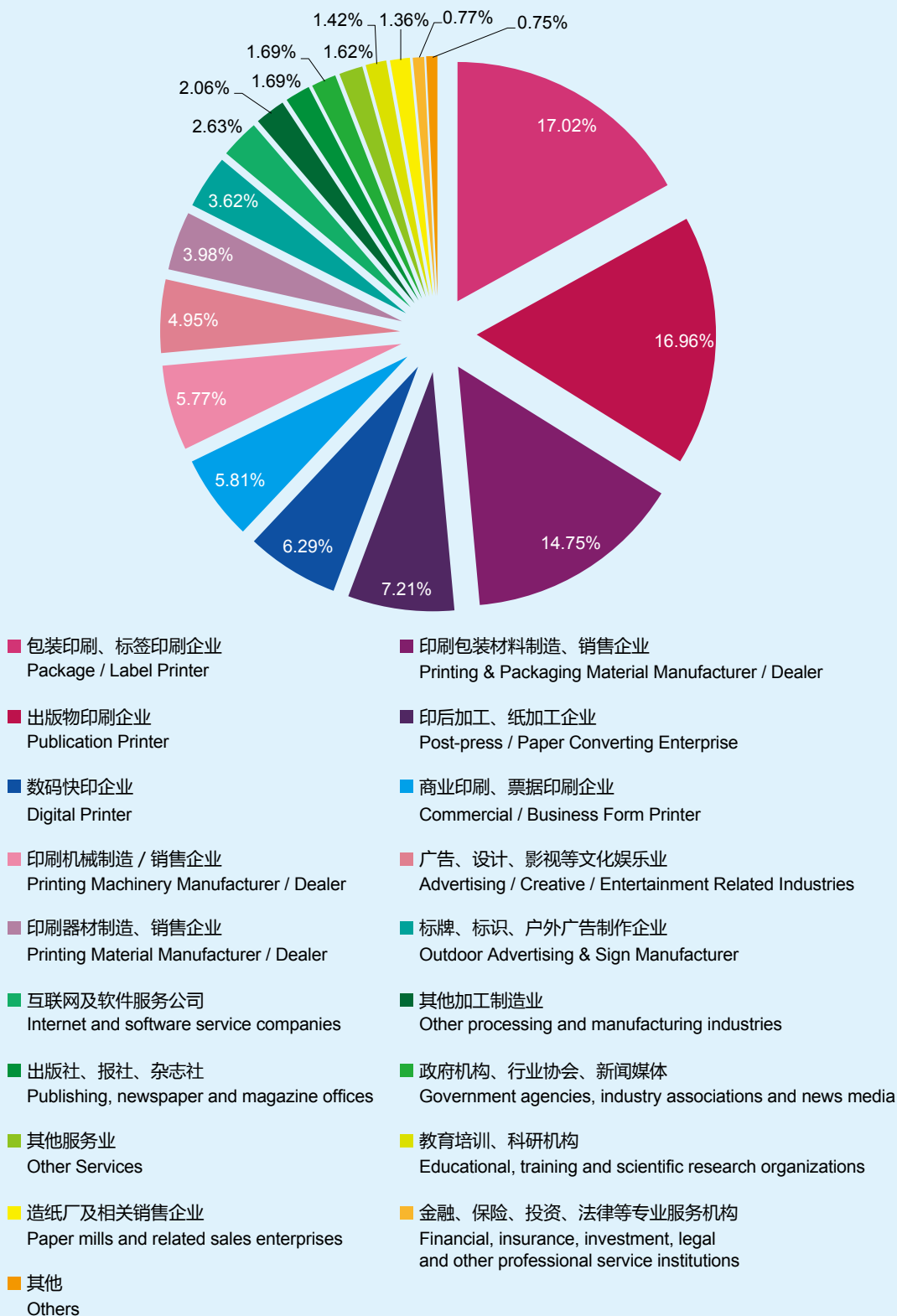
Provincial Origin of Domestic Visitors (Top 10)

(比例基数：中国大陆观众总数 Basis: Mainland China)



观众行业来源

Visitors' Industrial Sector



行业巨头悉数参展

CHINA PRINT 2021申报面积突破14万平方米

Participated by Machinery Giants –

CHINA PRINT 2021 with Reserved Exhibiting Area over 140,000 Square Metres

第十届北京国际印刷技术展览会 (CHINA PRINT 2021) 将于2021年6月23日-27日在北京中国国际展览中心新馆举办。随着展会各项工作的有序推进, 现已有771家企业在展会的官方网站上提交了参展申请, 申报总面积突破14万平方米。

The 10th Beijing International Printing Technology Exhibition - CHINA PRINT 2021 will be held on the 23rd to the 27th of June, 2021 at New China International Exhibition Centre, Beijing. With the smooth processes of the preparation undertaken for the exhibition, the Organising Committee has received applications made by 771 enterprises online that covering a total area over 140,000 square metres.

已报名的参展商涵盖印刷各个领域, **传统胶印领域**: 海德堡、科尼希鲍尔、小森、利优比新菱 (嘉和顶新)、北人智能已报名参展; **数字印刷及印前领域**: 惠普、柯尼卡美能达均明确参展意向, 富士集团、方正、深圳汉弘图像、柯达、理想、科雷、泰克正通、乐凯华光、强邦、康尔达已确认报名; **印后包装领域**: 博斯特、天津长荣、马天尼、中德集团、联强集团、温州光明、正博、精密达、大源、国望、国威、浩达、中科、欣炜、平湖英厚、晟图、豪盛、江苏方邦、巨凯、豪隆、世恒、东京文洪、山河、劲刚、永顺、康得新、嘉利特、紫鸿、新罗兰、力顺源、德钢、寿原、凯实等均已报名参展; **标签印刷领域**: 浙江炜冈、万杰、凌云光、施潘德、源铁、恒诚祥、彩昇、力冠、瑞邦、中特, 广东前润, 明辉, 哈德胜、鸿胜等均已报名参展; **器材耗材领域**: 乐凯华光、金光纸业、3M、东洋油墨、杭华油墨、科斯伍德、广州帝天、宝图、中山富日、中益油墨、佐川油墨等均已报名参展。

The exhibitors signing up for the show come from various printing fields, including the **traditional offset printing**: Heidelberg, KBA, Komori, Ryobi Mistubishi (DINGA) and Beiren Intelligent have submitted their applications for participation. **Digital printing**: HP and Konica Minolta have confirmed to participate. Fuji Group, Founder, Shenzhen Hanhong Image, Kodak, Riso, Cron, ZTEC, Lucky Huaguang, STRONG, Konita have confirmed their application. **Post-press packaging**: Bobst, Tianjin Masterwork, Muller Martini, Zhongde Group, UP Group, Wenzhou Guangming, Zenbo, JMD, Dayuan, Guowang, Guowei, Haoda, Zhongke, Xinwei, Bindex, ST, Haosheng, Fangbang, Jukai, Haolong, Shiheng, Dongjing Wenhong, Shanhe, Jingang, Yongshun, KDX, JLT, Zihong, New Luolan, Lishunyuan, Degang, Shouyuan, Kaishi et cetera have submitted their applications for participation. **Label printing**: Zhejiang Wweigang, Wanjie Machinery, LUSTER Light Tech Group, Shipande, Label Source, Hengchengxiang, Caisheng, Rhyguan, Ruibang, Zhongte, Gunagdong Qianrun, Minghui, Hadasheng, Hongsheng have submitted their applications for participation. **Equipment & consumables**: Lucky Huaguang Graphics, APP, 3M, Toyo Ink, Hangzhou TOKA Ink, Kingswood, AYUSI INK (Ditian), Baotu, Zhongshan furi, Zhongyi Ink, Sagawa Ink have submitted their applications for participation.

本届展会以创新引领未来为主题，将呈现以下亮点：

Themed as “Innovation Leads the Future”, the exhibition will present the following highlights:

一、胶印将仍然是展示主流，但数字技术和传统技术的深度融合将会极大地扩展和提升胶印机的技术性能，这将成为北京展会的一大特色。

I. Offset printing will remain the mainstream of exhibition, but the in-depth integration between digital technology and traditional technology will greatly expand and improve the technical performance of offset printers, which will become a major feature of the exhibition in Beijing.

二、各类新技术、新模式将成为展会亮点。

II. Various new technologies and models will become the highlights of the exhibition.

当前在云计算、大数据、互联网技术的推动下，我国印刷产业正在转型成为具有广阔市场前景的新兴产业。一大批高市场附加值的新兴领域正在快速融入传统印刷产业，使书刊印刷、商业印刷、包装印刷呈现出新特点和新面貌，广告印刷、工业印刷、3D打印、纳米材料、工业机器人等新技术也正在快速发展。数字印刷与传统胶印的深度融合已成发展趋势，“互联网+印刷”模式将进一步普及，数字化新领域将进一步开拓，高附加值市场将有望形成，这一系列新技术、新模式、新市场都将会在展会上得到充分展示。

Driven by cloud computing, big data and Internet technologies, China's printing industry has been currently in a transition into an emerging industry with broad market prospects. A large number of emerging fields with high market value-added are rapidly integrating into the traditional printing industry, making book printing, commercial printing and packaging printing present new features and looks. New technologies such as advertising printing, industrial printing, 3D printing, nano materials and industrial robots are also developing rapidly. There is a development trend of seeing the profound integration between digital printing and traditional offset printing. The “Internet+ Printing” mode will be further popularised, and the new field of digitalisation will be further developed. We are expected to see the formation of the high value-added market. The series of new technologies, new models and new markets will be fully displayed at the exhibition.



三、印后包装领域将大面积展示数字化、智能化的最新成果。

III. The latest digital and intelligent achievements will be widely displayed in the post-press packaging field.

目前，印后包装领域是最受关注的领域。在印前、印刷都已经进入数字化、智能化和网络化之后，印后加工就成为制约传统印刷转型数字印刷的最后一环，印后加工的数字化和智能化发展，对整个印刷业的发展有着重要意义，展会现场也将大面积的展示印后包装领域数字化、智能化的最新成果。

At present, the post-press packaging has been the most concerned field. After the pre-press and printing enter the digital, intelligent and Internet-based stage, post-press processing has become the last link that constrains the transformation from traditional printing to digital printing. The digital and intelligent development of post-press processing is of great significance to the development of the whole printing industry. At the exhibition, the latest digital and intelligent achievements in the field of post-press packaging will be widely displayed.

四、标签印刷领域将展现最新研发成果。

IV. The label printing field will show the latest research and development results.

当前世界标签印刷市场领域中，亚洲发展最快，是全球标签印刷的主要市场。伴随标签技术快速发展，不干胶、膜内标、电子标签、功能性标签等都将有广阔的市场需求，标签印刷产业也正在寻找新的盈利模式，CHINA PRINT 2021展会现场将带来标签印刷领域的最新研发成果。

At present, in the world label printing market, Asia, with the fastest development, is the main market of global label printing. With the rapid development of label technology, there will be a wide market demand for self-adhesive label, inner membrane label, electronic label and functional label, electronic label, functional label, and so on. The label printing industry is also seeking for a new profit model. At the CHINA PRINT 2021, the latest research and development results in the field of label printing will be demonstrated.

五、大力推进绿色印刷，展会现场展示印刷包装行业VOCs治理的综合成果。

V. As green printing is greatly promoted, comprehensive achievements of VOC treatment in the printing and packaging industry will be shown at the exhibition.

六、继续设置“互联网+印刷”、“智能机器人”、“纳米技术”、“3D打印”、“绿色印刷材料”等特色展区。

VI. Continue to establish special exhibition zones, such as “Internet+ Printing”, “Intelligent Robot”, “Nano Technologies”, “3D Printing”, “Green Printing Materials”, and so on.

CHINA PRINT 2021 发布最新展馆规划图

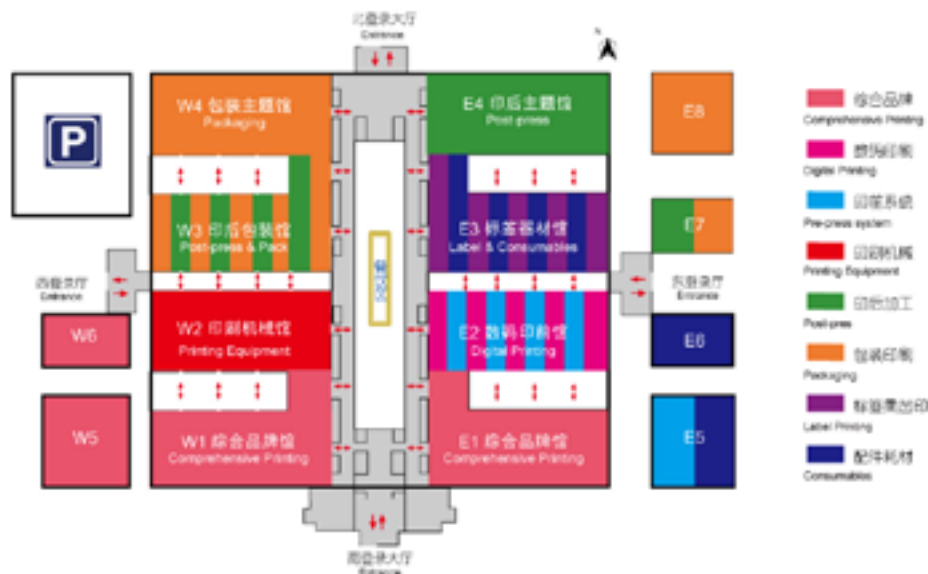
CHINA PRINT 2021 Releases Updated Exhibition Hall Plan

第十届北京国际印刷技术展览会（CHINA PRINT2021）自启动以来，获得了印刷业界的广泛关注和鼎力支持。近日，经过精心考虑，CHINA PRINT 2021最新展馆规划图新鲜出炉。

The 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021) has received wide attention and strong support from the printing industry since the launch ceremony. Recently, the updated hall plan for the exhibition under elaborate design has been released.

本届CHINA PRINT 2021展品范围将广泛囊括：印前、印刷、印后及纸加工设备、纸张和承印物、油墨和耗材、配套和基础设施、服务和软件以及与印刷行业有关的各类分支等八大类别。同时，本届展会延续专区专馆特色，特开辟综合品牌、数码印前、印刷机械、标签器材、印后主题、包装主题六大专馆，以及“互联网+印刷”、“智能机器人”、“纳米技术”、“3D打印”、“绿色印刷材料”、“VOCs治理专区”六大特色专区。组委会将根据展品特点对展馆进行合理划分。

The exhibits to be showcased at this CHINA PRINT 2021 will cover eight categories, including: pre-press, printing, post-press and paper processing equipment, paper and print substrate, inks and consumables, supporting infrastructure, services and software and various segments related to the printing industry. This exhibition will continue to set up special zones and halls, including six halls themed on comprehensive brand, digital pre-press, printing machinery, labelling equipment, post-press and packaging, as well as six special featured zones of “Internet + Printing”, “Intelligent Robot”, “Nanotechnology”, “3D Printing”, “Green Printing Materials” and “VOCs Governance”. The Organizing Committee will arrange different exhibition halls based on an analysis of the characteristics of various exhibits.



CHINA PRINT 2021网上报名火热进行中

Online Application for CHINA PRINT 2021 in On

第十届北京国际印刷技术展览会（CHINA PRINT 2021）将于2021年6月23日-27日在北京中国国际展览中心新馆举办，预计总展出面积16万平方米。目前展会招展工作已正式启动，CHINA PRINT 2021网上报名系统正式开通，有参展意向的展商可登录展会官方网站（www.chinaprint.com.cn），或者关注展会微信公众号：北京国际印刷技术展览会（微信号：CHINAPRINT-CPSC），按步骤注册并申报参展意向。

The 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021) will be held on the 23rd to the 27th June, 2021, at New China International Exhibition Centre. The exhibiting area is estimated to be 160,000 square metres. Applications have already been accepted through the online system of CHINA PRINT 2021. Enterprises intending to participate in the exhibition please log on the official website: www.chinaprint.com.cn or follow the official WeChat (ID: CHINAPRINT-CPSC) to apply for booths under the instruction.

一、官方网站申请

I. Application Submitted through Official Website

- 1、打开官网www.chinaprint.com.cn首页，点击网页上方的“我要参展”按钮。
1. Visit the homepage of official website (www.chinaprint.com.cn), and click “Exhibition Registration”.



2、根据填写登录信息、企业信息、联系信息、展品展位信息后，点击“提交”按钮即可。

2. Fill in the Login Information, Company Information, Contact Information and Product/Booth Information, and click “Submit”.

2021 印刷展 展商注册

展会信息 企业信息 联系信息 展品展位

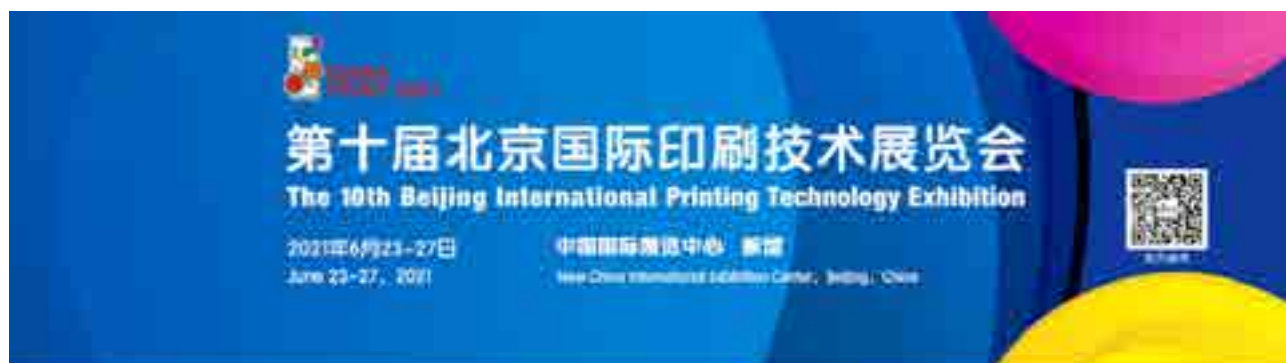
• 登录用户名

• 登录密码

• 验证码

• 验证码

提交



2021 印刷展 展商注册

English

登录信息 企业信息 联系信息 展位/展位

* 姓名 * 职务

* 电话

传真 * 手机

* 邮箱

官网

微信

邮编

* 地址

上一步 下一步 取消

登录信息 企业信息 联系信息 展位/展位

* 展位分类

* 意向展商

* 展位类型 * 展位分区

* 开口类型

* 展位面积

展位需求

上一步 保存 取消

二、官方微信申请

II. Application via Official WeChat

1、关注展会微信公众号：北京国际印刷技术展览会（微信号：CHINAPRINT-CPSC），或扫描下方二维码直接关注。

2. Follow the Official WeChat ID of the exhibition by searching the ID: CHINAPRINT-CPSC, or scan the QR code below.



2、点击展商服务栏里的“我要参展”按钮。

2. Click the button "To Exhibit" in the bottom menu column titled "Exhibitor Service".



展会动态 Exhibition News

3、根据填写登录信息、企业信息、联系信息、展品展位信息后，点击“提交”按钮即可。

3. Fill out the forms of **Gog-on Information**, **Enterprise Information**, **Contact Information**, **Exhibits and Booth Requirement**, then click the button "**Submit**" to finish the application.

The screenshot shows the registration interface for the 2021 Printing Exhibition. At the top, it says "2021 印刷展 展商注册" and "English". Below the header, there are four tabs: "登录信息" (Login Information), "企业信息" (Enterprise Information), "联系信息" (Contact Information), and "展品/展位" (Exhibits/Booth). The "登录信息" tab is selected. The form contains the following fields and instructions:

- 请输入登录用户名, 建议使用手机号或邮箱 (Please enter login username, recommend using mobile number or email)
- 请输入登录密码, 大于6位, 只能包含字母 (Please enter login password, greater than 6 digits, can only contain letters)
- 请再次输入密码 (Please re-enter password)
- 请输入验证码 (Please enter verification code) with a CAPTCHA image showing "3987".

At the bottom, there are three buttons: a back arrow, "下一步" (Next Step), and "保存" (Save).

The screenshot shows the registration interface for the 2021 Printing Exhibition, continuing from the previous step. The "企业信息" (Enterprise Information) tab is selected. The form contains the following fields and instructions:

- 单位 (Company Name)
- 单位简称 (Company Abbreviation)
- 行业展会 (Industry/Trade Show)
- 请选择选择企业类型 (Please select company type) - dropdown menu
- 请选择选择企业类型 (Please select company type) - dropdown menu
- 联系人 (Contact Name)
- 手机号码 (Mobile Number)
- 中国 (Country) - dropdown menu
- 北京 (City) - dropdown menu
- 城市 (City)
- 办公地 (Office Address)
- 注册地 (Registered Address)

At the bottom, there is a note: "* 营业执照或相关证明" (Business License or related proof) and a "上传文件" (Upload File) button. Below the form, there are three buttons: a back arrow, "下一步" (Next Step), and "保存" (Save).

2021 印刷展 展商注册

English

登录信息 企业信息 联系信息 展品/展位

姓名 先生

职位

86 010 电话

传真 手机

邮编

官网

地址

邮编

地址

上一步 下一步 提交

2021 印刷展 展商注册

English

登录信息 企业信息 联系信息

展品/展位

100 印刷 选择展品分类

意向展馆

展位类型 展馆分区

开口类型

m × m = MP

展位需求

上一步 前一步 提交

CHINA PRINT 2021，期待您的参与。

CHINA PRINT 2021 is looking forward to your participation!

CHINA PRINT 2021海内外观众组织全面启动

Organisation of Domestic and Overseas Visitors for CHINA PRINT 2021 Kicks off Across the Board

为了努力办好CHINA PRINT 2021，吸引并组织更多专业观众到场参观采购，组委会现已全面启动海内外专业观众的组织工作。在本届展会买家邀约和观众组织上，我们将充分借助和发挥中国印刷及设备器材工业协会的行业优势和企业资源，并借助亚洲印刷展览联盟、环球印刷联盟、以及CHINA PRINT和PRINT CHINA长期合作伙伴的组织架构和国际网络，通过各种有效渠道全力开展海内外专业观众的组织邀请工作。

To present a satisfactory fair, attract and organize more trade visitors to CHINA PRINT 2021 for onsite purchasing, the Organising Committee has started relevant work on organising visitors at home and abroad in an all-round manner. It will make full use of the industry advantages and enterprise resources of the Printing and Printing Equipment Industries Association of China to invite buyers and organise visitors for this exhibition. The structure and international network of long-term partners with Asia Print, Global Print, CHINA PRINT and PRINT CHINA will also be leveraged to facilitate the organisation and invitation of trade visitors at home and abroad through effective channels.



一、中国印刷及设备器材工业协会：充分发挥行业优势积极组织观众

I. Printing and Printing Equipment Industries Association of China (PEIAC): Attract More Visitors by Giving Full Play to the Industry Advantages

1、组织全国各省、市、自治区印刷协会负责人召开电话会议，研究和部署各省市买家团组织方案。

1. Convene a teleconference among persons in charge of the printing associations of all provinces, cities and autonomous regions, with a view to studying and deploying the organization plan of buyer groups in various provinces and cities.

2、所属8个分会、8个工作委员会、2个专业委员会、50个团体会员，全国各省市自治区兄弟协会均表示将积极落实和配合印工协的工作部署，积极组织专业买家团。

2. Eight branches, eight working committees, two professional committees and 50 group members of this Association as well as brother associations in all provinces and autonomous regions across China have expressed their intention to actively implement and provide cooperation in related work arrangements of PEIAC and promote the organization of professional buyer groups.

3、目前全国80多个行业协会承诺组织买家团参观CHINA PRINT 2021。

3. At present, there are over 80 industry associations nationwide that have pledged to organize buyer groups to visit CHINA PRINT 2021.



二、亚洲印刷展览联盟和环球印刷联盟：CHINA PRINT 2021是其重要成员展会，两大联盟成员国将组团参观

II. Asia Print and Global Print: Member Countries of the Two Alliances Will Organise Delegations to Visit CHINA PRINT 2021 — One of Their Most Important Member Exhibitions

1、全力支持CHINA PRINT 2021在印度、印度尼西亚、马来西亚、巴基斯坦、菲律宾、斯里兰卡、泰国、尼泊尔、阿联酋、孟加拉、越南、美国、韩国等国同类展会上开展宣传推广活动。

1. CHINA PRINT 2021 will be fully supported to carry out promotional activities in counterpart exhibitions held in India, Indonesia, Malaysia, Pakistan, the Philippines, Sri Lanka, Thailand, Nepal, UAE, Bangladesh, Vietnam, the United States, South Korea and other countries.

2、目前已有马来西亚、孟加拉、越南、泰国、菲律宾、韩国等20多个国家和地区表示明年六月一定会组团到中国观摩展会，参观采购。

2. At present, more than 20 countries and regions including Malaysia, Bangladesh, Vietnam, Thailand, the Philippines and South Korea, among others, have said that they will organize groups to participate in purchasing activities at the exhibition to be held in the next June.



三、展会组委会：多形式、多渠道进行观众邀请

III. Organising Committee: Invitation via Multiple Channels in Various Forms

同时，组委会将通过召开国际媒体周、开通网上观众预登记、直邮参观指南、直邮观众参观券、合作媒体夹带参观券、行业展会现场派发展会门票、官方微信推送、群发手机短信等系列举措邀请专业观众前来参观。

Moreover, the Organising Committee implement a series of measures to invite trade visitors for participation. To name just a few, it will hold the international media week, open online pre-registration for visitors, directly mail the tour guide and visitor ticket, provide visitor tickets for media partners, distribute exhibition tickets onsite at trade shows, push notifications through the WeChat Official Account and send mass phone messages.



CHINA PRINT 2021已开展的海内外推介活动

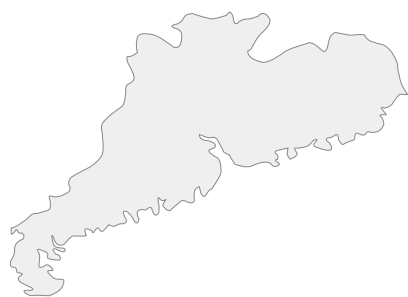


2019.4.11
东莞

CHINA PRINT 2021新闻发布会暨项目启动仪式在PRINT CHINA 2019期间成功举办

随着第四届中国（广东）国际印刷技术展览会（PRINT CHINA 2019）的成功举办，姊妹展——北京国际印刷技术展览会（CHINA PRINT）的宣传推广工作全面展开。为了更好的向业界推介第十届北京国际印刷技术展览会，2019年4月11日上午，CHINA PRINT 2021在嘉华大酒店F9会议室举办了新闻发布会暨项目启动仪式。

在本次活动中，中国印刷及设备器材协会（以下简称中国印工协）副理事长陆长安致辞，北京中印协华港国际展览有限公司总经理赵晖介绍了CHINA PRINT 2021的相关情况。科尼希鲍尔、博斯特、嘉和顶新、柯尼卡美能达、富士施乐、方正、理光、理想、乐凯华光、中德集团、大族冠华、晟图、正博、方邦、力顺源、博星、赛力、巨龙、广亚、杭州康得新、大祥、旭恒、大鹏、飞可特、通泽、方大包装、乐佰得、兴盛、永辰、耀佳、寿原机械、金辉、凯实激光、润达、隆华、豪隆、浩信、丰明、鑫鑫、杭华油墨、罗塔、山河实业、紫鸿、永华刀模、华丰、永创、德高、众泰、润力华、邦玉、合裕等参展商代表，以及海内外专业媒体记者100余人出席了本次新闻发布会。



Domestic and Overseas Promotions Undertaken by CHINA PRINT 2021

**Apr. 11, 2019
Dongguan**

CHINA PRINT 2021 Press Conference & Launch Ceremony Held during PRINT CHINA 2019

Following the successful opening of the 4th International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2019), publicity campaign for its sister fair, the 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021), was launched in full scale. To better promote CHINA PRINT 2021 to the industry, its Press Conference and Launch Ceremony was held on the morning of April 11, 2019 on the 9th floor of Regal Palace Hotel.

During the press conference, Lu Chang'an, Vice Chairman of the Printing and Printing Equipment Industries Association of China (hereinafter, "PEIAC") delivered a speech, and Zhao Hui, General Manager of China Print Show Company Limited gave an introduction to CHINA PRINT 2021. More than 100 people including exhibitor representatives and professional reporters from home and abroad attended this press conference. Specifically, the participating exhibitors include KBA, BOBST, DINGA, Konica Minolta, Fuji Xerox, Founder Electronics, Ricoh, Riso, Lucky Huaguang, Zhongde Group, Hans Gronhi, Dongguan ST, Zenbo, Zhejiang Fangbang, Lishunyuan, Böttcher, SAILI, HOLWEG WEBER, Zhengjiang Guangya Machinery, HZKDEX Machinery, Zhejiang Daxiang, ETERNA, Ruian Dapeng, Dongguan Feikete Machinery, Sinomech Corp., Fangda Packing, Robatech, Wen'an Xingsheng, Yongchen, Zhejiang Yaojia, Zhejiang Shouyua, Gold Fai Machinery, Zhejiang Kaishi, Beijing Runda, Longhua Printing Technology, Wenzhou Haolog Paper Machinery, Dongguan Haoxin Precision Machinery, Zhejiang Fengming Printing Machinery, Xinxin Machinery, Hangzhou Toka Ink, Nantong Luota Printing Machinery, Shantou Shanhe, Zihong Machinery, Youngwha Dieboard System, Jianguyin Huafeng Printing Machinery, YOUNGSUN, CHINA DEGOLD, Zhongtai, Dong Guan Run Li Hua, Bangyu, Dongguan Yu Yu Adhesive Products.



由中国印刷及设备器材工业协会、中国国际展览中心集团公司主办、北京中印协华港国际展览有限公司承办的第十届北京国际印刷技术展览会（CHINA PRINT 2021）将于2021年6月23-27日在北京中国国际展览中心新馆隆重举行。展品范围将广泛囊括：印前、印刷、印后及纸加工设备、纸张和承印物、油墨和耗材、配套和基础设施、服务和软件以及与印刷行业有关的各类分支等八大类别，预计本届展会展出面积达16万平方米，参展企业1,300多家，专业观众20万人次。

另外，展会期间还将举办包括“第五届国际印刷工业发展论坛（Forum-PI 2021）”、“亚太日”、“亚洲印刷展览联盟会议”等重要活动在内的70多场高峰论坛和技术交流活动。

新闻发布会后，进行了CHINA PRINT 2021项目启动仪式。中国印工协副理事长陆长安、中国印工协副秘书长王凤娜、北京中印协华港国际展览有限公司总经理赵晖、东莞市中印协国际展览有限公司展览总监陈锦铭共同上台，倒下干冰，第十届北京国际印刷技术展览会（CHINA PRINT 2021）的标志在烟幕中缓缓升起，项目正式启动。我们相信，在两家主办单位的领导下，在中外印刷界朋友的支持下，CHINA PRINT 2021将取得更加辉煌的成就，迎接灿烂的未来。





CHINA PRINT 2021, to be hosted by PEIAC and China International Exhibition Centre Group Company and organised by China Print Show Company Limited, will take place from June 23 to June 27 in 2021 at New China International Exhibition Centre. The exhibits to be showcased will cover eight categories, including: pre-press, printing, post-press and paper processing equipment, paper and print substrate, inks and consumables, supporting and basic facilities, services and software and various segments related to the printing industry. It is estimated that the exhibition will occupy an area of 160,000 m², accommodating 1,300 exhibitors and attracting 200,000 professional visitors.

In addition, more than 70 forums and technological exchange activities, such as Forum-PI 2021, Asia Pacific Day and Asia Print, will be held during the event.

Following the press conference, the launch ceremony of CHINA PRINT 2021 was held. Lu Chang'an, Vice Chairman of PEIAC, Wang Fengna, Deputy Secretary General of PEIAC, Zhao Hui, General Manager of China Print Show Company Limited (CPSC), and Chen Jinming, Exhibition Director of CPSC stepped up to the podium and jointly poured the dry ice. With the logo of "CHINA PRINT 2021" raised up slowly among the mist of the dry ice, the preparations for the exhibition officially kicked off. We believe, under the leadership of the two hosts and with the support of our friends from the printing industry at home and abroad, CHINA PRINT 2021 will embrace greater glories and usher in a splendid future.





2019.6.18-21 俄罗斯 CHINA PRINT 2021走进俄罗斯 海外推介正式启动

应俄罗斯媒体 Kursiv Publishing House 的邀请，2019年6月18-21日，以中国印刷及设备器材工业协会（以下简称印工协）副理事长陆长安、广东印刷协会首席顾问陈均为代表的第十届北京国际印刷技术展览会（以下简称 CHINA PRINT 2021）推广小组，参加了位于莫斯科 Crocus 国际展览中心举办的第24届俄罗斯国际印刷包装展（RosUpack 2019），CHINA PRINT 2021 海外宣传推介正式启动。



一、出席官方开幕式及相关活动

应展会主办方 ITE Moscow 的邀请，印工协副理事长陆长安出席了6月18日上午12:30在莫斯科 Crocus 国际展览中心举行的中国（俄罗斯）包装品牌展览会暨 RosUpack 中国展区开幕式。开幕式结束后，在展会主办方的陪同下参观了展会。

Jun. 18-21, 2019 Russia CHINA PRINT 2021 – Overseas Promotion Launched in Russia

Invited by Russian media - Kursiv Publishing House, the promotion delegation of the 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021), led by Mr. Lu Chang'an, Vice Chairman of the Printing and Printing Equipment Industries Association of China (PEIAC) and Mr. Chen Jun, Chief Advisor of Guangdong Printing Association, attended the 24th International Exhibition for the Packaging Industry (RosUpack 2019) at Crocus-Expo IEC in Moscow during June 18-21, 2019, marking that the overseas promotion of CHINA PRINT 2021 officially kicks off.

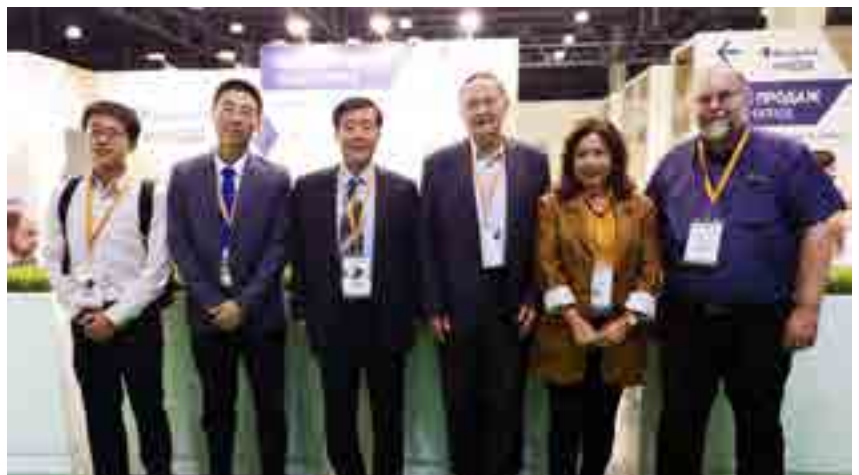
I. Attend the official opening ceremony and related activities

Invited by the exhibition organizer -- ITE Moscow, Mr. Lu Chang'an, Vice Chairman of PEIAC attended the opening ceremony of China Brand @ RosUpack & RosUpack China Pavilion in Crocus-Expo IEC at 12:30 am on June 18. After the ceremony, Mr. Lu visited the exhibition, accompanied by the exhibition organiser.

II. Meet with Russian Printing Industry Association and the media, receiving positive feedbacks

During the exhibition, the promotion delegation of CHINA PRINT 2021 participated in meetings with the Russian Printing Industry Association, St. Petersburg Printing Industry Association, Kursiv Publishing House, the exhibition's partner media and other organisations. At the meeting, both sides made exchanges on latest situation and data of the printing industry and market development in China and Russia. The promotion delegation learned about relevant policies of the Russian government

on its printing industry, as well as information about the demands of Russian market for Chinese printing equipment and materials. To help more printing enterprises in Russia learn about the cutting-edge technologies and products launched in Chinese market, Mr. Lu invited the members of Russian associations and media organisations to attend CHINA PRINT 2021 held in Beijing in May 2021, for networking with agents and purchasing the latest equipment and products. During exchanges, the Russian associations and media said they would actively organise Russian printing enterprises to attend CHINA PRINT 2021.



二、与俄罗斯印协及媒体会面 获积极反馈

展会期间，CHINA PRINT 2021 推广小组与俄罗斯印刷行业协会、圣彼得堡印刷行业协会、展会合作媒体 Kursiv Publishing House 等进行了会面。会面中，双方交流了中俄两国印刷行业及市场发展的最新情况和数据，同时了解俄罗斯政府对于印刷产业的相关政策以及市场对中国印刷设备及材料的需求情况。陆长安副理事长邀请各协会及媒体组织所属会员，于 2021 年 6 月赴北京 CHINA PRINT 2021 参观考察，寻找代理商，采购最新的设备和产品，让更多的俄罗斯印刷企业了解中国市场的最新技术和产品。会谈中，俄罗斯协会及媒体表示将积极组织俄罗斯印刷企业参观 CHINA PRINT 2021 展览。

三、走访参展企业 赢得广泛关注

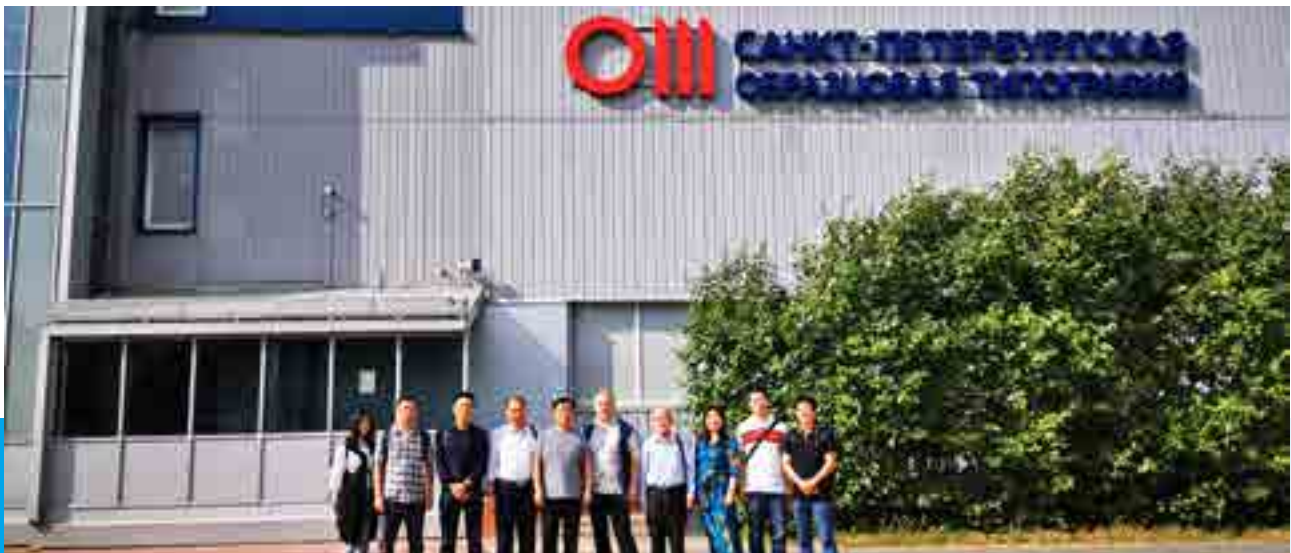
展会期间，推广小组重点走访了现场的中国参展企业。据统计，本届展会上，中国参展企业数量近 100 家，约占参展商总数的 15%，创下历史之最，是海外参展国别中展商数量最多的国家，较上一届增长了 21%。这一数据也验证了俄罗斯经济的回暖和良好的市场发展态势。推广小组所到之处，得到了中国参展企业的积极回应，纷纷表示 CHINA PRINT 2021 是印刷行业不可缺席的重要展会，现场不少企业已经在 2019 年 4 月广印展现场填报了参展申请，其余企业也纷纷明确表示参展意向，并表示将在官网开通报名通道后第一时间报名参展。

四、参观当地印厂 深入探索市场潜力

CHINA PRINT 2021 推广小组走访了位于圣彼得堡市的圣彼得堡模范印刷公司 (ST. Petersburg Exemplary Printing House)，该公司是欧洲级印刷公司，拥有现代高性能设备，新技术和新材料。该公司的客户主要来自俄罗斯和西欧的制造公司、广告公司、设计工作室及出版社，公司年产值位于俄罗斯前十名。市场部经理阿里克谢·卢金 (Alexey Lukin) 先生给予出访团热情的招待。

推广小组仔细了解了该公司的相关设备装备情况。特别值得一提的是，目前，中国生产的印后设备的质量受到了海外用户的高度认可，推广小组发现在工厂内天津长荣公司生产的模切机正在稳定的运行。陆长安副理事长仔细询问了设备的运行情况，阿里克谢先生表示中国的印后机械质量正稳步提升，未来他们愿意采购更多来自中国的印刷包装设备。陆长安副理事长热情的邀请阿里克谢先生到北京参观交流，共同探讨中俄印刷业界的合作与发展。

在本次推介过程中，推广小组通过与俄罗斯印协的沟通和交流中，了解到，随着俄罗斯经济的逐步回暖，印刷企业的市场主体意识和创新思维的不断提高，市场活力不断显现，在中俄关系全面升级的大背景下，中俄印刷业界的交流合作将日益深化。





III. Visiting participating enterprises, attracting wide attention

During the exhibition, the promotion delegation focused on visiting Chinese exhibitors on-site. According to statistics, nearly 100 Chinese exhibitors participated in this exhibition, accounting for about 15% of the total exhibitors and recording a new high. China is also the country with the largest number of exhibitors among overseas countries, an increase of 21% than the previous session. From the data mentioned above, we can see Russia's economy is recovering and enjoying a promising market development trend. During its visit to Chinese exhibitors, the promotion delegation received positive responses. Highly recognizing the importance of CHINA PRINT 2021 in the printing industry, many Chinese exhibitors had filled in the application at the PRINT CHINA in April 2019, while other enterprises also expressed their participation intention and said they would make exhibition registration immediately upon the opening of the official registration channel.

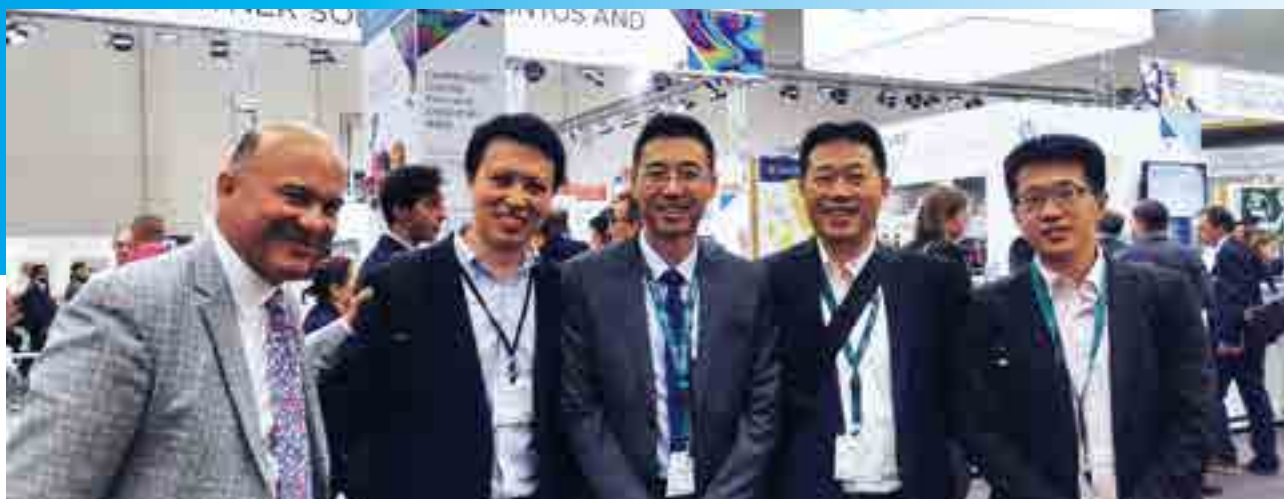
IV. Visiting local printing factories, exploring in-depth the market potential

The promotion delegation paid a visit to the representative printing enterprise in ST. Petersburg, namely, ST. Petersburg Exemplary Printing House. Boasting modern high-performance equipment as well as new technologies and new materials, this company is a reputed printing company across Europe, with its clients mainly consisting of manufacturing companies, advertising agencies, design studios and publishing houses from Russia and Western Europe. The company's annual output value ranked among top 10 in Russia. Mr. Alexey Lukin, Manager of the Marketing Department received the delegation with warm hospitality.

During this visit, the promotion delegation gained a deeper understanding of related equipment of the company. It's particularly worth mentioning that, the high-quality post-press equipment manufactured in China is greatly favoured by overseas users now. In the factory,

the die-cutting machine produced by Masterwork Group Co., Ltd. was running stably. Mr. Lu asked about the operation of Chinese equipment in detail. Mr. Alexey said that as the quality of post-press equipment in China is steadily improving, they are willing to purchase more printing and packaging equipment from China in the future. Mr. Lu warmly invited Mr. Alexey to visit Beijing, and jointly exchange and discuss with relevant professionals on cooperation and development of Chinese and Russian printing industries.

At the promotion meeting, the delegation made communications and exchanges with the Russian Printing Industry Association, learning that thanks to economic recovery, the market subject consciousness and innovative thinking of printing enterprises in Russia keep improving and the market shows exuberant development vigour. Under the big picture of comprehensive upgrading of Sino-Russian relations, the cooperation and exchanges on the printing industry between two countries will be increasingly deepened.



2019.9.23-29 比利时 CHINA PRINT 2021 赴比利时推介 欧洲宣传拉开序幕



2019年9月23-29日，以中国印刷及设备器材工业协会（以下简称印工协）副理事长陆长安、中国国际展览中心集团公司（以下简称中展集团）副总裁郑世钧、北京中印协华港国际展览有限公司总经理赵晖为代表的第十届北京国际印刷技术展览会（以下简称 CHINA PRINT 2021）推广小组，参加了位于比利时布鲁塞尔展览中心举办的 2019 欧洲国际标签印刷展览会（Labelexpo Europe 2019），CHINA PRINT 2021 欧洲宣传推介拉开序幕。



一、拜访国际领军企业 获积极反馈

第十届北京国际印刷技术展览会（CHINA PRINT 2021）将于 2021 年 6 月 23-27 日在北京中国国际展览中心新馆举办，展会将以“创新引领未来”为主题，预计展出面积 16 万平方米。



为推介 CHINA PRINT 2021，推广小组在展会现场拜访了国际知名数码及标签机制造商惠普公司（HP）、捷拉斯（Gallus）、日本网屏公司（Screen）、柯尼卡美能达公司（Konica Minolta）、柯达公司（Kodak），得到了企业的热情接待。推广小组一方面通过现场讲解和演示了解各公司展示的最新设备及技术，一方面宣传 CHINA PRINT 2021 的筹备工作，邀请企业参加 CHINA PRINT 2021 展览会。各公司均表示赴中国参展已列入计划，届时将携带最新产品和技术亮相 CHINA PRINT 2021 展会。

Sept. 23-29, 2019 Belgium

CHINA PRINT 2021 – Belgium, the First Promotion in Europe Launched

The promotion delegation of the 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021), led by Lu Chang'an, Vice-chairman of Council of Printing and Printing Equipment Industries Association of China (PEIAC), Zheng Shijun, Vice President of China International Exhibition Centre Group Corporation (CIEC) and Zhao Hui, General Manager of China Print Show Company Limited, visited the Labelexpo Europe 2019, held by Brussels Exhibition Centre in Belgium, and officially launched the promotion of CHINA PRINT 2021 in Europe.

I. Visited International Leading Companies and Obtained Positive Feedback

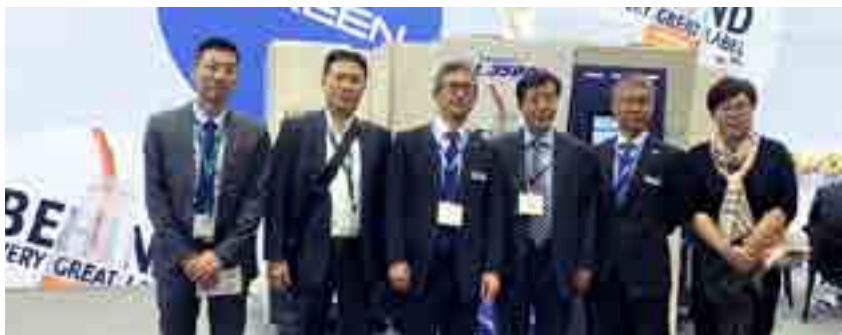
The 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021), themed on “Innovation Leads



the Future”, is about to open at the New China International Exhibition Centre on June 23-27, 2021, with an estimated display area of 160,000 m².

In order to promote CHINA PRINT 2021, the promotion delegation visited internationally renowned digital and labelling machine manufacturers (HP, Gallus, Screen,

Konica Minolta and Kodak) at Labelexpo Europe 2019, and received a warm reception from these companies. On the one hand, the promotion team learned about the latest equipment and technologies of these companies through on-site explanations and demonstrations. On the other hand, it propagated the preparatory work of CHINA PRINT 2021 and invited these companies to participate in CHINA PRINT 2021. All companies indicated that they had included CHINA PRINT 2021 in their plan and would be present at CHINA PRINT 2021 with latest products and technologies.



二、拜访国内知名企业 赢广泛关注

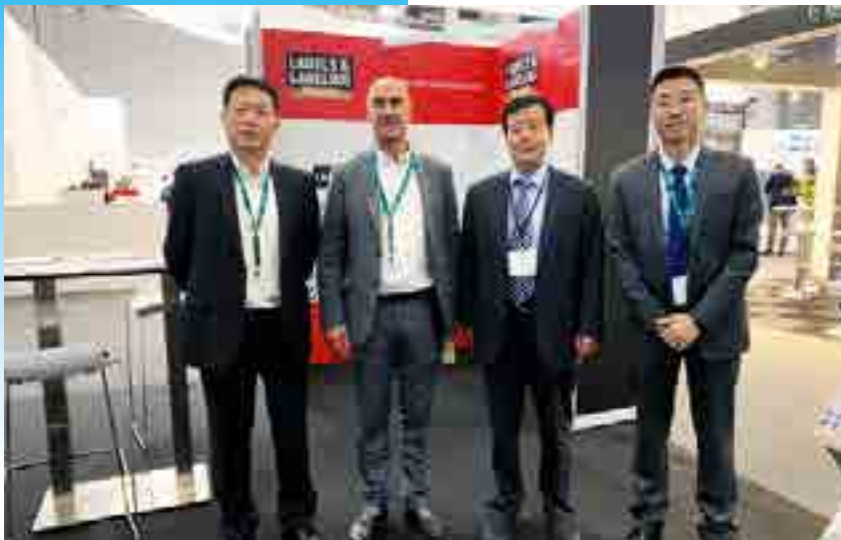
标签印刷领域的“中国制造”从产品的研发和技术的创新作为突破口，以满足市场多样性需求为特征，越来越多赢得海外市场的认可。本届 2019 欧洲国际标签印刷展上，参展的中国企业达 106 家，约占展商总数的 16%。

推广小组现场重点走访了炜冈、博泰、万杰、斯潘德等国内制造企业，与企业负责人进行交流，了解企业参展情况，听取参展企业对 CHINA PRINT 2021 展会组织和现场服务工作的意见和建议，推介北京国际印刷技术展览会。各走访企业对 CHINA PRINT 2021 表示出了极大的期望，表示将尽快报名参展，希望通过 CHINA PRINT 2021 展会的优异展贸平台，寻找更多合作伙伴，拓展更多商业机会。

三、与意大利协会会面 谈合作事宜

展会期间，CHINA PRINT 2021 推广小组与意大利印刷及纸加工供应商协会（以下简称 ACIMGA）总经理 Andrea Briganti 进行了会见，双方探讨了展会间的合作计划。Andrea Briganti 表示，2020 年他们将联合环球印刷联盟共同举办全球印刷行业高峰论坛，届时希望邀请中印刷及设备工业协会和展览公司参会演讲，分享中国印刷行业的发展情况和市场信息，让更多的欧美企业了解中国市场的发展现状和市场需求，借此动员更多的企业参加 CHINA PRINT 2021 展览会。印工协副理事长陆长安表示将积极支持该论坛，并希望于今年年底之前进一步探讨具体的合作方式。





II. Visited Well-known Domestic Companies and Gained Extensive Attention

In label printing, made-in-China products wins an increasing amount of acknowledgement from the overseas market as the breakthrough points were targeted at both the technological innovations and the research and development of products to better fulfil the diversified demands. A total of 106 Chinese exhibitors participated in Labelexpo Europe 2019, making up about 16% of all exhibitors.

The promotion delegation visited domestic manufacturers such as Weigang, EUROTECH, Wanjie and Sipande, and communicated with their persons in charge. The promotion delegation learned about their exhibiting situation, listened to their opinions and suggestions for the organization and on-site service work of CHINA PRINT 2021, and propagated CHINA PRINT 2021. These companies expressed great expectations for CHINA PRINT 2021, and indicated that they would sign up for the exhibition as soon as possible. They hope to find more partners and expand more business opportunities through the excellent trade and exhibition platform of CHINA PRINT 2021.

III. Met with ACIMGA to Discuss Cooperation Programmes

During the exhibition, the promotion delegation of CHINA PRINT 2021 met with Mr. Andrea Briganti, General Manager of ACIMGA, and the two sides discussed the cooperation matters on exhibitions. Andrea Briganti said that in 2020, they were going to hold the Global Printing Industry Summit jointly with Global Print, and they would invite PEIAC and exhibition companies to participate in the forum and deliver a speech, and share the development and market information of China's printing industry, letting more European and American companies understand the development status and market demand of Chinese market, so as to mobilize more companies to participate in CHINA PRINT 2021. Lu Chang'an, Vice Chairman of PEIAC, said that the association would actively support the forum, and he hope to further explore specific ways for cooperation before the end of this year.



2019.12.18
北京

CHINA PRINT 2021信息交流会在京举办

第十届北京国际印刷技术展览会（CHINA PRINT 2021）自启动以来，获得了印刷业界的广泛关注和鼎力支持。12月18日下午，CHINA PRINT 2021组委会在北京会议中心会议楼2层第15会议室召开信息交流会，向业界发布了展会最新的筹备情况。

东莞市中印协国际展览有限公司（以下简称东莞中印协）展览总监陈锦铭主持会议。北京中印协华港国际展览有限公司（以下简称北京中印协）总经理赵晖致欢迎词。北京中印协业务部经理王金鸣详细介绍了CHINA PRINT 2021的最新筹备情况。

北京中印协总经理赵晖在交流会上表示：“第十届北京国际印刷技术展览会将于2021年6月23日-27日在北京中国国际展览中心（新馆）举办，迄今为止在线报名企业已达289家，申请面积达65,220平方米，占预计展会总面积的40%。”



Dec. 18, 2019 **CHINA PRINT 2021 Press Conference Held in Beijing**

Since the kickoff of the 10th Beijing International Printing Technology Exhibition (CHINA PRINT 2021), it has received wide attention and full support from the printing industry. To update the industry on the preparations for the event, the Organising Committee for CHINA PRINT 2021 held a press conference on the afternoon of December 18, 2019 at Room 15, Floor 2, Conference Building, Beijing Conference Centre.

Chen Jinming, Exhibition Director of Print China Show Company Limited (PCSC), moderated the meeting.

Zhao Hui, General Manager of China Print Show Company Limited (CPSC), delivered a welcome address. Wang Jinming, Project Director of CPSC, gave a detailed introduction to the preparations for CHINA PRINT 2021.

Mr. Zhao Hui noted that CHINA PRINT 2021 will take place from June 23 to 27, 2021 at New China International Exhibition Centre. To date, 289 enterprises have registered online for the event and the exhibition area they applied for has reached 65,220 square metres, accounting for 40% of the estimated total.



在本次交流会上，北京中印协业务经理王金鸣首次对外公布了 CHINA PRINT 2021 展馆规划图。据介绍，CHINA PRINT 2021 展品范围将广泛囊括：印前、印刷、印后及纸加工设备、纸张和承印物、油墨和耗材、配套和基础设施、服务和软件以及与印刷行业有关的各类分支等八大类别。同时，本届展会延续专区专馆特色，特开辟综合品牌、数码印前、印刷机械、标签器材、印后主题、包装主题六大专区，以及“互联网+印刷”、“智能机器人”、“纳米技术”、“3D打印”、“绿色印刷材料”、“VOCs治理专区”六大特色专区。组委会将根据展品特点对展馆进行合理划分。

活动最后，东莞中印协展览总监陈锦铭总结表示：“转型升级创新发展，畅通印刷信息传播渠道，是我们一直在努力去做的工作。目前北京印刷展已发展成为世界第二大展，仅次于德鲁巴，成为世界最具国际影响力的盛会之一。我们相信在新的形势下，大印展将充分发挥专业展览优势，向绿色化、集约化、网络化等方向发展！”

天津长荣、嘉和顶新、凌云光、精密达、泰克正通、大恒图像、东洋油墨、康得新、汉德图像、悟略科技、诺丹舜蒲、润达、嘉鸿、柏仕诚、宝隆、华岳、东莞雅光、科祺、亚都机械、富克、鸿盛、大鹏、迈高、世恒、印工社、天泰紫光等参展商代表，以及专业媒体记者 60 余人出席了本次信息交流会。会后，CHINA PRINT 2021 项目组成员在现场与企业进行了积极的互动交流，并就企业提出的相关问题予以细致的解答，得到了与会者的热切关注。



At this press conference, Mr. Wang Jinming revealed the Venue Layout of CHINA PRINT 2021 to the public for the first time. According to him, the exhibits to be showcased at CHINA PRINT 2021 will cover eight categories, including: pre-press, printing, post-press and paper processing equipment, paper and print substrate, inks and consumables, auxiliary and base facilities, services and software and various segments related to the printing industry. This exhibition will continue to set up special zones and halls, including six halls themed on comprehensive brand, digital pre-press, printing machinery, labelling equipment, post-press and packaging, as well as six special featured zones of "Internet + Printing", "Intelligent Robot", "Nanotechnology", "3D Printing", "Green Printing Materials" and "VOCs Treatment". The Organising Committee will arrange different exhibition halls based on an analysis of the characteristics of various exhibits.

"We have always been committed to promoting the transformation, upgrading, and innovative development of our industry, and facilitating the communication of printing information," Mr. Chen Jinming concluded at the end of the press conference: "Now, the Beijing International Printing Technology Exhibition has developed into the second largest exhibition in the world, second only to drupa, and has become one of the most influential international exhibitions."

"In view of the new trends, we believe CHINA PRINT will rely fully on its professional advantages and develop into a green, intensive and network-based event," he added.

More than 60 people including exhibitor representatives and professional reporters attended this press conference. Specifically, the participating exhibitors include professional reporters and representatives of exhibitors such as Tianjin Masterwork, DINGA, LUSTER, JMD, ZETC, Daheng Image Vision, Toyo Ink, KDX, Hand Graphic, Value Print, ROTADYNE Transforming Technology, Beijing Runda Machinery Manufacture Co., Ltd., Graphic International Printing Material Co., Ltd., Wenzhou BSC Machinery Co., Ltd., Boolong Machinery, Zhejiang Huayue Packing Machinery Co., Ltd., Dongguan City Yaguang Machinery Co., Ltd., KEKI, Guangdong Yadu Machinery Co., Ltd., Hock Machinery Co., Ltd., Whenzhou Hoson, Ruian Dapeng Printing Machinery Co., Ltd., Marco, Dongtai Shi Heng Machinery Technology Co., Ltd., Print China Magazine, Dalian Tiantai Ziguang Binding Equipment Co., Ltd. After the press conference, the project members of CHINA PRINT 2021 engaged in heated discussions with enterprise representatives and gave detailed answers to their questions, capturing keen attention of all attendees.



全球印刷联盟 Global Print

www.global-print.org 全球印刷联盟 (Global Print) 由中国、美国、英国、德国、法国、意大利、西班牙、瑞典、印度、和日本于2008年5月共同发起成立，旨在加强印刷设备制造业强国之间的信息交流与合作，促进印刷工业向国际化发展，进而为全球印刷技术发展提供便利。CHINA PRINT和PRINT CHINA被列入联盟支持的展览项目。

Global Print was established in May, 2008, by joint efforts of China, the US, the UK, Germany, France, Italy, Spain, Sweden, India and Japan. Global Print aims to enhance information exchanges and cooperation among all printing equipment manufacturing powers, to promote the development of the printing industry towards internationalisation, and thus to better provide convenience for the development of global printing technologies. CHINA PRINT and PRINT CHINA are recognised as the exhibition programs supported by Global Print.



亚洲印刷展览联盟 Asia Print

www.asia-print.org 亚洲印刷展览联盟 (Asia Print) 于2009年第七届北京国际印刷技术展会上正式宣告成立，联盟发起国有中国、印度、印度尼西亚、韩国、马来西亚、菲律宾、巴基斯坦七个成员；随着斯里兰卡、泰国和尼泊尔的加入，成员国总数发展为10个。该联盟每年度都在各成员国举行全体会议，共同商讨促进亚洲地区印刷产业及印刷展览发展的相关事务。CHINA PRINT、PRINT CHINA、北方展 (PRINT NORTH)、南方展 (PRINT SOUTH) 成为联盟支持的展览会。

Asia Print was formally established in 2009 at the 7th Beijing International Printing Technology Exhibition (CHINA PRINT 2009). The seven members engaging in the establishment of Asia Print are China, India, Indonesia, South Korea, Malaysia, Philippines and Pakistan. With Sri Lanka , Thailand and Nepal's joining in Asia Print, the number of member states increased to 10 in total. It holds plenary meetings every year in its member states to discuss relevant affairs for promoting the development of the printing industry and printing exhibitions in Asia. CHINA PRINT, PRINT CHINA, PRINT NORTH and PRINT SOUTH are recognised as the exhibition programs by Asia Print.



荣誉与商机共存

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评审时间

2021年4月

颁奖时间

2021年6月 北京

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