



# DPrint 2024 POST SHOW REPORT

April 10<sup>th</sup>-12<sup>th</sup>, 2024  
Shenzhen World Exhibition & Convention Center (Bao'an)

Built by  
**RX** 励展博览集团  
同励百业·共展商机



Scan the QR code to follow the official WeChat account

Concurrently held WEPACK series packaging exhibitions:



Built by  
**RX** 励展博览集团  
同励百业·共展商机

**PACKCON**  
中国包装容器展  
CHINA PACKAGING CONTAINER EXPO

主办单位  
**RX** 励展博览集团  
同励百业·共展商机



## Exhibition Overview

After being held from April 10th to 12th, 2024, DPrint 2024, one of WEPACK series packaging exhibitions, came to a resounding end at the Shenzhen World Exhibition & Convention Center (Bao'an New Hall).

By connecting upstream and downstream segments of the packaging industry with its terminal applications, DPrint has assisted digital printing equipment and technology suppliers in building brand awareness, expanding business opportunities, gaining insight into new user demands and trends, and growing rapidly into new markets.

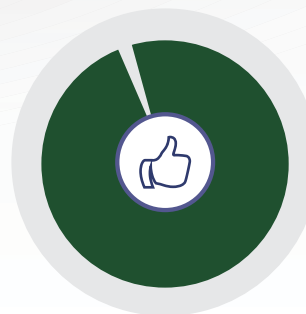
DPrint 2024 and the concurrent WEPACK series packaging exhibitions, spanning an exhibition area of 120,000 sqm, was visited by delegations from 100 industry associations and media groups worldwide. 54 onsite conferences and events were staged. This edition of DPrint welcomed a total of **13,809** trade visitors from home and abroad, including **2,555** overseas visitors from 104 countries and regions.

## Visitor Breakdown



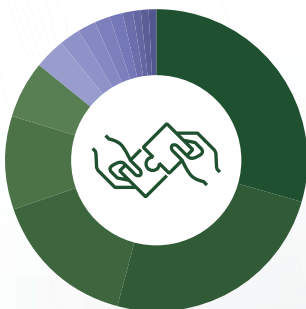
## Visitor Satisfaction and Exhibition NPS

Onsite and post-exhibition research showed 98% of visitors were satisfied with their visit to DPrint 2024, culminating in an exhibition NPS of 38.



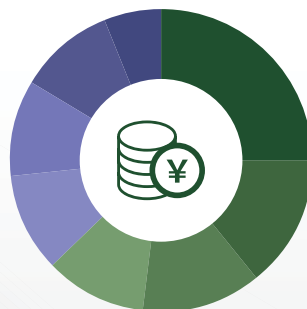
**98%**  
of visitors  
expressed satisfaction

## Company Business Scope



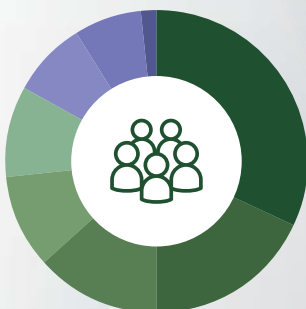
▶ Corrugated box manufacturers	29.55%
▶ Folding carton manufacturers	24.80%
▶ Printing factories	15.50%
▶ Label manufacturers	10.08%
▶ Flexible packaging manufacturers	6.12%
▶ Trade agencies	3.26%
▶ Machinery and spare parts suppliers	2.09%
▶ Brand owners	2.01%
▶ Designers	1.80%
▶ Commercial printers	1.27%
▶ Graphic express printers	1.13%
▶ Other	0.93%
▶ Associations	0.77%
▶ Media	0.69%

## Company Annual Output Value



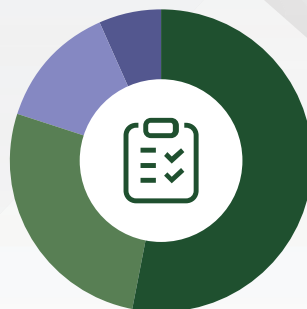
▶ 10.01-50 million yuan	25.19%
▶ 5.01-10 million yuan	14.24%
▶ 100-300 million yuan	12.79%
▶ 300-500 million yuan	10.80%
▶ Less than 1 million yuan	10.46%
▶ 1.01-5 million yuan	10.36%
▶ 50.01-100 million yuan	10.21%
▶ 500 million yuan or more	5.95%

## Visitor Job Scope



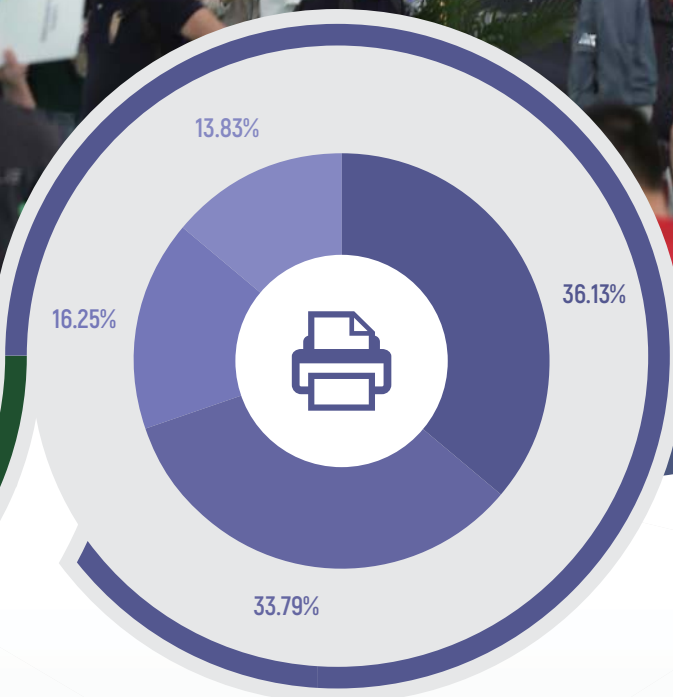
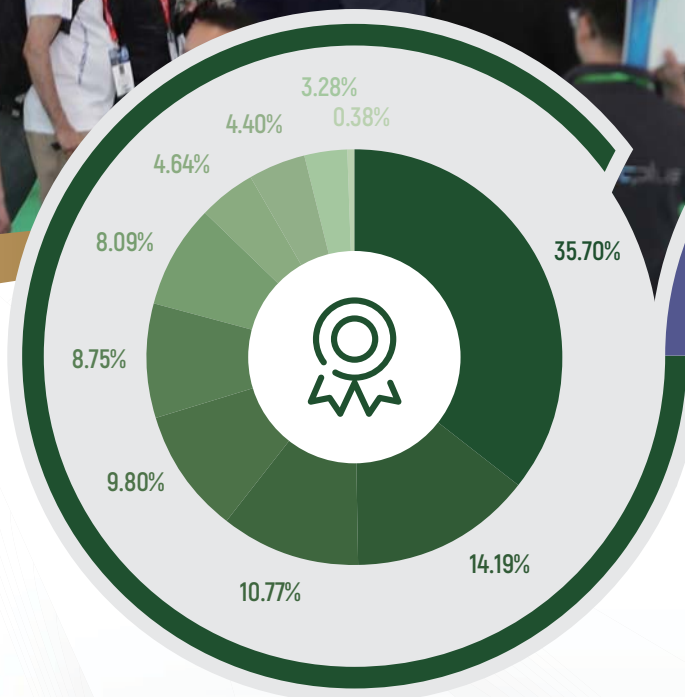
▶ Enterprise management	32.12%
▶ Purchasing	17.97%
▶ Technology	13.34%
▶ Production/manufacturing	10.06%
▶ Design & development	9.65%
▶ Market Research	8.13%
▶ Sales	7.20%
▶ Quality control	1.53%

## Visitor Purchasing Power



▶ Decision making/authorization	53.06%
▶ Recommendation/influencing	27.16%
▶ Clarifying purchasing needs	13.34%
▶ Not involved	6.44%

## Visitor Needs Analysis



## Visitor Attendance Goals

- ▶ Focus on new products, technologies and market trends with intention for subsequent purchase **35.70%**
- ▶ Meet existing suppliers, trade agencies and partners to review and discuss business cooperation **14.19%**
- ▶ Expand connections and make new friends, creating new business opportunities **10.77%**
- ▶ Meet specific exhibitors or companies to develop business **9.80%**
- ▶ Attend informal events during the exhibition to maintain business relationships with clients and acquaintances **8.75%**
- ▶ Network with people at the exhibition and attend meetings and forums to self-improve and acquire industry knowledge **8.09%**
- ▶ Achieve business objectives through communicating with as many suppliers as possible **4.64%**
- ▶ Evaluate the exhibition to decide on future participation **4.40%**
- ▶ Keep track of competitors participating in the exhibition **3.28%**
- ▶ Other **0.38%**

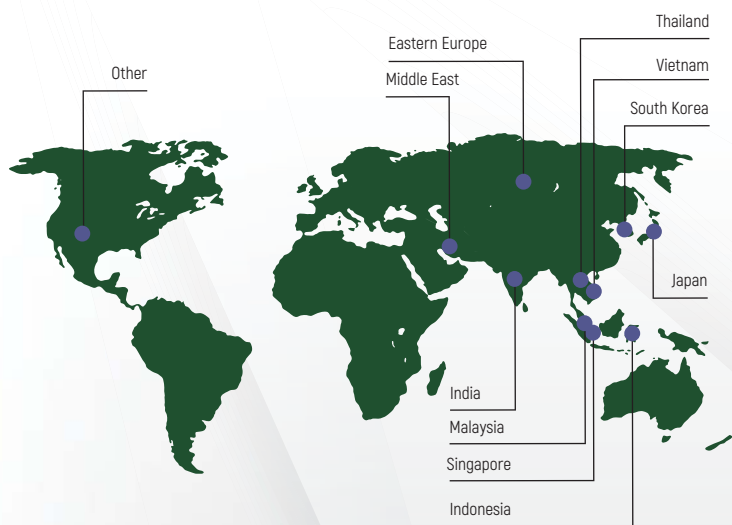
## Visitor Exhibit Interests

- ▶ Digital printing equipment & technology **36.13%**
- ▶ Digitalized finishing & converting equipment **33.79%**
- ▶ Nozzles, inks & consumable accessories **16.25%**
- ▶ Digital pre-press software & equipment **13.83%**

## Overseas Visitor Breakdown



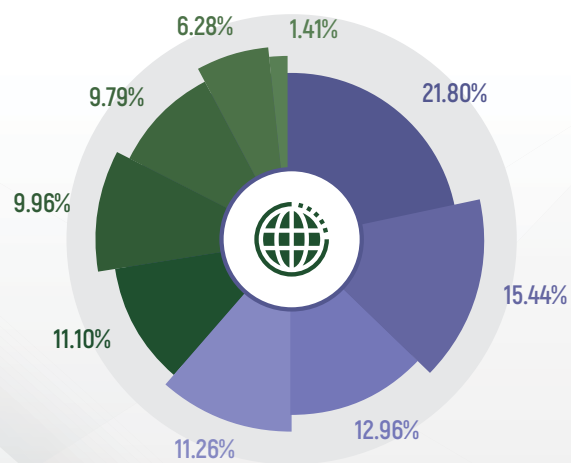
## Overseas Visitor Countries



India	16.95%	Indonesia	4.83%
Malaysia	16.26%	Singapore	3.58%
Eastern Europe	11.14%	Middle East	3.56%
South Korea	7.51%	Other	3.45%
Thailand	6.64%		20.94%
Japan	5.14%		

\* Other includes 94 countries in Asia, Europe, North America, South America, Africa and Oceania

## Analysis of Overseas Visitors' Product Interests



▶ Digital printing	21.80%
▶ Digital foil stamping equipment	15.44%
▶ UV plate printing equipment	12.96%
▶ Color management software	11.26%
▶ Digital coding equipment	11.10%
▶ Printheads	9.96%
▶ Digital cutting equipment	9.79%
▶ Ink	6.28%
▶ Other	1.41%

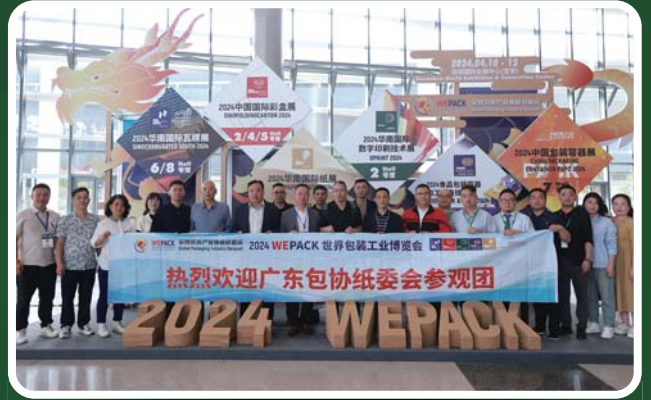
## Association Groups

### Overseas

**17** industry associations visiting groups

**778** high-quality buyers for group visits

- ◆ World Packaging Organisation (WPO)
- ◆ All India Federation of Master Printers (AIFMP)
- ◆ Offset Printers' Association India (OPA)
- ◆ Malaysia Printers Association (MPA)
- ◆ Vietnam Printing Association (VPA)
- ◆ Vietnam Packaging Association (VINPAS)
- ◆ Selangor and FT Chinese Printing Presses' Association
- ◆ Federation of Malaysian Machinery (FMM)
- ◆ Indonesia Packaging Federation (IPF)
- ◆ Korea Corrugated Packaging Case Industry Association (KCCA)
- ◆ Lanka Corrugated Carton Manufacturers Association (LCCMA)
- ◆ Offset Printers' Association India (OPA)
- ◆ Malaysian Printers Association (MPA)
- ◆ Middle East Carton Equipment Purchase Group Carton Info
- ◆ Cámara Argentina de Fabricantes de Cartón Corrugado (CAFCCO)



### Domestic

**65** industry associations for group visits

**4143** high-quality buyers for group visits

- ◆ HK Corrugated Paper Manufacturers' Association (HKCPMA)
- ◆ Chinese Taipei Corrugated Case Association (CTCCA)
- ◆ Paper Committee of Guangdong Packaging Technology Association
- ◆ Sichuan Packaging Federation
- ◆ Henan Packaging Technology Association
- ◆ Jiangxi Packaging Technology Association
- ◆ Shaanxi Packaging Technology Association
- ◆ Xinjiang Uygur Autonomous Region Packaging Technology Association
- ◆ Paper Committee of Shanghai Packaging Technology Association
- ◆ Tianjin Packaging Technology Association
- ◆ Chongqing Packaging Association
- ◆ Chengdu Packaging Technology Association
- ◆ Nanjing Packaging Technology Association
- ◆ Zhongshan Printing and Packaging Industry Association
- ◆ Printing and Packaging Industry Association of Guangzhou
- ◆ Shenzhen Packaging Industry Association
- ◆ Zhuhai Printing Association



## Onsite events

WEPACK 2024 staged more than 50 wonderful onsite events and attracted 5,671 visitors to participate, with the contents covering the whole packaging industry chain. It also cooperated with authoritative institutions such as the China Packaging Federation (CPF), Flexographic Printing Branch of the Printing Technology Association of China, and Asian Corrugated Case Association (ACCA) to present events in the forms of forums, training meetings, and exchange receptions, etc., which have been highly affirmed by the industry.

- ◆ India National Day
- ◆ WEPACK 2024 Conference - Sustainable Innovation
- ◆ 2024 Digital Carnival Park · Digital Intelligent Development Disrupts Innovative Thinking
- ◆ Summit Forum on Development Trends of Digital Printing in Packaging Market
- ◆ 2024 Summit Forum on New Trends in Label Industry Development
- ◆ Forum on New Application Technology of China Source Paper Mills
- ◆ Sustainable Packaging: Shenzhen Packaging Industry Innovation Spearheads Green Life
- ◆ Integrated Development and Digital Enablement - Forum on Integrated Development Series
- ◆ Forum on Packaging Industry Smart Logistics Development - Green Packaging · Intelligent Production
- ◆ "Green and Intelligent Technology Boosts Flexographic Printing Development" - 2024 Flexographic Printing Technology Development Seminar
- ◆ Pulp and Paper Market Supply and Demand Trend Seminar
- ◆ China Carton/Folding Carton Industry Training Week by RX
- ◆ Thematic Sharing Meeting on China Printing & Packaging High Value-added Cutting-edge Achievements
- ◆ The 4th China Liquor Packaging Innovation and Development Forum
- ◆ 2024 Pulp Molding Innovation and Application Technology Forum
- ◆ Sustainable Develop Summit Forum on Catering Supply Chain
- ◆ Packaging Marketing for Winning - FMCG Packaging Marketing Summit
- ◆ Forum on Industrial Packaging Cost Reduction and Efficiency Improvement Development
- ◆ ESG & Sustainable Development Summit
- ◆ 2024 Packaging Foaming Technology and Application Forum



RX is a founding member of the Net-Zero Carbon Events Initiative (NZCE).

We are committed to realizing net-zero emissions by 2040 via driving continued collaboration across the entire MICE industry.

<p>01 Measurement 测量</p> 	<p>02 Stakeholders 利益相关方参与</p> 	<p>03 Venues 场馆</p> 	<p>04 Production &amp; Procurement 生产和采购</p> 
<p>05 Waste 废弃物</p> 	<p>06 Logistics 物流</p> 	<p>07 Travel &amp; Transport 出行与交通</p> 	<p>08 Communication on sustainability 通讯</p> 

To boost the understanding and participation among packaging industry practitioners in sustainable development innovation and practices, we held forums on sustainability-related themes such as Sustainable Innovation and ESG & Sustainable Development, as well as selections for environmental protection awards.



WEPACK 2024 has made rapid and significant progress in reducing the overall carbon footprint of exhibitions. We have brought the entire industry together to promote sustainable development.

Our commitment to  
**NET ZERO**  
by 2040