

Press release

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## New digital and screen printing fair in South China to be co-organised by Messe Frankfurt, CSGIA and GZ Teyin

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**The three companies – Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service (GZ Teyin) – confirmed their cooperation on the new event at a cooperation agreement signing ceremony in Shanghai on 30 October. The fair, DS Printech China, is a rebranding of their existing events: the 30 year-plus CSGIA and the concurrent Textile Digital Printing China. The rebranded fair will relocate from Guangzhou to Shenzhen from October 2020 and take place at the brand-new Shenzhen World Exhibition and Convention Centre.**

DS Printech China is a strategic expansion by the three co-organisers into the rapidly growing digital printing sector. The location and timing of the fair, together with each organisers' unique expertise and experience, will provide valuable new opportunities for their existing and potential clients. The fair is expected to feature around 600 exhibitors across a 40,000 sqm space.

"DS Printech China is a welcome addition to our global Textpertise Network of textile and textile technology events," commented Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd. "We are confident in the future of our partnership with our co-organisers, CSGIA and GZ Teyin, due to the leading position of their current fairs in the country. Digital printing has been recognised as a key trend at many recent editions of Messe Frankfurt's textile events, including Intertextile Shanghai Apparel Fabrics and Intertextile Shanghai Home Textiles, which both include a digital printing zone, as well as in fairs such as Heimtextil, Techtexil and Texprocess in Frankfurt. This fair will offer our network of textile players a dedicated space to explore this technology further, while also being well positioned to meet major manufacturers in South China."

Mr Chen Yingxin, Secretary General of the Printing Technology Association of China, parent organisation of CSGIA, at the signing ceremony, noted the high market potential for the new fair. "Digital printing and screen printing is a vibrant market, particularly in China. Over the past nearly four decades, we have grown a network of professionals who have led the way in printing technology development. Organising this fair with Messe Frankfurt, with their experience and expertise in the global textile industry, will help suppliers to attract more potential clients from the worldwide apparel industry who want to invest

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in innovation.”

“The current fairs in Guangzhou and Shanghai have served the industry well – CSGIA for 30-plus years, and Textile Digital Printing China for over 10 years,” noted Mr Jiang Wen Quan, Chairman of GZ Teyin. “Together, they have become the go-to events for producers and buyers of digital printing and screen printing products in the country. China has a strong reputation for investing in the latest textile technologies, so this is where leading companies have come to highlight their latest developments. And as part of Messe Frankfurt’s Texpertise Network, the international exposure for these companies is sure to increase.”

The product groups on offer will include digital textile printing equipment, transfer textile printing equipment, textile printing ink jet equipment, sublimation transfer ink, sublimation paper and other suppliers. As well as this, equipment and materials will be available for screen printing, stamping, silk printing and heat press transfer. Accessories and printing and pigment paste will also be available.

### **Collective expertise in China and the industry**

CSGIA, GZ Teyin and Messe Frankfurt each bring something unique to the table as co-organisers of the fair. CSGIA is a subsidiary of the China Printing Corporation, founded in 1981 to facilitate networking, which first organised a seminar in China inviting overseas professionals to share insights on technological development. Since then, their services have evolved and expanded. GZ Teyin is a major exhibition organiser in China with over 10 years of experience in international trade fairs and conferences, across a wide range of industry sectors. With this collective expertise, the existing fairs – CSGIA and Textile Digital Printing China, held in Guangzhou – have developed a strong background and network of industry players, business organisations and associations.

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. Every year, the company organises some 150 around the world in 11 industry sectors, including more than 30 in Greater China. The company’s portfolio in the textiles and textile technologies sector, with around 50 events held worldwide, connects the entire textile value chain.

### **Expanding in the Greater Bay Area**

DS Printech China is also a new addition to Messe Frankfurt’s network in China’s Greater Bay Area initiative, which includes fairs for the textile and consumer goods industries. The Greater Bay Area is a central government scheme to develop an integrated economic hub by linking nine major cities of South China’s Guangdong Province, Hong Kong and Macau. Both Chinese and foreign manufacturers invest heavily on high-tech manufacturing and R&D in this area.

Shenzhen is a place of particular global interest in the Greater Bay Area, due to the city’s widening reputation for technology. The city attracts global talent in innovation, while textile manufacturers are also heavily

DS Printech China  
Shenzhen World Exhibition and  
Convention Centre  
Shenzhen, China, 2020

present in the wider Guangdong regions. This makes Shenzhen the ideal location to maximise digital printing and screen printing product exposure in China, and an ideal access point for international suppliers.

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For further information about the fair, please email:

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500 employees at 30 locations, the company generates annual sales of around €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com).