

Press release

August 2020

Nearly 200 exhibitors already confirmed to join DS Printech China's debut edition

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After months of effort in containing the coronavirus in the country, China is now eager to boost its manufacturing recovery. In the digital and screen printing sector, industry players are expecting the domestic demand to slowly pick up and, as such, nearly 200 domestic and overseas brands have already registered for their booths at the debut DS Printech China to capitalise on the post COVID-19 rebound, from 28 – 30 October 2020.



DS Printech China will serve as an ideal platform for the industry to reconnect

“It is encouraging to see a large number of exhibitors have already signed up for the fair, given the impact of COVID-19,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd commented. “With all the trust and support we’ve received from exhibitors, we are confident that DS Printech China, to be held in late October in Shenzhen, will serve as the perfect marketplace to help businesses get back on track.”

To further boost the industry’s recovery, the fair organisers have gone beyond the three-day fair to help exhibitors and visitors maximise their business results. A digital business platform was launched via WeChat in late June, which allows users to explore product offerings and business opportunities prior to the fair. When the fair opens, this digital platform will also serve as an important sourcing tool for those who can’t attend

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

the fair due to travel restrictions.

Silver lining in Chinese digital printing market

Prior to the pandemic, China was considered as a promising market, especially in the digital printing sector, which is one of the reasons leading to optimism in the rebound. According to a market report by International Data Corporation, the sales for digital direct-to-garment printers reached over RMB 1.5 billion (USD 213.5 million) in 2019.

With the anticipation of a market rebound, leading industry practitioners have already confirmed their participation in the fair to capture the potential in the market, including:

Brother (US): they will feature their digital garment printer GTX, which takes conventional DTG printing to the next level according to the company. The optional versatile platens and large gap to substrate allows users to print over seams, across zippers, on pockets and more. The print heads print at a consistent output of 1200 dpi x 1200 dpi, and when combined with the water based and OEKO-TEX® ECO PASSPORT certified Innobella Textile inks, allows the incorporation of a wider colour gamut for stronger clarity.

Bihong Printing Machinery Co, Ltd (China): founded in 2008, the company offers the ideal hybrid printing automated solutions by combining digital printing with screen printing to improve production efficiency and quality. Their printing equipment can be used on different materials for a diverse ranges of applications.

Machine Elements (China): specialises in R&D, manufacturing and distribution of smart apparel printing solutions. With years of experience and market expertise, they offer patented digital DTG printers, pre-treatment spraying machines, ink and more for the apparel industry. The company provides quick turnaround sampling, and customisation and production solutions that are easily scalable to any size of order.

DS Printech China, an influential platform dedicated to the screen and digital printing industry, is a rebranded fair of two pre-existing events: CSGIA and the concurrent Textile Digital Printing China. The new fair will take place at the brand-new Shenzhen World Exhibition and Convention Center from 28 – 30 October 2020.

The fair is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service.

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Notes to editors:

Download press release and picture:

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/DSPSZ20-PR4.html#download>

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

Further press information and picture material:

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

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