



Global Packaging Industry Banquet



SINO CORRUGATED

中国国际瓦楞展



Post-Exhibition Report of SinoCorrugated 2023

July 12-14, 2023

National Exhibition and Convention Center (Shanghai)

Organizer



欢迎参观 Welcome
2023 中国国际瓦楞展
SINOCORRUGATED 2023

2.1 馆
Hall

主办单位 Organizer
RX 励展博览集团
励展百老汇展览公司

↑ 1.1 馆
Hall

洗手间
Restroom

自动装车系统
Automatic Loading Solution



WEPACK series packaging exhibitions held concurrently



Scan the QR code to follow the official WeChat account

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2023 中国国际瓦楞展
SINOCORRUGATED 2023

2.1 馆
Hall

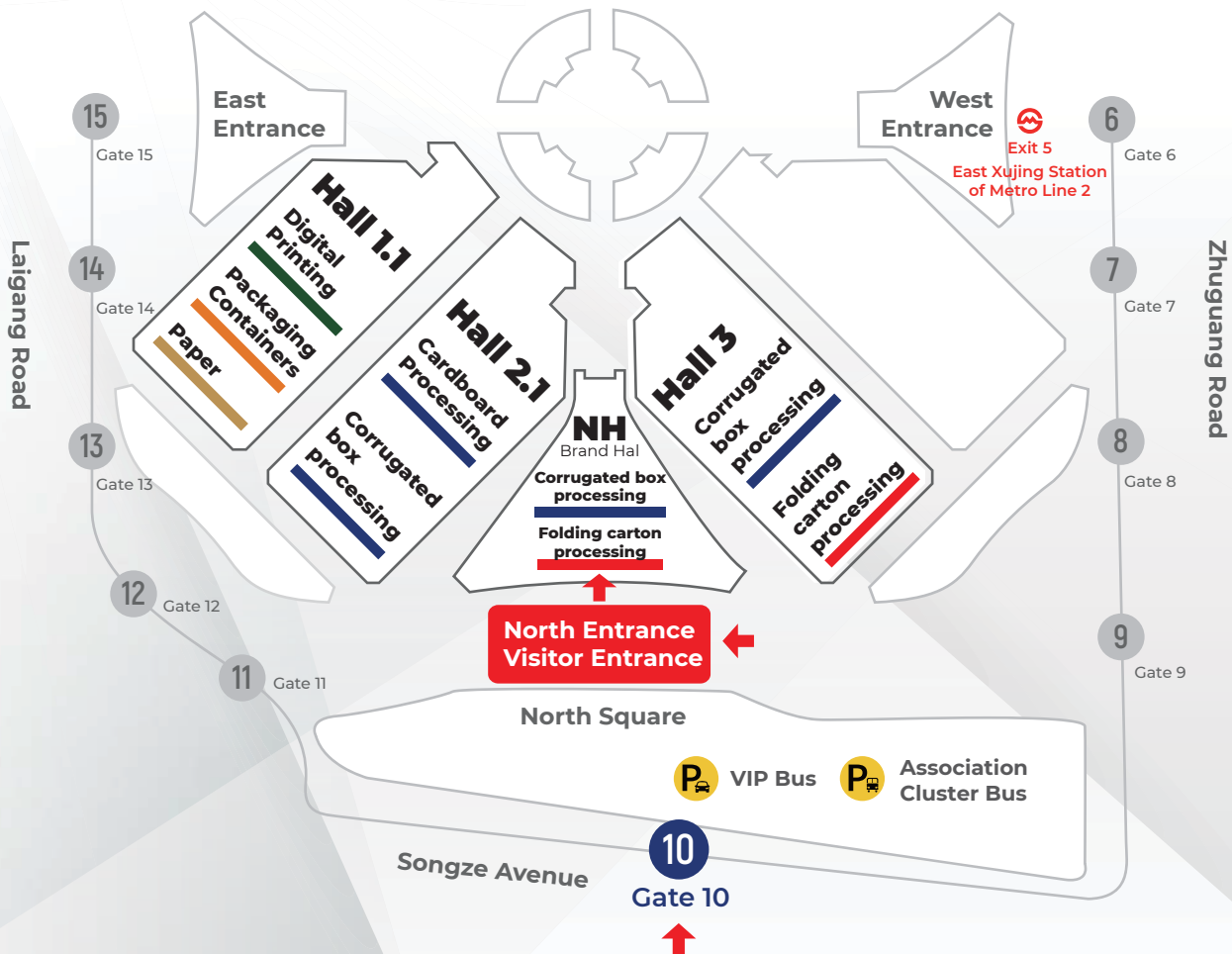
主办单位 Organiser
RX 励展博览集团
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On July 12-14, the three-day WEPACK series packaging exhibitions such as SinoCorrugated 2023 and SinoFoldingCarton 2023 came to a successful end at the National Exhibition and Convention Center (Shanghai). With an exhibition area of nearly **100,000** square meters and nearly **1,000** exhibitors, the WEPACK series packaging exhibitions fully displayed the equipment innovations, trends, and technologies in the fields of corrugated box, cardboard, folding cartons, digital printing, paper, and packaging containers to **91,573** professional visitors from all over the country, affirming the sturdy prospects of the whole-category packaging industry.

Among them, SinoCorrugated 2023 ushered in **45,465** trade visitors, including **24,096** new visitors (those who didn't attend the exhibitions in 2019 and 2021), or **53%** of the total visitors, with remarkable results.



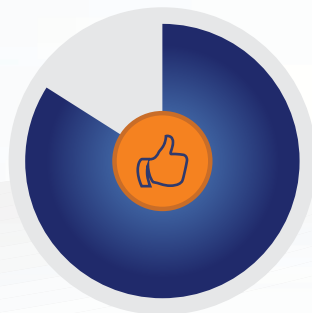
LAYOUT OF EXHIBITION HALLS IN 2023



VISITOR ANALYSIS

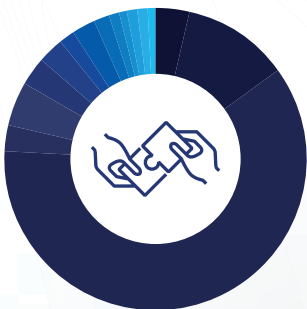
Visitor Satisfaction

Through on-site and post-exhibition research, 84% of the visitors are satisfied with their visit to SinoCorrugated.



Business Scope of The Company

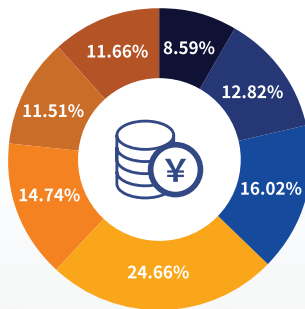
The main target visitors of SinoCorrugated are processing enterprises of cardboards, corrugated boxes, and other relevant logistics packaging containers.



- ▶ Paper Mills **3.71%**
- ▶ Cardboard Manufacturers **11.54%**
- ▶ Corrugated Box Manufacturers **60.61%**
- ▶ Paper Tube Manufacturers **3.01%**
- ▶ Honeycomb Paperboard Manufacturers **4.57%**
- ▶ Pulp Molding Manufacturers **3.09%**
- ▶ Other Paper Products **2.68%**
- ▶ Label Manufacturers **1.64%**
- ▶ Corrugated Box End-users **2.55%**
- ▶ Machinery and Spare Part Suppliers **1.72%**
- ▶ Consumable Suppliers **1.06%**
- ▶ Associations **0.83%**
- ▶ Media **1.26%**
- ▶ Trade Agencies **1.01%**
- ▶ Others **0.72%**

Annual Output Value of The Company

According to the research, customers with higher annual output value have a stronger demand for equipment updates and are more interested in new machines and technologies. 21.41% of the visitors to SinoCorrugated 2023 were from companies with an annual output value of over RMB 100 million.



- ▶ RMB 300-500 million **8.59%**
- ▶ RMB 100-300 million **12.82%**
- ▶ RMB 50.01-100 million **16.02%**
- ▶ RMB 10.01-50 million **24.66%**
- ▶ RMB 5.01-10 million **14.74%**
- ▶ RMB 1.01-5 million **11.51%**
- ▶ Less than RMB 1 million **11.66%**

Visitors' Responsibilities

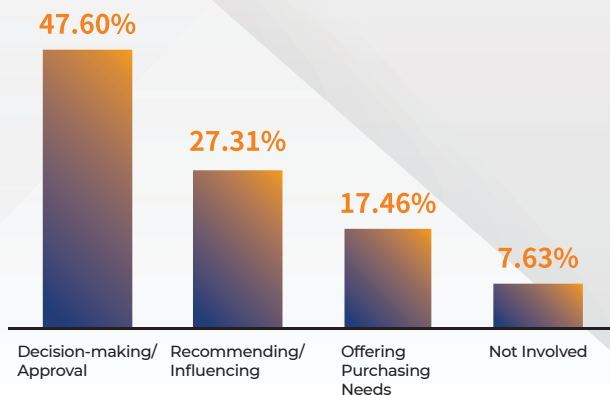
Enterprise management and purchasing personnel usually participate in a company's purchasing plan in a direct manner. Among the visitors of SinoCorrugated 2023, such visitors accounted for over 50%.



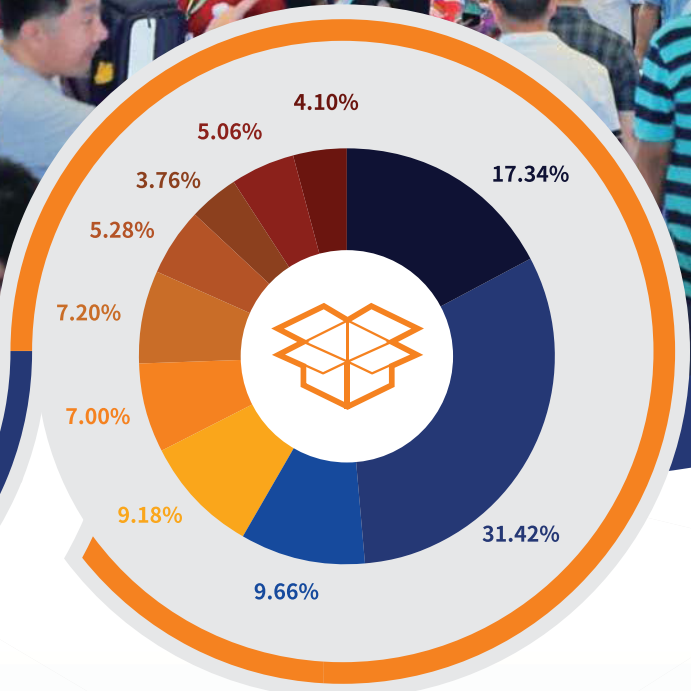
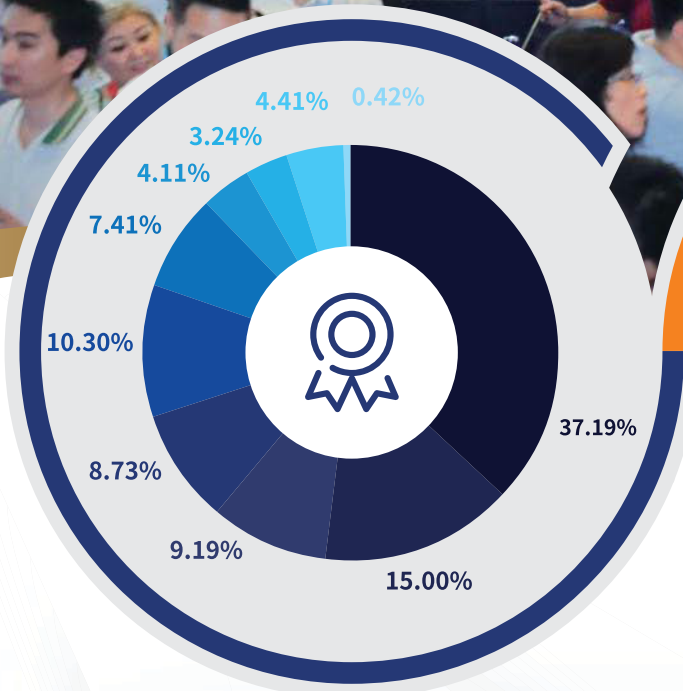
- ▶ Enterprise Management **35.10%**
- ▶ Technology **14.20%**
- ▶ Purchasing **15.19%**
- ▶ Design & Development **7.68%**
- ▶ Production/Manufacturing **9.23%**
- ▶ Retailing **9.05%**
- ▶ Marketing **8.05%**
- ▶ Quality Control **1.50%**

Visitors' Purchasing Power

Over 90% of the visitors of SinoCorrugated 2023 play an important role in enterprise purchasing, and 47.6% of them have the right to make purchasing decisions.



VISITOR ANALYSIS



Visitors' visiting goals

- ▶ Focus on new products, new technologies, and new market trends, and prepare for subsequent purchasing **37.19%**
- ▶ Meet existing suppliers, trade agencies, and partners to review and discuss business cooperation **15%**
- ▶ Meet specific exhibitors or companies for business development **9.19%**
- ▶ Maintain business relationship with clients and acquaintances through informal events during the exhibition **8.73%**
- ▶ Expand connections and make new friends, so as to create new business opportunities **10.30%**
- ▶ Communicate with people at the exhibition and attend meetings and forums to acquire industry knowledge and improve themselves **7.41%**
- ▶ Evaluate the exhibition effect to decide whether to participate in the exhibition in the future **4.11%**
- ▶ Keep track of competitors participating in the exhibition **3.24%**
- ▶ Communicate with as many suppliers as possible to achieve business objectives **4.41%**
- ▶ Others **0.42%**

Exhibits of interest to visitors

- ▶ Corrugating and ancillary equipment **17.34%**
- ▶ Converting and ancillary equipment **31.42%**
- ▶ Corrugated base papers **9.66%**
- ▶ Paper board/converting consumables **9.18%**
- ▶ Software/Automation **7.00%**
- ▶ Converting service **7.20%**
- ▶ Plant facility equipment **5.28%**
- ▶ Honeycomb /Pulp molding equipment **3.76%**
- ▶ Corrugated testing machines **5.06%**
- ▶ Conveyor systems & material handling systems **4.10%**

VISITOR ANALYSIS



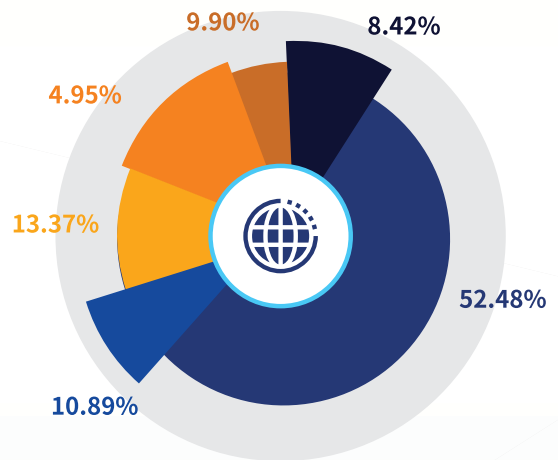
Analysis of Overseas Visitor Countries



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%	Others	19.75%
Thailand	6.94%		

* Others include: 84 countries in the Americas, Europe, Africa, and Asia.

Analysis of Products of Interest to Overseas Visitors



Corrugating and Ancillary Equipment	8.42%
Printing Slotter Die Cutting Interlocking Production Line	52.48%
Digital Printing	10.89%
Die Cutters	13.37%
Inline Flexographic Printing Machines	4.95%
Others	9.90%

TAP trade match-making

47 Exhibitors Served

126 TAP Buyers Served

267 Match-Making

*TAP buyers refer to overseas trade visitors with clear purchasing intentions and decision-making power who receive one-on-one services from the RX TAP team, and the latter arrange on-site meetings with exhibitors for the former.

Expected on-site transactions

USD 10,006,700

Expected transaction within half a year

USD 5,713,000

Expected transaction within one year

USD 120,000

ASSOCIATION CLUSTERS

Overseas

**17 industry associations
visiting groups**

**664 high-quality trade
buyer groups**

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



Domestic

**53 industry associations visiting
groups**

**3,500 high-quality trade buyer
groups**

53 industry association clusters such as the China Packaging Federation (CPF), Paper Packaging Committee of Shanghai Packaging Technology Association, Shanghai Digital Printing Industry Association, Anhui Chamber of Commerce of Printing and Packaging Materials, Paper Packaging Professional Committee of Anhui Chamber of Commerce of Printing and Packaging Materials, 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, Hubei Packaging Federation, Guocheng County Alcoholic Drink Packaging and Printing Association, Chongqing Packaging Association, Shaanxi Packaging Technology Association, Shenzhen Packaging Industry Association, Gansu Packaging Technology Association, Xinjiang Uygur Autonomous Region Packaging Technology Association, Hunan Packaging Federation, Fujian Packaging Federation, Luzhou Alcoholic Drink Packaging Research Association, Sichuan Packaging Federation and Henan Packaging Technology Association have offered their all-out support to the event.



ONSITE EVENTS

Having held more than 30 wonderful held at the exhibition site, SinoCorrugated 2023 attracted nearly 4,000 visitors, encompassed the whole packaging industry chain, and 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). The event forms include forums, training meetings, and exchange receptions, which have been highly affirmed by the industry.

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

World Expo of Packaging Industry

EXHIBITION SCALE

120,000m² +
Display Area

1,200+
Participation in
High-quality Exhibitions

100,000+
Customers Specializing in
the Packaging Industry

6,000+
Professional Buyers
Abroad

Connecting the
Packaging World

- World links ■
- Industry Links ■
- External links ■

April 10-12, 2024

Shenzhen International Convention and
Exhibition Center (Bao'an)

Shenzhen·China

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www.wepack-expo.com



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Pre-register

WEPACK series packaging exhibitions



Organizers

