

Final Report

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Expanded DS Printech China reconnects digital and smart printing supply chain in Guangzhou

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DSPGZ23 FR en

The influential platform for the global digital and screen printing sectors closed the doors to its second edition on 18 May. The three-day fair welcomed nearly 11,000 visitors from 50 countries and regions, with a 24% overall increase compared to its debut edition in Shenzhen, and the overseas visitor count seven times higher. Meanwhile, 318 exhibitors from seven countries and regions represented a remarkable 59% growth. Hailing from China, France, Germany, Hong Kong, Italy, Japan and Taiwan, suppliers from across the industry spectrum showcased their products and technology at the China Import and Export Fair Complex, Guangzhou.

As a barometer for the digital and screen printing industries, the fair has become an important event to showcase new technologies and materials, and to promote the domestic industry's evolution. "The fair has attracted overseas visiting groups and exhibitors to each edition," commented Mr Xiaokai Liu, Director General of Printing and Distribution Bureau, Publicity Department of the CPC Central Committee, PRC, at the opening ceremony. "The fringe programme brings together senior industry players, enhances understanding, strengthens relationships, and expands development ideas. Many overseas experts and suppliers have become old friends of ours, and the fair has become a must-attend destination."

Speaking at the fair's conclusion, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: "This edition has demonstrated how hungry the Chinese market was to return to in-person trade fairs, which play such a crucial role in sharing trends and spreading innovation. Numerous buyers, primarily from South China, have been eager to collaborate with new domestic and international manufacturers, with many also expressing their desire to reconnect with old suppliers. The healthy increase in visitor numbers has surpassed our expectations, and multiple exhibitors were likewise optimistic in their outlook for the Chinese market."

DS Printech China's range of product groups include machinery and accessories; consumables and substrates; inks and additives; industrial, personalised, and 3D printing; and production. The fairground played host to industry leading exhibitors from across these categories, such as Bostik Group, Brother, Great World Ink & Paint, Guangdong Bihong, Kinzel Printing Systems, Mimaki, Qingdao Hengjinding, Shenzhen

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

Lingchuang, Zhongyi Ink & Paint, and many more.

Due to rising demand for customised products and small minimum order quantities, many of the fair's specialised suppliers proved especially popular to visitors. Exhibitors revealed up-to-date printing technologies and consumables, while the fringe programme's topics reflected the global trends of full automation, intelligent manufacturing, and sustainability, equipping trade buyers with the tools to seek out more applicable partnerships.

Exhibitors' experiences

"We have participated in this exhibition almost every year as we want to use this platform for publicity, to meet with old customers to understand the market's development, and to meet new buyers. Guangzhou is a new and growing market in China. There are many opportunities for manufacturing machines in the country."

Ms Hongjuan Hui, Representative for Asia, Kinzel Printing Systems, Germany

"Due to the improvement of environmental protection requirements, various industries are using water-based printing ink. We have been cooperating with the organisers for many years, and we will continue to participate in DS Printech China every year. The fair has a certain popularity and influence, and industry players can learn about new and more environmentally friendly products. It is a useful avenue for more customers to discover our products."

Mr Zhiyong Wang, Sales in charge, Great World Ink and Paint, Taiwan

"The new products that we are showcasing are functional inks. Our customers are mainly domestic distributors and factories that serve large companies. As the industry chains shift to Southeast Asia, we pay more attention to exporting and expanding our presence in that market. There is still a lot of room for our industry in China, but we need continuous innovation."

Mr Wang Chen, Marketing Director of Zhongyi Ink and Paint Co Ltd, China

"Digitalisation is the current trend, whether it is in environmental protection, new retail or the consumer market. Through this platform, we want to introduce customers to our latest innovations. We regularly exhibit at the fair as the organisers are influential and the promotion is good. We are grateful to showcase our new products here and have managed to meet with new customers from the Middle East and North America."

Mr Xu Lei, Sales Manager, GT Sales Dept, Industrial Sewing Machine Div, Brother Machinery Shanghai Ltd, Japan

Visitors' comments

"We are a trading company and sourcing agency, and came to DS Printech China to source from textile printing machine and accessories suppliers. We managed to find the products efficiently. It is important to

hold physical fairs to help the industry recover, and we are optimistic about China's printing market."

Mr Bisho Samman, Chairman, Foshan Bashar Trading Company Ltd, China

"I am a trader and I hope to make good use of the platform to gain knowledge and find inspiration. I am here to source machinery and auxiliary materials. I think the exhibitors this year are high-quality, and I am satisfied with the products they are showcasing. The fair is useful to have face-to-face conversations with industry players, understand the market development and trends, and see new products."

Mr Guochao Zeng, Operations Manager, Asher Industrial Ltd, Hong Kong

Speaker's insight

"I am here to share emerging technologies to customers. China has a stable economic environment, and most international orders are produced here. During the past three years of the pandemic, domestic product development and technologies have improved."

Mr Davis Pang, South China Region Manager, Hangzhou Honghua Digital Technology Stock Co Ltd, China

Fringe programme attendee's comment

"The forum has gathered the industry together, and I hope to learn more about the market and new products from the fringe programme. So far, speakers have discussed solutions for suppliers' profit distribution. The content of the seminars have also given me an insight into current market trends."

Mr Yongjin Lai, Market Researcher, Make Block Co Ltd, China

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

For more details on the fair, please visit: www.dsprintech.com.

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Notes to editors:

Further press information and picture material

<https://dsprintech-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

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Newsroom

Texpertise, the textile business network

DS Printech China is part of Texpertise, the textile business network.

DS Printech China
China Import and Export Fair Complex
Guangzhou, China, 16 – 18 May 2023

The network of Messe Frankfurt unites current topics, trends, and events around the textile business and connects more than 500,000 people from all over the world.

With more than 50 international textile trade fairs in 11 countries, Messe Frankfurt is the global market leader for textile trade fairs. Texpertise covers the entire textile value chain: research, development, yarns, fabrics, apparel, fashion, contract manufacturing, home and household textiles, technical textiles, processing and cleaning technologies. In collaboration with the United Nations Office for Partnerships, supported by the Conscious Fashion and Lifestyle Network, the Texpertise Network informs and mobilises the textile sector to implement solutions for social, economic and environmental change. Our aim is to create awareness for the Sustainable Development Goals at all our textile trade fairs worldwide – from Frankfurt, to New York, Atlanta, Shanghai and Paris.

For more information from the international textile sector and Messe Frankfurt's global textile events, visit:

www.texpertise-network.com

www.linkedin.com/showcase/texpertise-network

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. With its headquarters 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 for 2022