

Press release

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DS Printech China debuts in Shenzhen to unlock business potential in South China

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In response to the rising demand for screen and digital printing equipment, Messe Frankfurt's new DS Printech China fair, to be held from 28 – 30 October 2020, will offer industry practitioners an invaluable opportunity to explore this market further. Furthermore, the fair will be relocated to a brand-new exhibition venue in Shenzhen, where a digital printing hub is located in nearby cities.

Since booth registration opened in early January, nearly 60 companies have confirmed their participation, including leading players Brother, Stahl's, Flora, Zhongyi, Print Pretty, Aolite, Lancer Group, ATMA Champ and Techway Technology. Around 600 exhibitors are expected to present their latest products and technology across a 40,000 sqm space in Hall 17 at the brand-new Shenzhen World Exhibition & Convention Center.

DS Printech China, is a rebranding of the existing CSGIA fair, in existence for 30-plus years, and the concurrent Textile Digital Printing China. The fair will relocate from Guangzhou to Shenzhen.

Increased investment in machinery fuels industry growth

The digital printing and screen printing markets in China have seen robust growth in recent years. In 2019, the import value of screen printing equipment and other printing equipment increased by 42.4% to USD 86.71 million and 44.1% to USD 31.45 million respectively, revealing the rising demand for overseas products. Suppliers from around the world can take advantage of this potential and gain access to this growing market in the fair's International Zone.

Meanwhile, in a 2019 online survey¹ in which 9,368 Chinese printers took part, 31% said that they had digital printing equipment in place at their factories, an 8% increase from the previous year. When it comes to production of accessories, clothing and industrial fabrics, over 60% of the companies surveyed in these sectors reported they had already installed digital printing equipment, while another 30% planned to do so in the near future.

Favourable location provides invaluable opportunities

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ 2019 China Wide Format and Digital Printing Market Research, InfoTrends. Retrieved, 16 March 2020.

With the strategic relocation to Shenzhen this year, the fair will take advantage of the city's status as a leading hub for technological innovation, supported by the economic growth of the Greater Bay Area. 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. With the scheme as well as the city's focus on high-tech manufacturing and R&D, Shenzhen attracts both Chinese & overseas investment and talent.

Currently, over 10,000 printing and packaging companies form a digital printing hub in the Greater Bay Area cities of Shenzhen, Guangzhou, Foshan, Dongguan, Jiangmen and Huizhou, and contribute to one-sixth of the country's production value. Leveraging the strengths and resources of each city, the fair is an ideal entry point for international brands to maximise their exposure in China.

Organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service, DS Printech China will take place from 28 – 30 October 2020 in Hall 17 at the Shenzhen World Exhibition & Convention Center.

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Notes to editors:

Download press materials:

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/DSPSZ20-PR2.html>

Further press information and picture material:

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/photos.html>

Follow the fair on social media:

<https://www.facebook.com/DS-printech-China-100589418252308/>

<https://www.instagram.com/dsprintech/>

<https://www.linkedin.com/company/dsprintech/>

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 2,600* employees at 30 locations, the company generates annual sales of around €733* 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

*preliminary figures 2019

DS Printech China
Shenzhen World Exhibition and
Convention Center
Shenzhen, China, 28 – 30 Oct 2020