

# SinoCorrugated 2019 Post Show Report

April 8 to 11, 2019

Shanghai New International Expo  
Centre (SNIEC)

Organizer:  Reed Exhibitions®  
励展博览集团



Co-located Exhibitions



Organizer:



Organizers:



# Expo Scale

**89,248** visitors from **130+** countries and regions attended the Expo within **4** days.

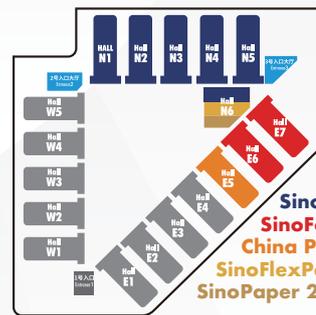
SinoCorrugated 2019

Visitors: **49,310** **↑17.75%**

Overseas visitors: **7,698** **↑18.41%**

Exhibitors: **522**

## Floor Plan:

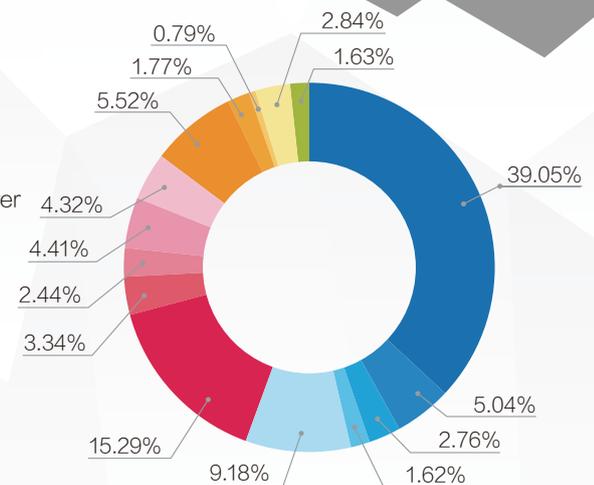


**SinoCorrugated 2019**  
**SinoFoldingCarton 2019**  
**China Packaging Container Expo 2019**  
**SinoFlexPack 2019**  
**SinoPaper 2019**

# Visitor Data Analysis

## Business scope of visiting companies

- Corrugated manufacturer
- Paper tube manufacturer
- Honeycomb paperboard manufacturer
- Pulp molding manufacturer
- Paperboard manufacturer
- Consumables & Ancillary Equipment Supplier
- Association
- Media
- Agent
- Other
- Foldingcarton manufacturer
- Paper product manufacturer
- Label manufacturer
- Flexible package manufacturer
- End user



## Annual Turnover of Visitors' Company

(over 30% exceed RMB 100 million)

300-500 million	14.49%
100-300 million	15.84%
50-100 million	13.21%
10-50 million	24.87%
5-10 million	14.28%
1-5 million	9.00%
Less than 1 million	8.31%

## Visitors' Job Function

(57.48% are executives)

Management	57.48%
Technique	8.07%
Purchasing	9.82%
Design and development	4.21%
Manufacturing	5.33%
Sales	9.92%
Marketing	4.56%
Quality control	0.61%

## Visitors' Role in Making Procurement Decision

(45.17% are procurement decision-makers)

Decision-making/ authorizing	45.17%
Recommending/ influencing	25.03%
Specifying	22.48%
Not involved	7.32%

## Visitors' Objective

(38.27% are interested in new products and technologies)

Interested in new products and novel	38.27%
Seeking business partners	15.01%
Reaching business cooperation with targeted exhibitors	8.94%
Strengthening business relationships	8.08%
Expanding business network	10.05%
Learning and improving	6.57%
Evaluating the expo for future participation	4.01%
Keeping track of competitors	3.12%
Meeting with suppliers to achieve business targets	5.47%
Other	0.48%

# Visitor Data Analysis

## Regional Distribution of International Visitors



Italy	15%	Czech Republic	2%	Finland	1%
Ukraine	14%	Austria	2%	Greece	1%
Poland	11%	Bulgaria	2%	Slovakia	1%
Germany	9%	France	2%	Slovenia	1%
Spain	9%	Netherlands	2%	Sweden	1%
British	7%	Portugal	2%	Georgia	1%
The Republic of Belarus	4%	Switzerland	2%	Other	6%
Romania	3%	Belgium	2%		



India	29%	Thailand	5%	Pakistan	2%
Malaysia	10%	Vietnam	5%	Bangladesh	1%
South Korea	8%	Indonesia	4%	Philippines	1%
Taiwan,China	8%	Iran	3%	Turkey	1%
Japan	6%	Hong Kong, China	2%	Saudi Arabia	1%
Russia	5%	Singapore	2%	Other	7%



Egypt	47%	Uganda	3%
South Africa	17%	Madagascar	2%
Kenya	5%	Nigeria	2%
Algeria	4%	Ethiopia	2%
Morocco	4%	Zambia	2%
Albania	3%	Angola	1%
Tanzania	3%	Other	5%

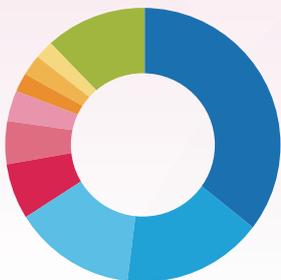


Brazil	27%	Peru	7%
United States	20%	Colombia	5%
Mexico	13%	Ecuador	5%
Argentina	8%	Canada	3%
Chile	7%	Other	5%



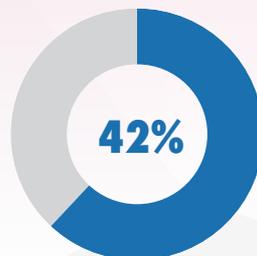
Australia	85%
New Zealand	7%
Fiji	5%
Other	3%

## Regional Distribution of Domestic visitors



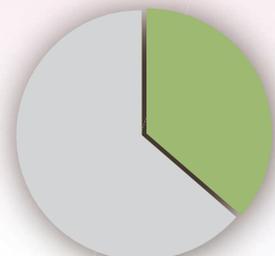
Shanghai	31.93%	Anhui	2.42%
Jiangsu	16.08%	Henan	2.39%
Zhejiang	14.07%	Fujian	2.13%
Guangdong	8.87%	Other	12.22%
Shandong	6.27%		
Hebei	3.62%		

## Proportion of Level 1 and Level 2 Corrugated Manufacturers



Proportion of Level 1 and Level 2 Corrugated Manufacturers **42%**

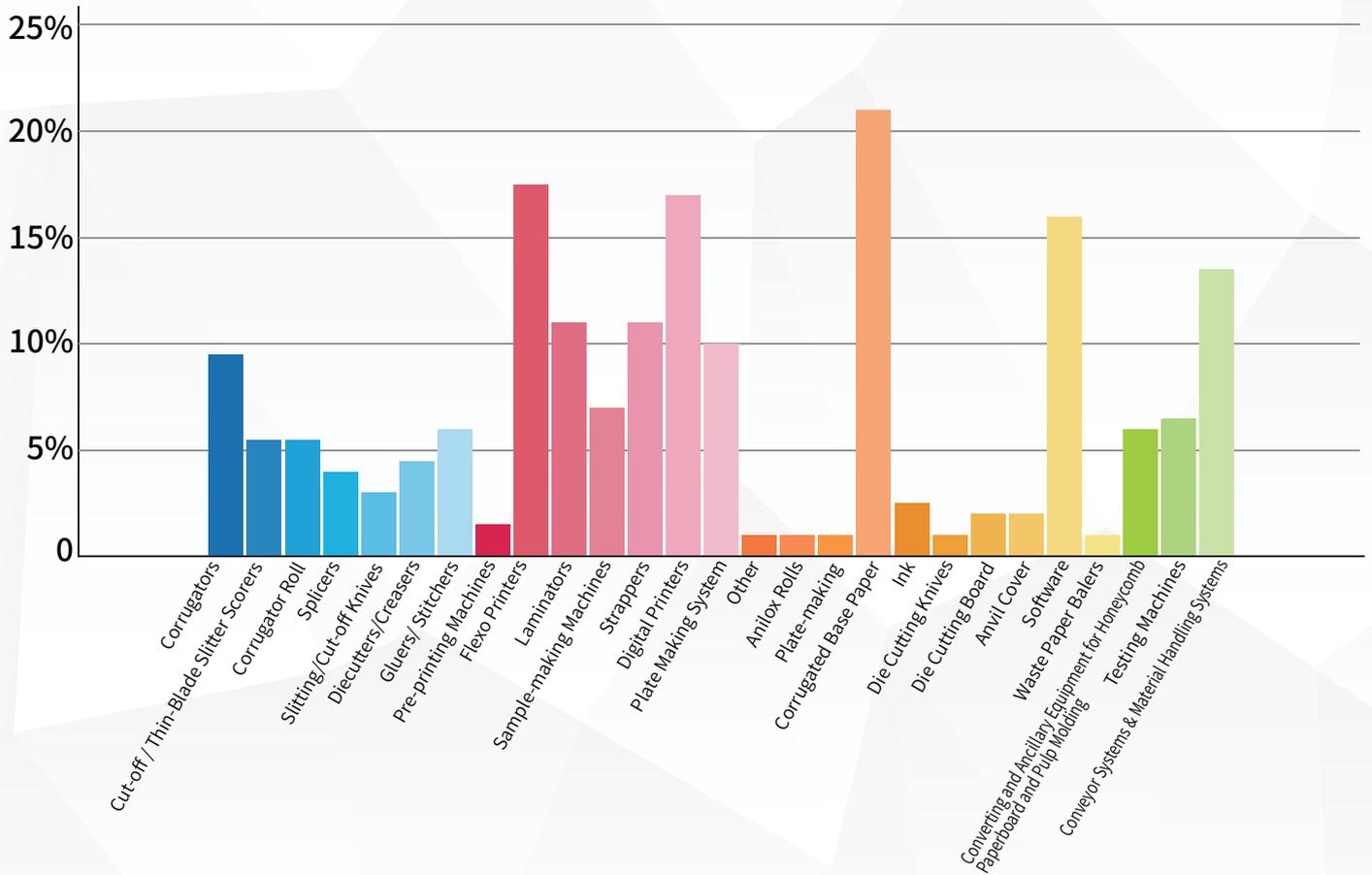
## Proportion of New Domestic Visitors



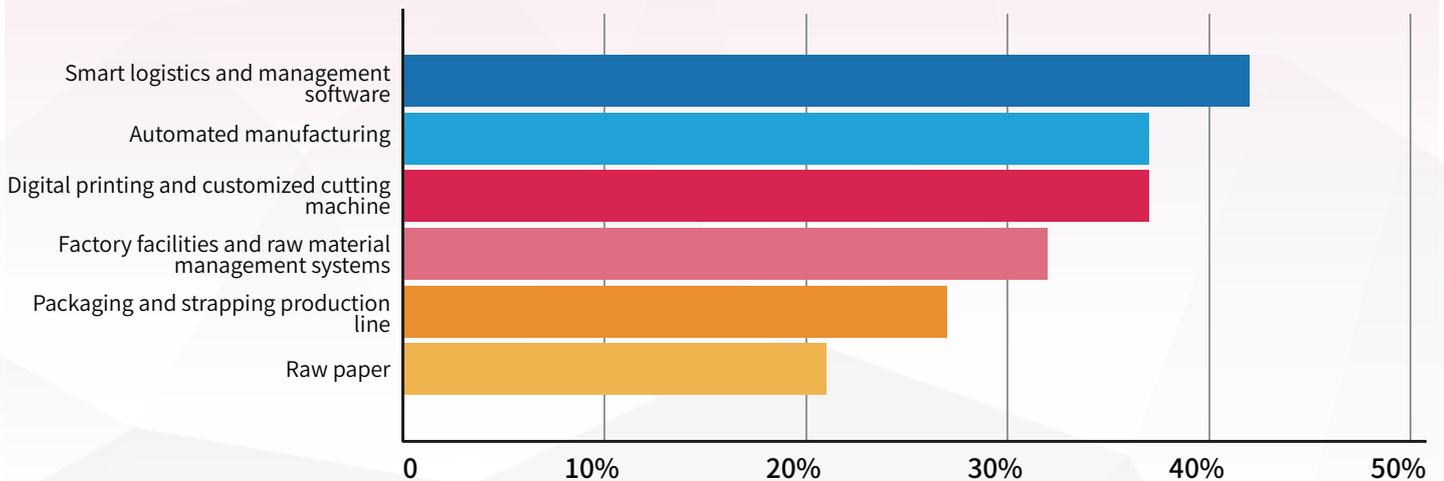
Proportion of New Domestic Visitors **36.4%**

# Visitor Data Analysis

## Proportion of Visitors' Interested Products



## Top Six Most-Mentioned Products As Per Visitor Survey



# International TAP Visitors

## International TAP Business Matchmaking

### Part.1

Number of TAPs present:  
**385**

### Estimated total transaction amount

Estimated on-site total transaction amount:

**11,163,700 USD**

Estimated total transaction amount in 6 months:

**8,623,000 USD**

Estimated total transaction amount in 6-12 months:

**60,000 USD**

Estimated total transaction amount:

**19,846,700 USD**

### Part.2

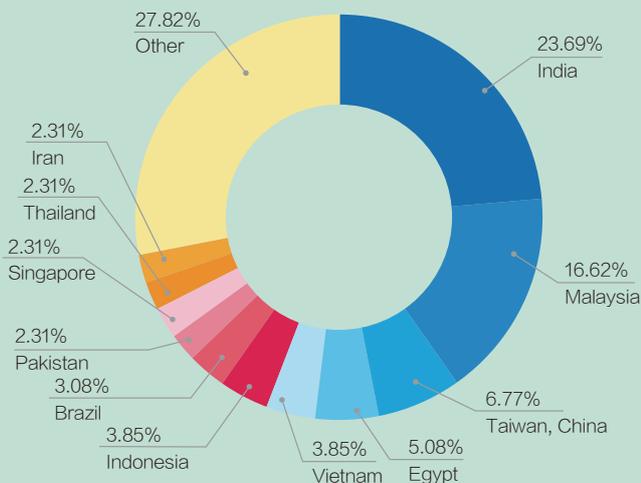
### Part.3

Number of business  
matchmaking:  
**667**

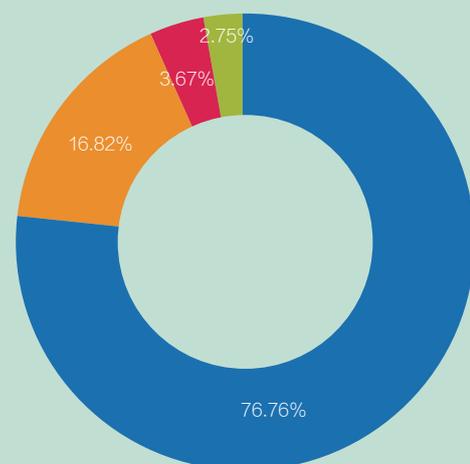
\* The above transaction amounts were submitted to Reed Exhibitions TAP team by TAPs.

\* TAPs refer to the domestic and international trade visitors who have a clear procurement intention as well as decision-making capability. They receive the one-to-one service from Reed exhibition TAP team and are arranged on-site meetings with exhibitors.

### Area Analysis of TAPs



### Procurement Capability Analysis of Overseas TAPs



- Decision-making/ authorizing
- Recommending/ influencing
- Specifying
- Not involved

# Transaction Cases of international TAP Matchmaking

## Cases of Overseas TAP Business Matchmakings– On-site Transactions 2019

Company Name	Position	Name	Name of Equipment Purchased	Qty.	Price(USD)
Kolia ///	CEO	Obaid ///	Testing machine	1	10,000
			Single facers	1	400,000
Artotec ///	Director Operations	Obaid ///	Die cutters	1	60,000
Mohan ///	Director	A. ///	Corrugators	1	2,500,000
Swadesh ///	Proprietor	Md ///	Fully-automatic packing machine	1	36,000
Skylark/ ///	Proprietor	Mohammad ///	Dry end equipment	1	430,000
			Single facers	1	150,000
Mahnoor ///	Manager	Qalsar ///	Full-set dry end equipment	1	500,000
Percetakan	Director	Li ///	Digital inkjet printer	1	500,000
B ///	CEO	Jew ///	Die cutters	1	30,000
Mu ///	Director	Jim ///	Corrugated equipment	1	1,800,000
Sallo ///	Technical Manager	Sriku ///	Printer die cutters	1	500,000
Super ///	Director	Viral Kumar ///	Litho laminators	1	100,000
Ishwar ///	Director	Raj ///	Corrugators, die cutters, litho laminators	3	3,000,000
Southt ///	Factory Manager	Ong ///	Digital printers	1	150,000
Surje ///	Owner	Jati ///	Slotter machine	1	200,000

## Cases of Overseas TAP Business Matchmakings 2019– Estimated Transaction Amount in 1–6 Months

Company Name	Position	Name	Name of Equipment Purchased	Qty.	Price(USD)
Empire ///	Director	Rah ///	Corrugators	1	500,000
ATO ///	Managing Director	An ///	Printer slotter	1	130,000
Ideal ///	CEO	OB ///	Single facers	2	200,000
Kolla ///	Purchasing Manager	Muhammad ///	Testing machines, single facers	2	260,000
Courier ///	Director	Jason ///	Printers	1	600,000
Sw ///	Proprietor	Md ///	Fully-automatic packing machine	1	119,000
Sl ///	Manager	Ra ///	Robotic palletizer	1	228,000
Pt. ///	Managing Director	A ///	Flexo printer	5	2,000,000
Honeycomb ///	Director	An ///	Honeycomb paperboard molding equipment	5	700,000
Perceakan ///	Director	Li/ ///	Printer, digital inkjet printer	2	2,400,000
Bis ///	CEO	Bis ///	Printing slotter die cutters	1	300,000

\*The “Name of Equipment Purchased” and “Price” in above charts were submitted to Reed Exhibitions TAP team by TAPs.

# Delegation of Associations



**30** delegations industry associations

**1,500** high-quality buyer groups visited the Expo

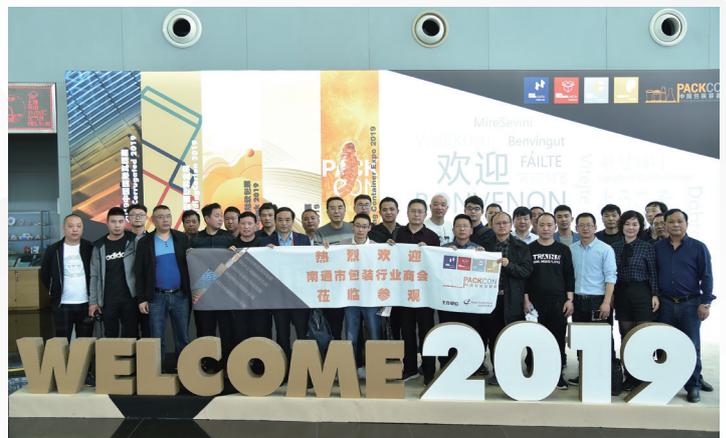
The Expo received great support from 30 international delegations of industry associations including but not limited to Asian Corrugated Case Association (ACCA), Corrugated Box Manufacturers' Association Singapore (CBMA), Federation of Corrugated Box Manufacturers of India (FCBM), Malaysian Corrugated Carton Manufacturers' Association (MACCMA), Indonesia Corrugated Cardboard Industries Association (PICCI), Korea Corrugated Packaging Case Industry Association (KCCA), Vietnam Printing Association (VINPAS), Thai Corrugated Packaging Association (Thai CPA), Thai Packaging Association (TPA), All India Federation of Master Printers (AIFMP), Offset Printing Industry Association India (OPA), Lanka Corrugated Carton Manufacturers Association (LCCMA), Associazione Italiana Scatolifici (ACIS), Association of Corrugated Box Producers in Argentina (CAFCCO), Printing Industries Association of Bangladesh (PIAB), and Bangladesh Garments Accessories & Packaging Manufacturers & Exporters Association (BGAPMEA).



**68** delegations of industry associations

**3,619** high-quality buyer groups visited the Expo

The Expo received great support from 68 domestic delegations of industry associations including but not limited to Henan Packaging Technology Association, Shandong Packaging Technology Association, Hubei Packaging Technology Association, Fujian Packaging Technology Association, Shaanxi Packaging Technology Association, Liaoning Packaging & Printing Industry Association, Jiangxi Packaging Technology Association, Guangdong Packaging Technology Association, Guizhou Packaging Technology Association, Hebei Packaging Association, The Packaging Technology Association of Xinjiang Uygur Autonomous Region, Shanghai Packaging Technology Association, Chengdu Packaging Technology Association, Chongqing Packaging Association, Qingdao Packaging Technology Association, Nanjing Packaging Association, and Wenzhou Packaging Federation.



# Exhibitors' Voice



**Wu Wenjin**  
Sales Director | BHS Corrugated Machinery (Shanghai) Co., Ltd.

Exhibitor

BHS participates in SinoCorrugated Expo every year. We bring new exhibits in each expo, ranging from corrugated rollers to logistics products. I'm confident that our products are at the leading edge in the industry. BHS also hopes to introduce more advanced manufacturing technologies and products as soon as possible. I think the expo in this year was a great success for exhibitors and visitors.



**Han Guang**  
Vice General Manager | Hubei Jingshan Light Industry Machinery Co., Ltd.

Exhibitor

We have participated in every SinoCorrugated Expo since it was launched. The expo was concurrently held with SinoFoldingCarton, SinoPaper, SinoFlexPack, and China Packaging Container Expo. Reed Exhibitions is not a simple expo organizer, to be more exact, it provides the services for the whole industrial chain. At the expo, many visitors showed great interests in our products. We are undergoing negotiations of intention contracts. We are looking forward to the next expo.



**Marco Bertola**  
General Manager | Fosber Group

Exhibitor

This SinoCorrugated was very lively and there were lots of visitors. Within the four days, we received lots of high quality buyers from both China and overseas. We are undergoing further negotiations. We will attend SinoCorrugated South next year.



**Lu Wei**  
Sales Director | Shanghai Eterna Machinery Co., Ltd.

Exhibitor

We appreciate the opportunity offered by Reed Exhibitions to gather together with other companies in the industry. More clients deepened their understanding on our company at the Expo. We also got many new clients.



**Greg Jones**  
Global Sales and Aftersales Deputy President | SUN Automation Group

Exhibitor

This was the fifth time we participated in the SinoCorrugated Expo held by Reed Exhibitions. It's been great to cooperate with SinoCorrugated. Our clients and OEM manufactures always brought us surprise. Although this expo only lasted four days, its visitor quantity exceeded our expectation. We had met with many clients and partners from both China and overseas. We are undergoing lots of order negotiations. We hope all of you had a nice expo experience!



**Zhou Chungong**  
Executive Director | Shanghai Dinglong Machinery Co., Ltd.

Exhibitor

Our Company participate in every SinoCorrugated Expo. It was quite pleasure to participate in this expo. We met with many old and new friends. Also, we received expected orders.



**Jose Louis**  
Deputy President | EFI Cetaprint (Foshan) Co., Ltd.

Exhibitor

It was a great honor for us to participate in this SinoCorrugated Expo held by Reed Exhibitions. Our last participation in 2017 was beyond expectation. At this expo, we got acquainted with peer companies and new partners. Our products are popular in the packaging industry both in China and overseas. This year we took advantage of VR technology to attract more visitors. Also, we exhibited our high speed inkjet printer with LED technology, which is a revolutionary technology in the printing industry for the corrugated packaging box and corrugated board decoration. We benefited a lot from this Expo!



**An Kexue**  
Sales Director | Qingdao Kaituo NC Equipment Co., Ltd.

Exhibitor

At the expo, our booth gathered a lot of visitors. Thanks for the support provided by the SinoCorrugated Expo and Reed Exhibitions. The clients were with high quality. We are looking forward to the next expo held in Dongguan next year.



**Jian Qincheng**  
General Manager | Hsieh Hsu Machinery Co., Ltd.

Exhibitor

Thanks for the industry platform established by Reed Exhibitions, providing us with the opportunities to contact with more clients. At this expo, we concluded agreements with new clients and we are undergoing further orders. We are looking forward to SinoCorrugated South in Dongguan next year.



**He Shengguo**  
President | Guangzhou Keshenglong Carton Packaging Machine Co., Ltd.

Exhibitor

The expo far exceeded our expectations. In the expo, we met with many old friends and also many new friends. We were surprised at the brand exhibitors and overseas clients. We are looking forward to SinoCorrugated South 2020 in Dongguan.



**Liu Jiyun**  
General Manager | Ming Wei Machinery (Dongguan) Co., Ltd.

Exhibitor

Ming Wei has participated in every SinoCorrugated Expo held by Reed Exhibitions since 2004. We always have confidence on the expo. In this year, visitor quantity was significantly higher than previous years. Also, there were lots of potential buyers from overseas. We received many clients on the first day, many of which had purchasing intention.



**Luo Sanliang**  
Chief Marketing Officer | Shenzhen Wonder Printing System Co., Ltd.

Exhibitor

This was the fifth time we participated SinoCorrugated expo. We bring new products in every expo to attract more visitors. The results were quite satisfactory. We received a big order in the first day, and got a large number of orders during the four-day expo. After each engagement, our order would witness a steady growth for consecutive half a year to one year. We cherish opportunities to participate in every SinoCorrugated Expo.

# Associations' Voice



Liao Jinzhong  
Secretary General | Asian Corrugated Industry Summit (ACCA)

International Association

The SinoCorrugated Expo 2019 held in Shanghai is an excellent expo. Members of ACCA experienced advanced technology, and robot production system. We are looking forward to SinoCorrugated South 2020 to acquaint more knowledge and then apply relevant technologies into our own production system.



Xu Kai  
Secretary General | Shaanxi Packaging Technology Association

Domestic Association

The annual SinoCorrugated has come to an end. In the four-day expo, we found machines & equipment as well as new partners as we expected. We had deepened understanding of industry development requirements and product orientation. We appreciate the comprehensive and thoughtful arrangements by Reed Exhibitions, from invitation to on-site installation to supporting services. We hope more enterprises both in China and overseas participate in SinoCorrugated South 2020, and wish further success to the expo.



Mariano Saludjian  
Director | CAFCCO

International Association

CAFCCO, on behalf of Argentine packaging enterprises, sincerely congratulates on the complete success of SinoCorrugated 2019. The expo, gathering well-known brands all over the world, has become an important channel for us to learn more about international market. We organized a large scale delegation group this year. We were quite satisfied with the services provided by the host. Thanks to advanced machines and equipment imported from Asia, Argentine corrugated industry has been significantly upgraded over the past years and technical transformation has also been accelerated, which are quite important for our market further development. We firmly believe that SinoCorrugated will continuously promote the industrial innovation and become one of the most effective platforms for the global corrugated industry.



Li Wujun  
Secretary General | Henan Packaging Technology Association

Domestic Association

SinoCorrugated 2019 has come to an end. Members of our association have acquainted a lot from the expo. The SinoCorrugated Expo is not only a premise for exhibiting, promoting, and purchasing equipment, but also a platform to communicate and obtain relevant industry information. All members of our association appreciated this outstanding platform organized by Reed Exhibitions, where we got the whole picture of future trends and the outlook of the corrugated industry. All my best wishes to the SinoCorrugated South 2020!



Mrs. Varna Sudasna  
Vice President | Thai Packaging Association (TPA)

International Association

SinoCorrugated 2019 provided a high quality communication platform for practitioners, exhibitors, and visitors in the corrugated industry. I firmly believe that the TPA delegation and other exhibitors and visitors will benefit a lot from the expo.



Sheng Yansong  
Secretary General | Hubei Packaging Technology Association

Domestic Association

We participated in every SinoCorrugated expo held by Reed Exhibitions. As always, we benefited a lot from the expo. We saw more enterprises and enjoyed better services this year. Our members expressed their intention to participate and find partners at the next year's expo. Thanks for the great contribution made by Reed Exhibitions. This is an excellent platform! Wish Reed Exhibitions a bright future! We are looking forward to the next gathering in Dongguan!



K. Arunachallam  
President | Federation of Corrugated Box Manufacturers of India (FCBM)

International Association

We had a good time during the SinoCorrugated Expo 2019 held in Shanghai. India Day Parade left us with deep impression. Needless to say, we are looking forward to SinoCorrugated South 2020.



Lin Shulin  
Secretary General | Wenzhou Packaging Federation

Domestic Association

SinoCorrugated 2019, thanks to the continuous support and active engagement of Reed Exhibitions, has achieved a great success. Congratulations! We have participated in the expo for many years and acquainted a lot each time. The expo provided great opportunities for us to communicate with many enterprises and participate in various meetings and forums. We reached partnership deals with many companies. We are looking forward to the next expo.



Mr. Cao Hong Quang  
Vice President | Vietnam Packaging Association (VINPAS)

International Association

I, on behalf of VINPAS, would like to extend my sincere thanks to the hospitality of Reed Exhibitions during SinoCorrugated 2019 and the SinoFoldingCarton 2019. We enjoyed our stay and appreciated the professional expo. We are looking forward to future cooperation with SinoCorrugated South 2020 and SinoFoldingCarton 2020.



Song Yunlong  
Secretary General | Qingdao Packaging Technology Association

Domestic Association

SinoCorrugated 2019 concurrently held with SinoFoldingCarton, SinoPaper, China Packaging Container Expo, and SinoFlexPack, giving us a all-round view of printing production and processing equipment and consumables for board, carton and box. Upstream, middlestream and downstream enterprises gathered together to demonstrate advanced techniques in the industry. During the visit, our members acquainted the world edge technologies and solutions. We are looking forward to the next expo held by Reed Exhibitions!

# Visitors' Voice

## TAPs



Mr. Semih Celebi | General Manager | Olmuksan International Paper

TAP is an important service organized by the SinoCorrugated Expo. During the expo, the host provided great opportunities for trade communications. TAP program, offering customized matchmaking service, facilitated we overseas visitors. Thanks for the support and help from the TAP team in Shanghai.

International  
TAP



Mr. Rajesh Yadav | Director | Ishwar Corrugation & Packaging Industry Pvt. Ltd.

Thank TAP team for the professional services during SinoCorrugated 2019. The expo was properly organized. We were glad to meet with target and potential vendors. Thanks all personnel of Reed Exhibitions once again for helping me to complete my trade matchmaking targets. I got connected to new vendors. I am looking forward to the next expo.

International  
TAP



Mr. Krutin Shah | Director | Jiemel Industries LTD

Thank Reed Exhibitions for the invitation! It is my pleasure to participate in this expo. My primary purpose is to buy machines. So far, I have met matched exhibitors and placed order. Whenever I encountered any issue, there would be staffs I could ask for help. I am looking forward to next expo!

International  
TAP



Mr. Alireza Badban | General Manager | PARSINA PAPER

Thank the host for providing this gold opportunity for us to access to latest products and technologies from so many quality enterprises in a four-day expo. This is a great platform for us purchasers to look for expected products and technologies. I also established partnerships with new vendors.

International  
TAP



Mr. Navjot Singh | Production Director | Manmohan Singh Marketing (I) PVT LTD

SinoCorrugated 2019 is a leading expo in the emerging corrugated industry. The expo provided an all-round experience opportunity and established a global corrugated industry platform. Thank TAP team for their hardworking.

International  
TAP

## Domestic Visitor



Huang Zhengkan | General Manager of Strategic Planning Center | Shanying International Holding Co., Ltd.

The SinoCorrugated Expo is a great platform for us to choose and compare vendors. Besides, the World Corrugated Awards Ceremony 2019 left me with great impression, which benefited the whole industry. We will participate in the expo next year.

Domestic  
Visitor



Zhang Heping | General Manager | Xiamen Jihong Package Technology Co., Ltd.

SinoCorrugated 2019, featuring diversified products, brands, and high quality technical equipment is a leading expo in corrugated industry in Asia even in the world. In this year, we were also invited to participate in the WCA Awarding Ceremony and benefited a lot from peers' excellent cases from both China and overseas. We are looking forward to more exhibitions and events in the future.

Domestic  
Visitor



Zhao Cunxue | Vice President | Tri-Wall Packaging (Qingdao) Ltd

I have participated in different packaging and printing exhibitions over the past years, but SinoCorrugated is one of the largest expos in the industry. We are specialized in printing packaging. Through the expo, I got deeper understanding of corrugated and folding carton industries and established business partnership with appropriate vendors. I would like to extend my sincere thanks to Reed Exhibitions. Looking forward to the great expo next year!

Domestic  
Visitor



Xia Zhiqiang | BU Director | Shanghai Zhonggu Packaging Products Co., Ltd.

The printing and packaging industry is promising. We attended every SinoCorrugated Expo and SinoFoldingCarton Expo held by Reed Exhibitions. From these expos, we learned new technologies, knowledge and market trends, which helped our enterprise a lot.

Domestic  
Visitor



Xi Peiming | President | Shanghai Xinqing Packaging & Decoration Co., Ltd.

The expo was a great success. There were lots of exhibitors, clear signs for us to find our target products, new equipment and technologies. The scale and quantity of exhibitors of this year expo were bigger and higher than previous years. All my best wishes to the expo.

Domestic  
Visitor

# Activities Review



World Corrugated Forum 2019



WCA Awarding Ceremony 2019



ACCA 4th Management Committee Meeting (2017-2019)



2019.04 Thailand National Day



China Paper-making Industry Summit 2019



Korea National Day



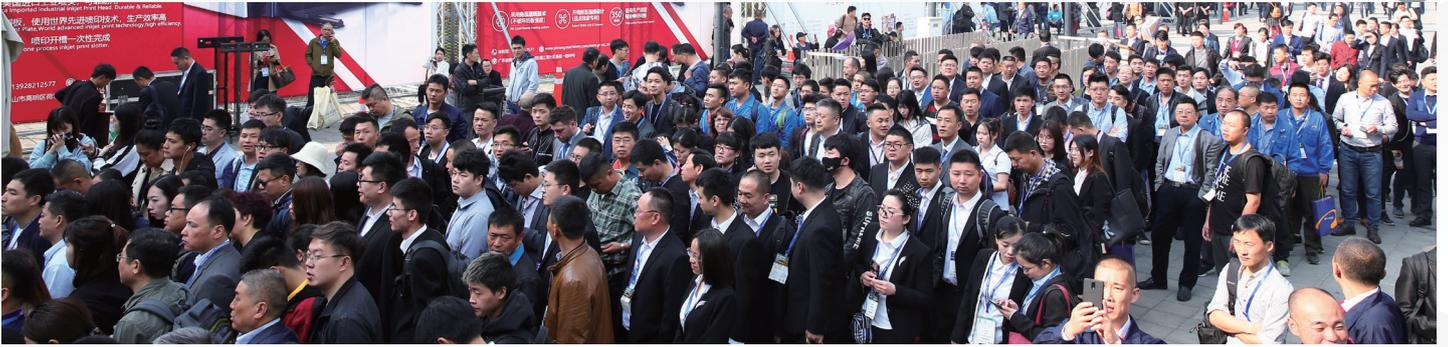
Money Tree



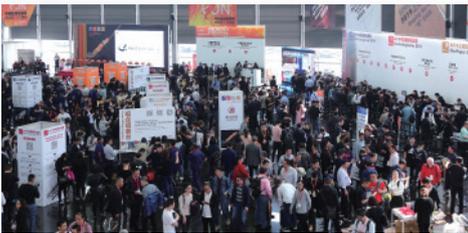
2019.04 India National Day

# Glimpses of SinoCorrugated 2019

## Visitors at SinoCorrugated 2019



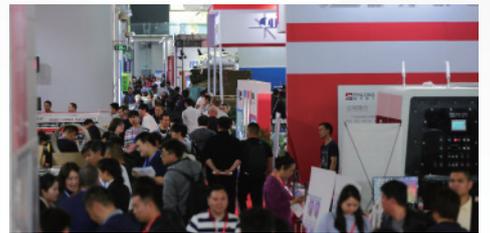
▲ Admission to the Expo



▲ Admission to the Expo



▲ Visitor Registration

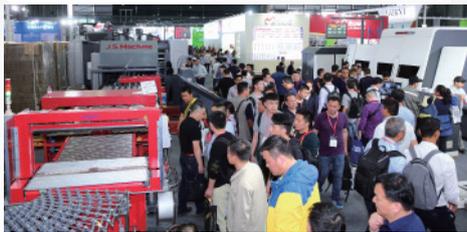


▲ Onsite Visitors

## Onsite Visitors



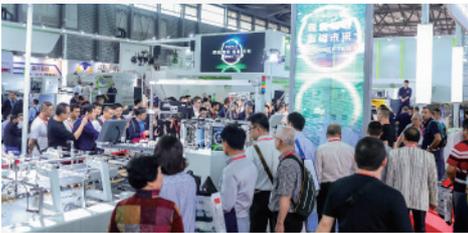
▲ BHS



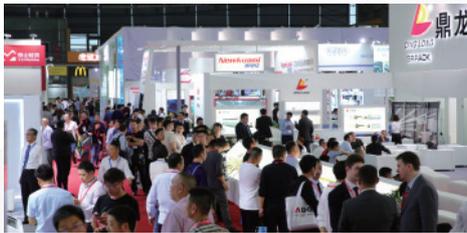
▲ Hubei Jingshan Light Industrial Machinery



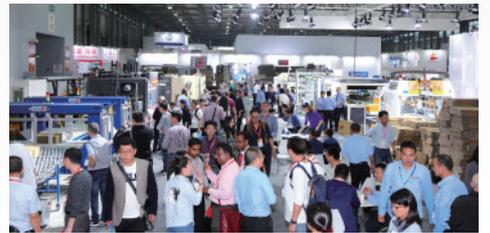
▲ FOSBER



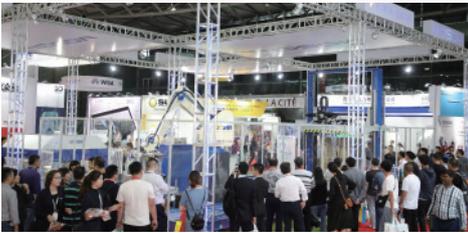
▲ Xuheng



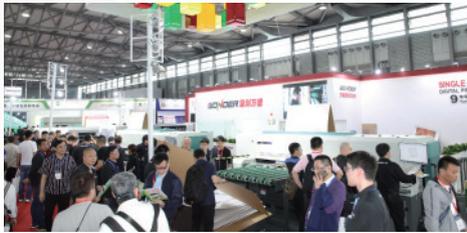
▲ Dinglong



▲ Keshenglong & Xinxing



▲ MOSCA



▲ Shenzhen Wonder Printing System



▲ Hangzhou Yongchuang



▲ Hanhong Group



▲ Dasong



▲ Bander

**Asia-Pacific's  
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# **SINOCORRUGATED SOUTH 2020**

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