



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

**WEPACK World Expo of  
Packaging Industry 2024**

**Global Packaging Industry Banquet**

# POST SHOW REPORT

**April 10<sup>th</sup>-12<sup>th</sup>, 2024**

**Shenzhen World Exhibition & Convention Center (Bao'an)**



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about the packaging industry

**WEPACK Series Packaging Exhibitions:**



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



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, WEPACK packaging exhibition series came to a successful end at the Shenzhen World Exhibition & Convention Center (Bao'an New Hall).

A global commerce and trade showcase platform for the packaging industrial chain, WEPACK 2024 encompasses series packaging exhibitions such as SinoCorrugated South 2024, SinoFoldingCarton 2024, DPrint 2024, SinoPaper South 2024, Food Pack & Tech 2024, and PACKCON 2024. WEPACK comprehensively showcases new products, technologies and processes in raw paper & raw materials, packaging processing equipment, and finished packaging products. The event unveils forward-looking packaging industry trends, suited for upstream, downstream, and end-user enterprises in the packaging industry. It encourages embracing global perspectives, seizing new opportunities, markets and market channels, promoting closer collaboration between upstream and downstream enterprises throughout the whole industrial chain. These opportunities allow enterprises to achieve revenue growth and expenditure reduction, as well as boost innovative cooperation with sustainable development.

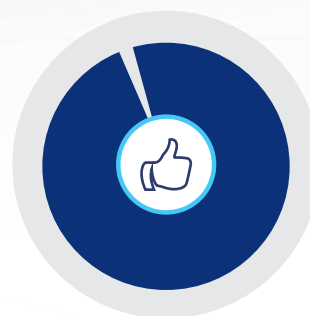
WEPACK 2024, spanning a total area of nearly 120,000 sqm, was visited by delegations from 100 worldwide industry associations and media groups. Successfully hosting 54 events and conferences, it welcomed a total of 135,527 trade visitors from home and abroad, including 10,502 overseas visitors from 113 countries and regions.

## Visitor Breakdown

135,527 trade visitors from 114 countries and regions

## Visitor Satisfaction and Exhibition NPS

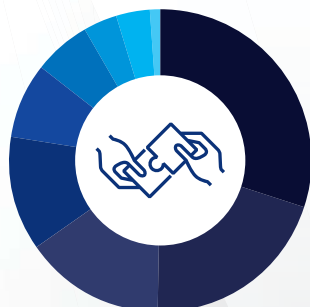
Onsite and post-exhibition research revealed 98% of visitors were satisfied with their visit to WEPACK 2024, culminating in an exhibition NPS of 46.



**98%**

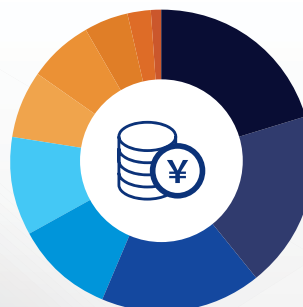
of the visitors expressed satisfaction with their experience

## Visitor Business Scopes



▶ Corrugated box manufacturers	30.24%
▶ Folding carton manufacturers	20.16%
▶ Printing factories	15.12%
▶ Brand owners	12.10%
▶ Cardboard manufacturers	8.06%
▶ Label manufacturers & flexible packaging manufacturers	6.05%
▶ Machinery and spare parts suppliers	3.73%
▶ Trade agencies	3.53%
▶ Other	1.01%

## Brand Owner Industries



▶ Food	20.33%
▶ Beverage	19.10%
▶ Household chemicals	16.96%
▶ E-commerce logistics	10.73%
▶ Commodities	10.56%
▶ Home appliances & digital products	7.08%
▶ Healthcare and wellness	6.95%
▶ Machinery	4.94%
▶ Stationery	2.28%
▶ Other	1.07%

## Visitor Job Scope



▶ Enterprise management	45.48%
▶ Purchasing	16.52%
▶ Technology	10.74%
▶ Production/manufacturing	8.19%
▶ Design & development	7.29%
▶ Sales	5.51%
▶ Market Research	4.70%
▶ Quality control	1.57%

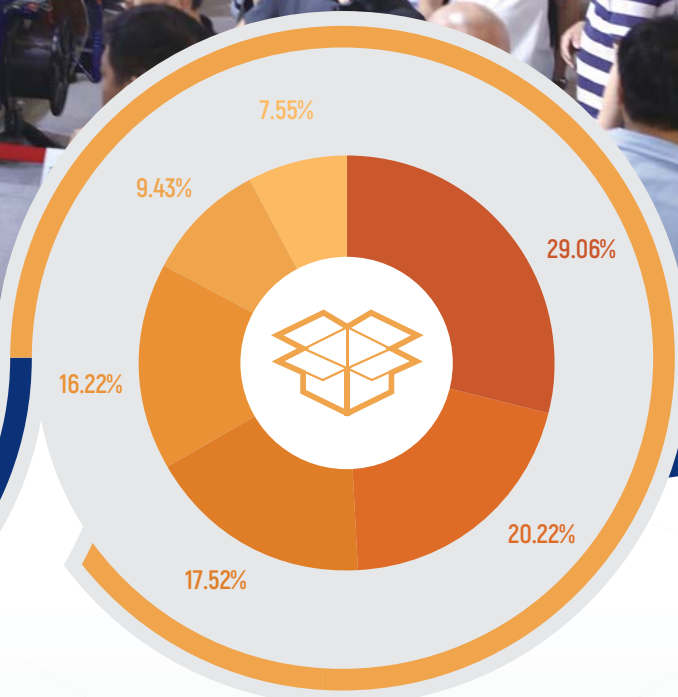
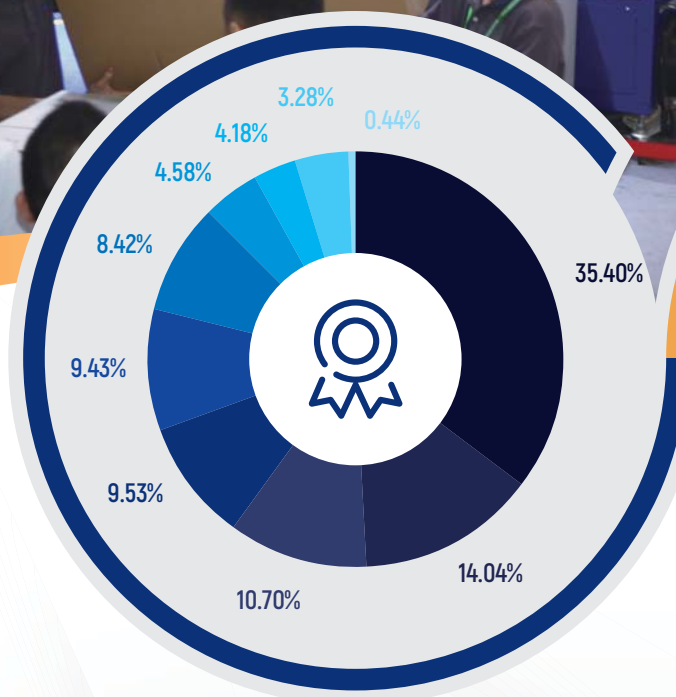
## Visitor Purchasing Power



▶ Decision making/authorization	47.70%
▶ Recommendation/influencing	30.08%
▶ Clarifying purchasing needs	15.35%
▶ Not involved	6.87%



## Visitor Needs Analysis



### Visitor Attendance Goals

Focus on new products, technologies and market trends with intention for subsequent purchase	35.40%
Meet existing suppliers, trade agencies and partners to review and discuss business cooperation	14.04%
Expand connections and make new friends, creating new business opportunities	10.70%
Meet specific exhibitors or companies to develop business	9.53%
Attend informal events during the exhibition to maintain business relationships with clients and acquaintances	9.43%
Network with people at the exhibition and attend meetings and forums to self-improve and acquire industry knowledge	8.42%
Evaluate the exhibition to decide on future participation	4.58%
Keep track of competitors participating in the exhibition	3.28%
Achieve business objectives through communicating with as many suppliers as possible	4.18%
Other	0.44%

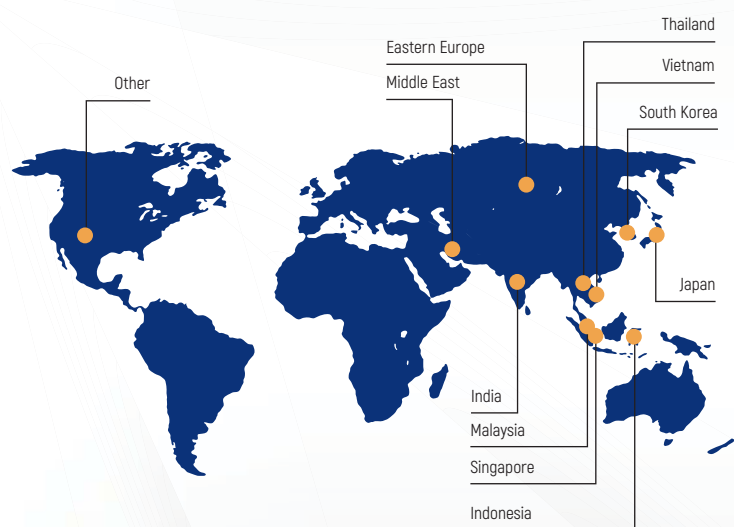
### Visitor Exhibit Interest

Corrugated box and cardboard converting	29.06%
Folding corrugated box converting	20.22%
Packaging digital printing technology	17.52%
Packaging products	16.22%
Paper	9.43%
Food packaging container converting	7.55%

## Overseas Visitor Breakdown

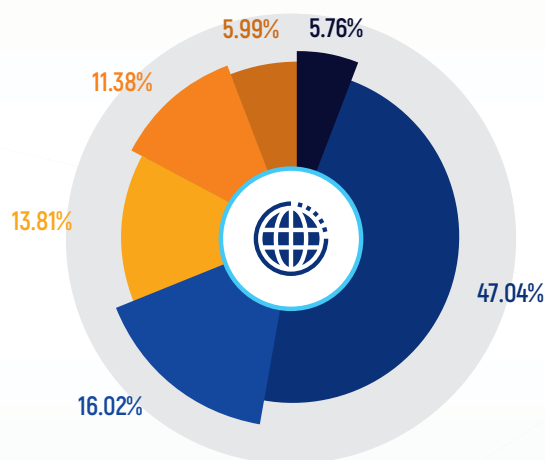


### Overseas Visitor Countries



Malaysia	14.67%	Japan	3.53%
India	14.26%	Middle East	3.03%
Eastern Europe	10.55%	Indonesia	2.85%
South Korea	5.89%	Singapore	2.08%
Thailand	5.25%	Other	33.54%
Vietnam	4.35%	* Other includes 103 countries in Asia, Europe, North America, South America, Africa and Oceania	

### Analysis of Overseas Visitors' Product Interests



Corrugated box and cardboard converting	47.04%
Folding carton color printing converting	16.02%
Digital printing technology	13.81%
Food packaging container converting	11.38%
Paper	5.99%
Packaging products	5.76%

### TAP trade match-making

**381** exhibitors served  
**618** buyers served  
**1,642** match-making in total

Expected on-site transactions:

**USD 115,987,520**

Expected transactions within half a year:

**USD 62,216,623**

Expected transactions within one year:

**USD 21,349,577**

\* TAP buyers refer to overseas trade visitors with explicit purchasing intentions and decision-making power. They receive one-on-one services from the RX TAP team and meet exhibitors as arranged onsite by the team.

\* Transaction amounts are estimates submitted by TAP visitors through the TAP team and should not be taken as accurate numbers.



## Association Groups

### Overseas

**17** industry associations visiting groups  
**2,295** high-quality buyers for group visits

- ◆ World Packaging Organisation (WPO)
- ◆ Asian Corrugated Cases Association (ACCA)
- ◆ 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)
- ◆ Indonesia Packaging Federation (IPF)
- ◆ Korea Corrugated Packaging Case Industry Association (KCCA)
- ◆ Vietnam Packaging Association (VINPAS)
- ◆ Lanka Corrugated Carton Manufacturers Association (LCCMA)
- ◆ Offset Printers' Association India (OPA)
- ◆ Federation of Malaysian Machinery (FMM)
- ◆ Malaysian Printers Association (MPA)
- ◆ Carton Info, a carton equipment purchasing team in Middle East
- ◆ Cámara Argentina de Fabricantes de Cartón Corrugado (CAFCCo)

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### Domestic

**65** industry associations visiting groups  
**2,221** high-quality buyers for group visits

- ◆ China Packaging Federation (CPF)
- ◆ 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
- ◆ Nanjing Packaging Technology Association
- ◆ Printing and Packaging Industry Association of Guangzhou Packaging Association
- ◆ Guangdong Household Electrical Appliance Association
- ◆ Guangdong Institute of Food Science and Technology (GDIFST)
- ◆ Shenzhen Alcoholic Drinks Association

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## Onsite Events

Having hosted more than 50 wonderful onsite events and attracted nearly 5,671 visitors to participate, WEPACK 2024, together with industry associations such as the China Packaging Federation (CPF), Flexographic Printing Branch of the Printing Technology Association of China, and Asian Corrugated Case Association (ACCA), held onsite meetings and forums, with contents closely centering on current hot topics and covering the whole packaging industrial chain. It also cooperated with authoritative organizations like the American Chamber of Commerce in South China, Global Law Office, Shanghai Deloitte Tax Ltd., Minsheng Bank, and HSBC to help the packaging industry gain an in-depth understanding of the value and building of the ESG ecosystem, and to assist the packaging industry in developing corporate going-global strategy in the complex international market environment by offering professional advice and recommendations so as to enhance the core competitiveness of enterprises.

- ◆ India National Day
- ◆ WEPACK 2024 Global Packaging Sustainable Innovation Forum
- ◆ ESG & Sustainable Development Summit
- ◆ Sustainable Packaging: Shenzhen Packaging Industry Innovation Spearheads Green Life
- ◆ Forum on New Application Technology of China Source Paper Mills
- ◆ 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
- ◆ Thematic Sharing Meeting on Printing & Packaging High Value-added Cutting-edge Achievements in China
- ◆ 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
- ◆ The 4th China Liquor Packaging Innovation and Development Forum
- ◆ Summit Forum on Sustainable Development of Catering Supply Chain
- ◆ Forum on Industrial Packaging Cost Reduction and Efficiency Improvement Development
- ◆ Seminar on Brand Marketing and Cross-border Going Global Strategy for Packaging Enterprises
- ◆ Southeast Asia Session of Chinese-funded Enterprises Going Global Series



2018-2028 全球印刷行业趋势

- 全球印刷的主要增长来源于包装行业
- 印刷和数字印刷成为主要增长引擎
- 包装印刷成为行业的重要部分，将带动包装行业增长
- 数字印刷将加速上流趋势，并将在10年内成为主流

年份	18-21	22-28
总营收	+4.7%	+2.2%
商业图文	+2.4%	+0.2%
包装印刷	+2.4%	+3.3%
全球印刷	+2.2%	+0.5%
数字印刷	+2.0%	+2.5%

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.



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