

## Press release

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

August 2020

Karen Lau Tel. +852 2230 9235

karen.lau@hongkong.messefrankfurt.com www.dsprintech.com www.messefrankfurt.com.hk

DSPSZ20 PR4 en

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.

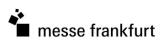


DS Printech China will serve as an ideal platform for the industry to reconnect

"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, pretreatment 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.

-end-

## 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**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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

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