



SinoFoldingCarton 2023 Post-Exhibition Report

Organizer:



July 12th-14th, 2023

National Exhibition and Convention Center (Shanghai)



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Concurrent WEPACK series packaging exhibitions



Organizer



Organizer

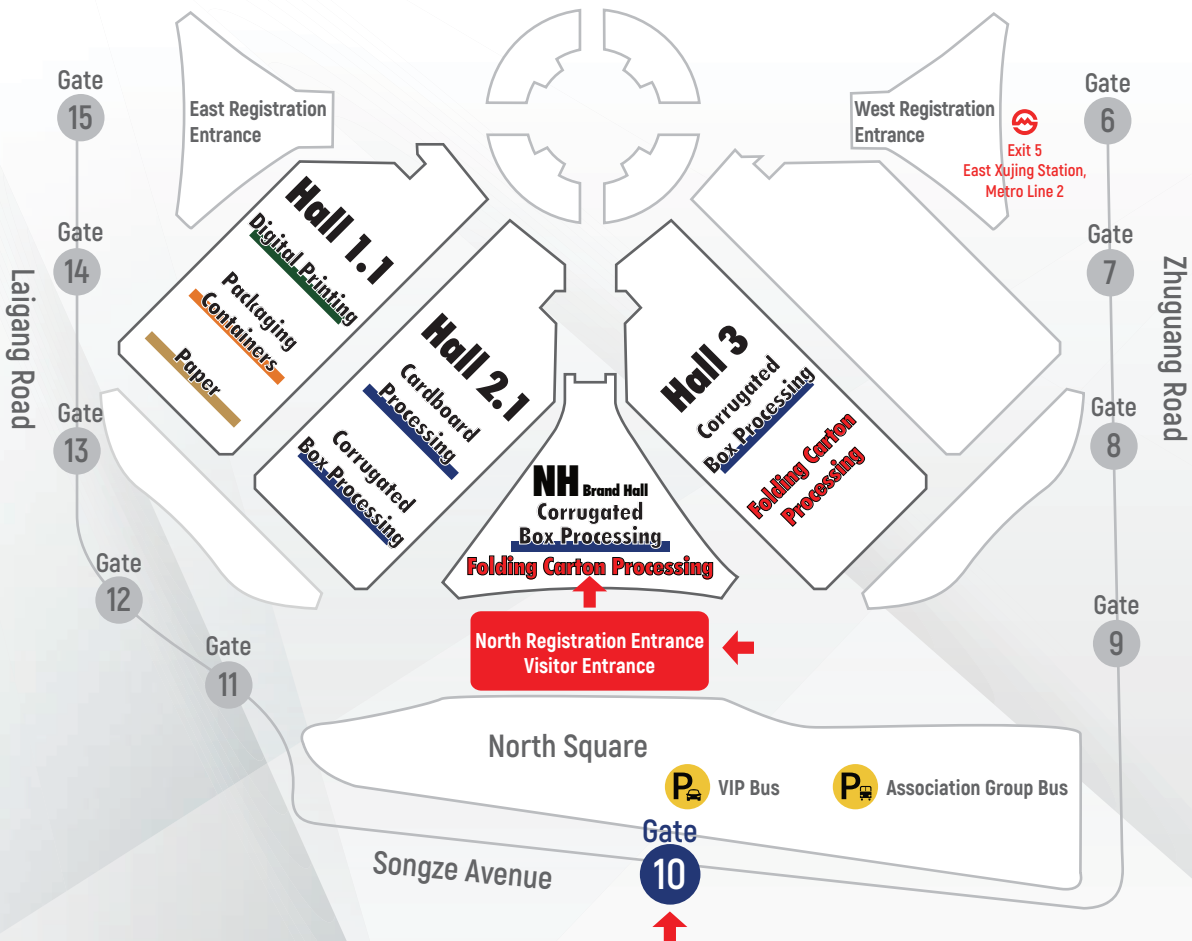


On July 14th, the three-day WEPACK packaging exhibition series, which included SinoFoldingCarton 2023 and SinoCorrugated 2023, concluded with resounding success at the National Exhibition and Convention Center (Shanghai). With an exhibition area of nearly **100,000** square meters and featuring 1,000 exhibitors, the WEPACK series packaging exhibitions showcased equipment innovations, trends and technologies throughout the folding carton, digital printing technology, corrugated box, cardboard, paper, and packaging container industries. **91,573** industry professionals hailing from all over the world attended the event, including **3,531** overseas visitors from more than 100 nations and regions. The exhibitions' success affirmed a strong outlook on the future of the entire packaging industry.

SinoFoldingCarton 2023 alone welcomed **45,465** industry professionals. Remarkably, the show received **24,096** new visitors (attendees that did not join the 2019 and 2021 exhibitions), comprising **48%** of the total visitors.



2023 Exhibition Hall Layout

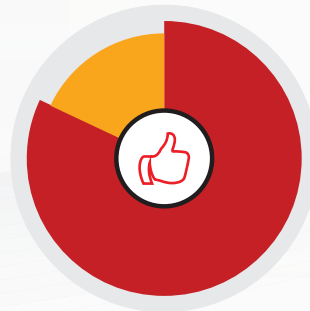


Attendee Breakdown



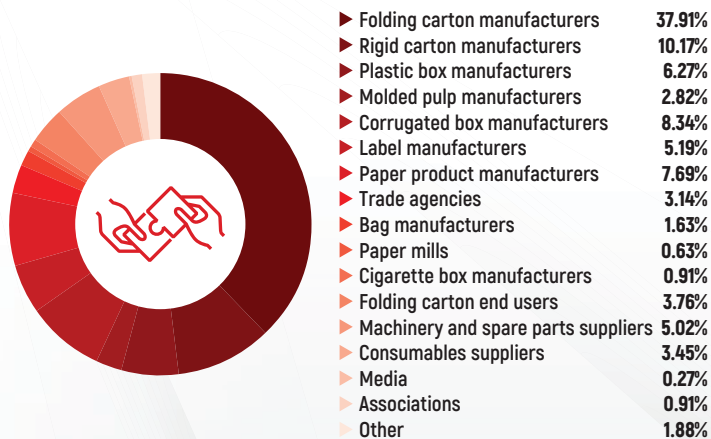
Visitor Satisfaction

On-site and post-exhibition research confirmed that 82% of visitors were satisfied with their visit to SinoFoldingCarton.



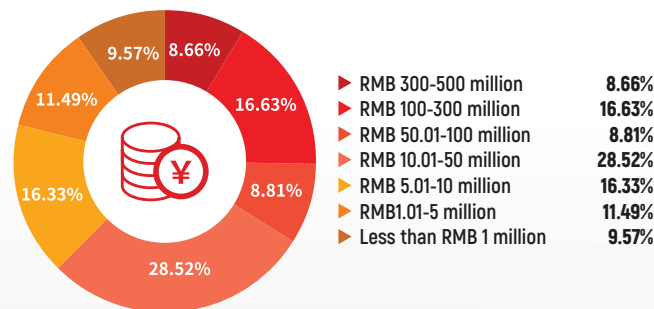
Attendee Company Scope

The SinoFoldingCarton exhibition targets folding carton and color printing enterprises. Nearly 60% of SinoFoldingCarton 2023 attendees represented these industries.



Annual Output of Represented Companies

Large folding carton manufacturers and paper container manufacturers with high purchasing power and intent congregated at the exhibition. Research indicated that 25.29% of SinoFoldingCarton 2023 attendees represented companies with annual output values of over RMB 100 million.



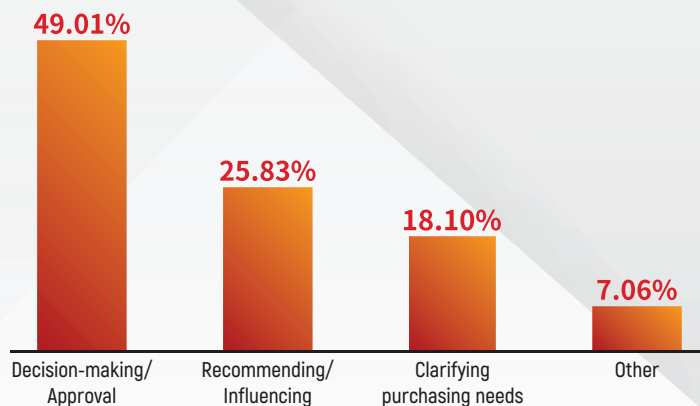
Attendee Company Responsibilities

45.03% of SinoFoldingCarton 2023 attendees represented enterprise management and purchasing departments, and were therefore in direct control of their company's purchasing plan.

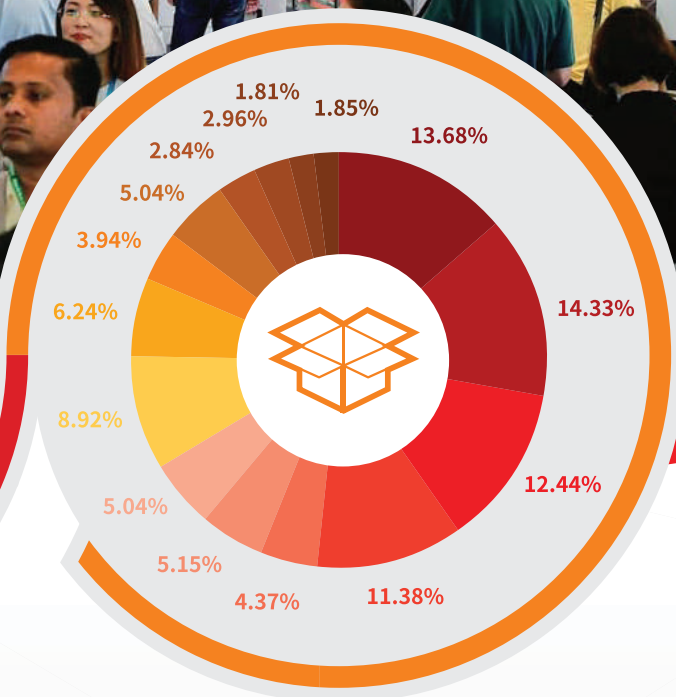
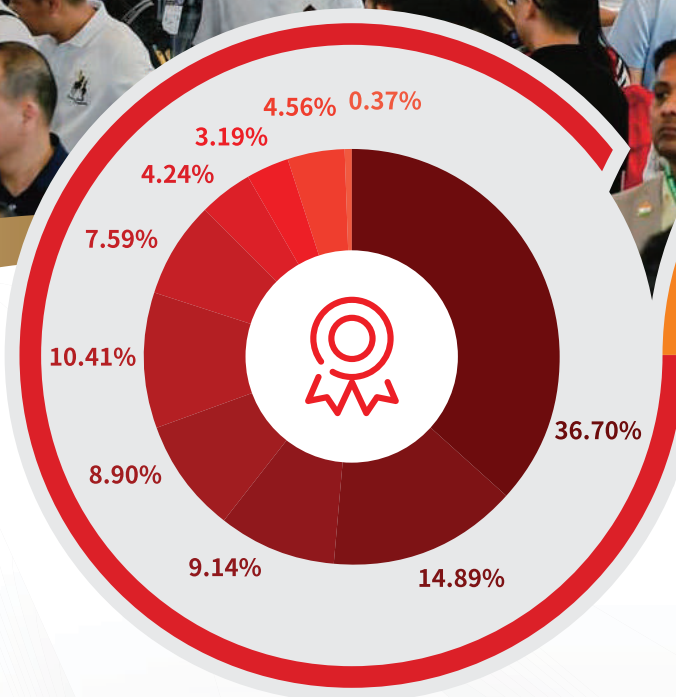


Attendee Purchasing Power

Over 90% of SinoFoldingCarton 2023 visitors play an important role in enterprise purchasing. 49.01% of attendees were purchasing decision-makers.



Attendee Breakdown



Visitor Objectives

- ▶ Engage with new products, new technologies, new market trends and prepare for subsequent purchasing **36.70%**
- ▶ Meet existing suppliers, trade agencies, and partners to review and discuss business cooperation **14.89%**
- ▶ Meet specific exhibitors or companies to discuss business development **9.14%**
- ▶ Maintain business relationships with clients and acquaintances through informal exhibition events **8.90%**
- ▶ Create new business opportunities by expanding connections and making new friends **10.41%**
- ▶ Network, attend meetings and forums to acquire industry knowledge and self-cultivate **7.59%**
- ▶ Evaluate the exhibition to decide whether future participation is necessary **4.24%**
- ▶ Keep track of competitors participating in the exhibition **3.19%**
- ▶ Network with as many suppliers as possible to accomplish business objectives **4.56%**
- ▶ Other **0.37%**

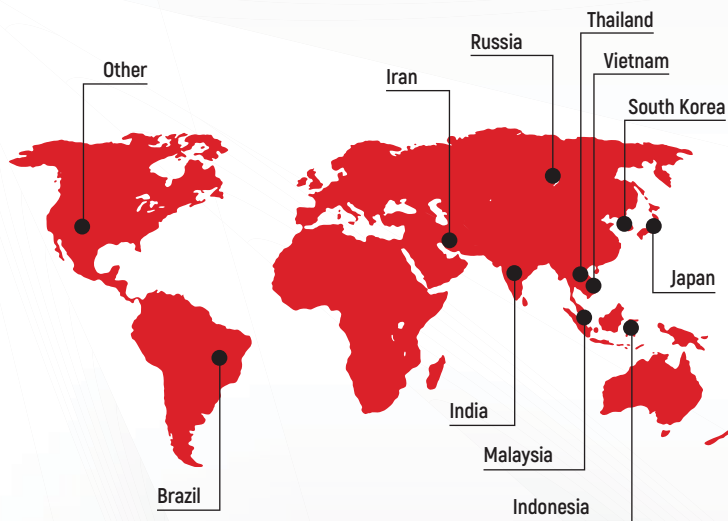
Attendee Exhibition Interest

- ▶ Pre-press equipment **13.68%**
- ▶ Folding corrugated box finishing and converting equipment **14.33%**
- ▶ Rigid box converting equipment **12.44%**
- ▶ Printers **11.38%**
- ▶ Plastic (resin) box converting equipment **4.37%**
- ▶ Food paper container equipment **5.15%**
- ▶ Paper bag manufacturing equipment **5.04%**
- ▶ Paper **8.92%**
- ▶ Consumables and spare parts **6.24%**
- ▶ Software/Automation **3.94%**
- ▶ Services **5.04%**
- ▶ Plant facility equipment **2.84%**
- ▶ Corrugated testing machines **2.96%**
- ▶ Conveyor systems & material handling systems **1.81%**
- ▶ Other **1.85%**

Attendee Breakdown



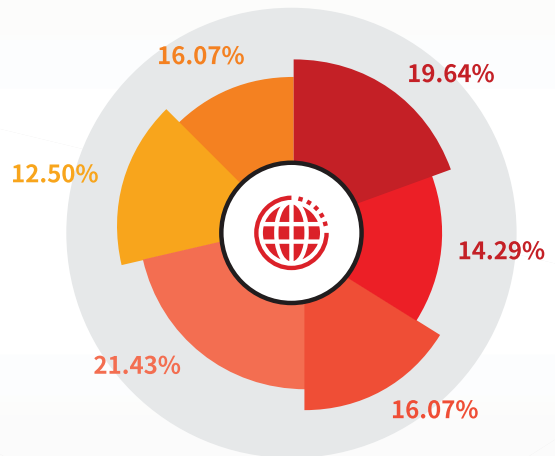
Attendee Citizenship



India	23.64%	South Korea	6.41%
Vietnam	9.81%	Japan	2.96%
Indonesia	9.24%	Iran	2.70%
Malaysia	8.40%	Brazil	2.43%
Russia	7.73%	Other	19.75%
Thailand	6.94%		

*Other includes 94 countries throughout the Americas, Europe, Africa, and Asia.

Overseas Visitors' Primary Product Interests



Folding corrugated box finishing and converting equipment	19.64%
Pre-press equipment	14.29%
Paper bag manufacturing equipment	16.07%
Rigid box converting equipment	21.43%
Paper products	16.07%
Digital printers	12.50%

TAP Trade Match-making

47 exhibitors served
126 TAP buyers served
267 matches made

Expected on-site transactions
USD 3,742,000

Expected transactions within half a year
USD 2,847,000

Expected transactions within one year
USD 40,000

*TAP buyers refer to overseas trade visitors who are decision-makers with clear purchasing intent. These visitors receive one-on-one services from the RX TAP team, who arranges on-site meetings with exhibitors.

Association Groups

Overseas

**17 visiting industry association groups
664 high-quality trade buyer groups**

17 industry association groups have offered their full support to the event, including: Offset Printers' Association India (OPA); Malaysian Printers Association (MPA); Italian Manufacturers Association of Machinery for the Graphic, Paper, and Converting Industry (ACIMGA); Vietnam Packaging Association (VINPAS); Asian Corrugated Case Association (ACCA); Chinese Taipei Corrugated Case Association (CTCCA); Hong Kong Corrugated Paper Manufacturers' Association (HKCPMA); Cámara Argentina de Fabricantes de Cartón Corrugado (CAFCCo); Corrugated Box Manufacturers' Association (CBMA); Malaysian Corrugated Carton Manufacturers' Association (MACCMA); Asosiasi Kotak Karton Gelombang Indonesia (AKKGI); Asosiasi Corrugated Cardboard Indonesia (ACCI); Federation of Corrugated Box Manufacturers of India (FCBM); Korea Corrugated Packaging Case Industry Association (KCCA); Thai Corrugated Packaging Association (TCPA); and Lanka Corrugated Carton Manufacturers' Association (LCCMA).



Overseas

**53 visiting industry association groups
3,500 high-quality trade buyer groups**

53 industry association groups have offered their full support to the event, including: the China Packaging Federation (CPF); Anhui Chamber of Commerce of Printing and Packaging Materials; Paper Packaging Professional Committee of Anhui Chamber of Commerce of Printing and Packaging Materials; Fujian Packaging Federation; Hunan Packaging Federation; Gansu Packaging Technology Association; Sichuan Packaging Federation; Henan Packaging Technology Association; Hubei Packaging Federation; Shaanxi Packaging Technology Association; Paper Packaging Committee of Shanghai Packaging Technology Association; Shanghai Digital Printing Industry Association; Nanjing Packaging Industry Association; Wuxi Xishan District Printing Industry Association; Ningbo Packaging Technology Association; Cixi Printing and Packaging Industry Association; Xianju County Cultural Industry Association; Taizhou Packaging Federation; Chengdu Packaging Technology Association; Haining Packaging and Printing Industry Association; Wenzhou Packaging Federation; Chongqing Packaging Association; Shenzhen Packaging Industry Association; Xinjiang Uygur Autonomous Region Packaging Technology Association; Luzhou Alcoholic Drink Packaging Research Association; and the Yuncheng County Alcoholic Drink Packaging and Printing Association.

Onsite Events

SinoFoldingCarton 2023 attracted nearly 4,000 visitors to attend 34 exceptional events onsite. The events, held in collaboration with authoritative institutions like the Asian Corrugated Case Association (ACCA), China Packaging Federation (CPF) and Flexographic Printing Branch of the Printing Technology Association of China, encompassed the whole packaging industry chain. Forums, training meetings, and exchange receptions all received enthusiastic endorsement from the industry.

- ◆ The 6th China Alcoholic Beverage Packaging Process Integration and Innovation Forum 2023
- ◆ The 3rd China Alcoholic Beverage Packaging Innovation and Development Forum
- ◆ 2023 Pulp Molding Innovation and Application Technology Forum
- ◆ Digital and Intelligent Green Packaging Development Forum
- ◆ Corrugated Box and Folding Carton Industry Training Week by RX China
- ◆ Summit Forum on Development Trends of Digital Printing in Packaging Market
- ◆ Summit Dialogue - Brand-New Digital Technology Development Trend of Packaging and Printing Industry
- ◆ World Corrugated Forum (WCF)
- ◆ World Corrugated Award (WCA)
- ◆ Southeast Asia Day
- ◆ India National Day
- ◆ Enabled by Digital Intelligence, Paper Shapes the Future - China Paper Packaging Digital and Intelligent Manufacturing Summit
- ◆ Supply and Demand Trends in the China Pulp and Paper Market Seminar
- ◆ Paper Industry Recovery with Packaging as the Vanguard - New Product Release of Paper Mills and Paper Industry Summit Forum
- ◆ Technological Innovation Enhances Flexographic Printing Quality - 2023 Flexographic Printing Summit Forum
- ◆ PACKCON Packaging Black Technology Press Conference
- ◆ 2023 China Electronics Industry Packaging Trends Forum
- ◆ 2023 Seminar on High-Value Application of Recycled Plastics
- ◆ 2023 Metal Packaging Innovation Forum
- ◆ 2023 Auto Parts and New Energy Products Transport Packaging Technology Summit Forum





WEPACK
WORLD EXPO OF PACKAGING INDUSTRY
世界包装工业博览会

Global Packaging Industry Banquet

WEPACK 2024

Exhibition Scale

120,000+ square meters
exhibition area

100,000+
trade visitors in the packaging industry

1,200+
high-quality exhibitors

6,000+
overseas buyers

Connecting the
Packaging World

Link up with the world
Connect to the Industry
Synergize in development

April 10-12, 2024

Shenzhen World Exhibition &
Convention Center (Bao'an)

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Organizer



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