



# 第五届中国（广东）国际印刷技术展览会

The 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong)

## 专刊 第一期

## REPORT NO.1

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中国东莞·广东现代国际展览中心  
Guangdong Modern International  
Exhibition Center



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# 发刊词 Preface



“十四五”时期是我国“两个一百年”奋斗目标承前启后的历史交汇期，同时也是我国印刷产业高质量发展的关键跨越期。我国在“国家印刷行业十四五发展规划”中明确提出，“十四五”期间要努力推动我国印刷业加快“绿色化、数字化、智能化和融合化”发展，继续提高我国印刷业的规模化、集约化和专业化水平，尽快完成由印刷大国向印刷强国实现跨越式发展的重要转变。预计2025年底我国印刷业总产值将达到1.43万亿元人民币，与“十三五”实现的产值相比递增2.4%，继续保持全球第一印刷大国的领先地位。

备受业界瞩目的“第五届中国（广东）国际印刷技术展览会”（以下简称：第五届广印展；PRINT CHINA 2023；）将于2023年4月11-15日在中国广东省东莞市——“广东现代国际展览中心”隆重举行。组委会将通过本届展会的举办，充分发挥我国作为世界最大印刷市场的旺盛市场需求，进一步激发和挖掘我国印刷内需市场的深厚潜力，推动我国印刷行业尽快形成以国内大循环为主体、国内国际双循环相互促进的崭新发展格局。预计本届展会展出面积14万平米，海内外参展厂商1,300多家，专业观众逾20万人次。本届展会将是在肆虐全球三年之久的新冠疫情得到基本遏制后，在我国举办的一次最具国际影响力和行业引领性的国家级和世界性的印刷行业盛会。

“第五届广印展”同期还将举办80多场技术交流、成果发布、行业表彰、高峰论坛、专题研讨、产品推介以及各种企业交流和联谊活动，融汇才智，启迪思想，引领世界印刷技术发展潮流。

面对当前新冠疫情常态化的防控形势，为了给全球印刷人带来更为便捷的观展体验，本届展会所有重大活动都将采用线上和线下相结合的方式，面向全球印刷界人士同步进行云直播。

为了使所有关心、支持和参与“第五届广印展”（PRINT CHINA 2023）的国内外各界人士都能预先了解“第五届广印展”的筹备过程和有关安排，及时准确地获知更丰富、更全面、更前沿的展会信息，我们决定在本届展会筹备期间，以中英两种文字陆续编辑出版三期“第五届广印展”专刊（含印刷版和电子版），分批次向国内外印刷界人士广泛宣传推介和邮寄发送，欢迎海内外广大参展商和采购商积极关注“第五届广印展”专刊的编辑和发行工作，认真参阅，积极建言，热情传播，共襄盛举。

“第五届广印展”感谢您的支持、期待您的参与！

第五届中国广东国际印刷技术展览会组委会  
2021年12月1日

The “14<sup>th</sup> Five-Year Plan” period is a historical convergence point of China's Two Centenary Goals, as well as a key period in which China's printing industry experiences its high-quality, rapidly paced growth and development. The “14<sup>th</sup> Five-Year Plan for China's Printing Industry” specifies that during the “14<sup>th</sup> Five-Year Plan”, “green, digital, intelligent, and integrated” development of China's printing industry will be further accelerated and the scale and level of intensification and professionalism of China's printing industry will be further enhanced so as to realize the rapid development of the industry, upgrading it from a printing giant to a real printing power. It is estimated that by the end of 2025, the gross output value of China's printing industry will reach 1.43 trillion RMB, an increase of 2.4% from that realized during the “13<sup>th</sup> Five-Year Plan”, allowing China to maintain the leading position as the world's top printing giant.

A prominent object of the industry's attention, PRINT CHINA 2023, also known as The 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong), will be held from the 11<sup>th</sup> to the 15<sup>th</sup> of April, 2023 at Guangdong Modern International Exhibition Centre in Dongguan, China. By holding this exhibition, the Organizing Committee aims to fully utilize the strong market demand in China as the world's largest printing market, further unleash and tap into the profound potential of China's huge domestic demand for printing, and further promote the printing industry to form an all-new model in which domestic circulation plays the main role while domestic and international circulations simultaneously promote each other. It is estimated that the total exhibition area will exceed 140,000 square metres, and that there will be more than 1,300 exhibitors and an estimated 200,000 professional visitors. This exhibition will be the most internationally influential, as well as national and world-class, event of the printing industry to be held in China after the taming of COVID-19 which has ravaged the whole world for three years.

More than 80 technical exchange forums, achievement conferences, industry commendation meetings, summit forums, special seminars, product introduction meetings, and various corporate communication and reunion activities will be held during the exhibition to pool wisdom, inspire thinking, and lead the development trend of global printing technologies.

In the context of normalized prevention and control of COVID-19, and in order to create a more convenient exhibition experience for all industry peers, all major activities of this exhibition will be conducted online and offline, and will be presented to all industry peers worldwide via live stream.

During the preparation of this exhibition, a series of three show reports on “PRINT CHINA 2023” (printed and electronic) in both Chinese and English will be released and distributed via mail to all industry peers in and outside China so that all friends at home and abroad who are interested in, support, and participate in this exhibition can keep up-to-date with regards to the preparation progress and planning of the exhibition. In this way, all stakeholders will be able to learn more abundant, all-round information about the exhibition in a timely and accurate manner. Exhibitors and purchasers at home and abroad are kindly requested to pay close attention to the preparation and distribution of, as well as carefully read, these reports, provide valuable advice and suggestions, proactively promote the exhibition, and visit the grand event.

Thank you very much for your close attention and support. PRINT CHINA 2023 awaits your participation.

Organizing Committee of PRINT CHINA 2023  
December 1, 2021

# 新时代、新理念、新征程、新跨越 ——“中国（广东）国际印刷技术展览会”新闻发布会 暨项目启动仪式在北京隆重举行

## New Era, New Concept, New Journey, New Advancement — Press Release & Launching Ceremony for International Printing Technology Exhibition of China (Guangdong) Grandly Held in Beijing (Guangdong)

“第十届北京国际印刷技术展览会”（CHINA PRINT 2021）于2021年6月23—27日在北京隆重举行。借展会举办之机，“第五届中国（广东）国际印刷技术展览会”（PRINT CHINA 2023，简称：广印展）组委会于6月25日下午在北京中国国际展览中心新馆隆重举行“PRINT CHINA 2023”新闻发布会暨项目启动仪式。中国印刷及设备器材工业协会副秘书长、北京中印协华港国际展览有限公司副总经理王凤娜主持会议。



On the occasion of CHINA PRINT 2021 held from June 23 to 27, 2021 in Beijing, the Press Release and Launching Ceremony for PRINT CHINA 2023 – the 5th International Printing Technology Exhibition of China (Guangdong) (hereinafter “PRINT CHINA”) was solemnly convened by its Organizing Committee on the afternoon of June 25 at New China International Exhibition Centre. The event was chaired by Ms. Fengna WANG, Vice Secretary General of Printing and Printing Equipment Industries Association of China (PEIAC) and Deputy General Manager of China Print Show Company Limited (CPSC).



## 一、擘画新蓝图，启航新征程

### I. Developing a New Blueprint and Starting a New Journey

中国印刷及设备器材工业协会理事长顾问、东莞市中印协国际展览有限公司董事长陆长安代表展会组委会以“中国印刷产业现状及未来发展趋势”为题发表主旨演讲。陆长安董事长在演讲中以大量准确详实的统计数据，对中国印刷产业市场现状及影响市场环境的主要因素做了深刻剖析和系统阐述。对行业未来发展趋势进行了理性分析和科学研判，指出了中国印刷产业未来5年发展的主要方向和基本路径。对新时期我国印刷行业如何进一步认清形势，明确方向，充分利用展会平台，加强协同创新，实现合作共赢，推动我国印刷产业尽快转型升级，提质增效，高质量发展，发表了重要看法。

On behalf of the Organizing Committee, Mr. Chang'an LU, Chairman's Advisor of PEIAC and Chairman of Print China Show Company Limited (PCSC), gave a keynote speech titled "Status Quo and Future Development Trends of China's Printing Industry." In his speech, Mr. Lu cited an abundance of detailed statistical data to present a profound analysis and systematic illustration of the market conditions of China's printing industry as well as principal elements influencing market circumstances. In addition, Mr. Lu shared rational analyses and scientifically based judgments of the future development trends of the industry, pointing out the main directions and elementary paths of China's printing industry in the coming 5 years. Furthermore, he shared his opinions on important matters such as China's printing industry in the new era, specifically focusing on how to understand the situation, determine directions, and fully leverage the exhibition to reinforce coordination and innovation, realize win-win cooperation, fuel the transformation and upgrading of China's printing industry within a short time period, improve quality and efficiency, and achieve high-quality development.

中国国际展览中心集团公司副总裁郑世钧介绍了中展集团在我国会展行业中的地位 and 作用，并对我国会展行业与印刷行业强强联手，优势互补，合作共赢，联袂打造“广印展”国际品牌的重要意义进行了说明和阐述。

Mr. Shijun ZHENG, Vice President of China International Exhibition Center Group Corporation (CIEC), introduced the status and role of CIEC in the exhibition industry, as well as offered detailed statements on the significance of China's exhibition industry joining hands with the printing industry to complement each other's strong points, realize win-win cooperation, and develop the international brand of PRINT CHINA.





中国印刷及设备器材工业协会展览部副主任、东莞市中印协国际展览有限公司展览总监陈锦铭通过PPT形式，全面系统地介绍了“第五届广印展”的指导思想、策划理念、市场定位、总体规划、品牌内涵、推广计划和服务措施。表达了“广印展”组委会在未来两年的筹备过程中将与我国全体印刷人一道夯基垒台，积厚成势，携手打造世界印刷大展的坚定信念和不懈追求。

Mr. Jinming CHEN, Deputy Director of Exhibition Department of PEIAC and Chief Exhibition Officer of PCSC, made a comprehensive and systematic introduction, in form of PowerPoint slides, to the guiding philosophy, conceptualization, market orientation, overall planning, brand connotation, promotion plans, and service measures of PRINT CHINA 2023. He highlighted the firm conviction and unremitting pursuit of PRINT CHINA's Organizing Committee over the next two years in aspects of exhibition preparation, namely consolidating the foundation with all working personnel in the printing industry, adding up to form great momentum, and jointly launching a world-class printing exhibition.

## 二、阐述新理念，规划新格局

### II. Elaborating New Concepts and Planning New Patterns

陆长安董事长在主旨演讲中强调指出，“CHINA PRINT”和“PRINT CHINA”是一对姊妹展，“CHINA PRINT”由北京中印协华港国际展览有限公司具体承办，东莞市中印协国际展览有限公司协作承办；“PRINT CHINA”由东莞市中印协国际展览有限公司具体承办，北京中印协华港国际展览有限公司协作承办；南北两个展会虽然市场覆盖面各有侧重，但都在组委会的一元化领导下，统一指挥协调，统一策划理念，统一操作步骤，两个展会相互联系，彼此促进，良性互动，协调发展，形成了我国印刷会展事业，凝心聚力，协同创新，花开南北，相映生辉的生动局面。

In his keynote speech, Chairman Chang'an LU particularly mentioned that CHINA PRINT and PRINT CHINA are sister exhibitions, among which CHINA PRINT is undertaken by CPSC with the coordination of PCSC, while PRINT CHINA is undertaken by PCSC with the coordination of CPSC. Be they different in location and market coverage, they are subject to the centralized leadership, unified command, and coordination of the Organizing Committee and governed by the identical planning philosophy and same operation steps. The two exhibitions are mutually interlinked, promote each other, and feature benign interaction and coordinated development, thus resulting in the flourishing of China's printing industry which gathers strength, seeks coordination and innovation, and achieves common advancement in South China and North China.

陆长安董事长表示，目前“PRINT CHINA”与“CHINA PRINT”在综合经济技术指标上已经发展成为并列中国第一，世界第二的国际著名印刷大展。即将于2023年在我国广东举办的“第五届广印展”（PRINT CHINA 2023）发轫于世界著名制造业名城——东莞，成长于我国重点规划建设的“粤港澳大湾区”核心地带，既是中国印刷产业对接“21世纪海上丝绸之路”沿线国家关联性行业的国家级产品展示窗口，也是我国现代印刷产业开展对外加工贸易和集聚强大外溢功能的创新创业平台。经过14年的培育和发展，目前“PRINT CHINA”的展会品牌效应已经在国内外声名远扬，其行业影响力和市场号召力正在迅速扩展，与日俱增。

According to Chairman Chang'an LU, at present, PRINT CHINA and CHINA PRINT have grown to be the domestically first and internationally second printing exhibitions rated by the comprehensive economic and technical indicator. Originating from Dongguan, a globally renowned manufacturing city, and growing in the Guangdong-Hong Kong-Macao Greater Bay Area, a highland embracing China's key planning and construction, PRINT CHINA 2023, to be convened in Guangdong, plays the role of both a national product exhibition window to China's printing industry to build connections with related industries of countries along the "Maritime Silk Road in the 21st Century", and an innovation and entrepreneurship platform for China's modern printing industry to carry out external processing trade and to pool powerful spillover functions. Following 14 years of cultivation and development, PRINT CHINA has enjoyed increasing brand effect both at home and abroad as its industry influence and market appeal rapidly expand with each passing day.





## 展会介绍 Exhibition Introduction

陆长安董事长指出，“第五届广印展”（PRINT CHINA 2023）将于2023年4月11—15日在中国东莞——广东现代国际展览中心隆重举办。本届展会将遵循党中央、国务院关于建设“粤港澳大湾区”和“深圳中国特色社会主义先行示范区”的重大战略部署，根据“中国印刷业十四五发展规划”提出的发展目标，在中宣部印刷发行局发布的“珠三角印刷业发展升级指南”具体指导下，以“数字转型，融合创新，智造赋能，绿色发展”为展会主题。以“立足湾区，依托全国，内外循环，辐射世界。”为市场定位。力争通过举办大型国际性专业印刷展会，努力践行新发展理念，进一步明确我国印刷行业供给侧结构性改革的战略方向和主要目标，加快关键核心技术攻关，广泛招商引资，优化产业结构，打造行业发展新优势。组委会将通过本届展会的举办，进一步促进我国印刷市场与国际印刷市场互联互通，交流互鉴，深度融合。更好地利用国内和国际两个市场、两种资源，努力在危机中育新机、于变局中开新局。充分发挥我国作为世界最大印刷市场的旺盛市场需求，进一步激发和挖掘我国印刷内需市场的深厚潜力，推动我国印刷行业尽快形成以国内大循环为主体、国内国际双循环相互促进的崭新发展格局。

According to Chairman Chang'an LU, PRINT CHINA 2023 will be solemnly held at Guangdong Modern International Exhibition Center from April 11 to 15, 2023. In line with the major strategic plans of the CPC Central Committee and the State Council for building the Guangdong-Hong Kong-Macao Greater Bay Area and the Shenzhen Demonstration Pilot Zone for Socialism with Chinese Characteristics, in pursuit of the development goals set forth in the 14th Five-Year Development Plan for China's Printing Industry, and under the guidance of "Guide to the Development and Upgrading of the Printing Industry in the Pearl River Delta" issued by the Printing Bureau of the Publicity Department of the Communist Party of China, the exhibition focuses on "digital transformation, integrated innovation, intelligent manufacturing, and green development", and maintains a market position of "keeping a foothold in the bay area, relying on the whole country, circulating prints at home and abroad, and radiating throughout the world". The purpose of holding the large-scale international professional printing exhibition is to strive to implement new development concepts, further clarify the strategic direction and main objectives of the supply side structural reform of China's printing industry, accelerate research on key core technologies, extensively attract investment, optimize the industrial structure, and create new advantages for the development of the industry. Through the exhibition, the Organizing Committee will promote interconnection, exchange, mutual learning, and deep integration between China's printing market and the international printing market, making better use of both domestic and international markets and resources so as to strive to cultivate new opportunities during the crisis. The exhibition will give fully utilize the strong market demand of China as the world's largest printing market and further stimulate and tap into the profound potential of China's domestic demand for printing. The exhibition will further promote China's printing industry to form a new development pattern focused on wide-spread domestic circulation, international circulation, and mutual promotion as soon as possible.



### 三、汇聚新优势，共享新机遇

#### III. Gathering New Advantages and Sharing New Opportunities

广东省印刷复制业协会主要领导由于新冠疫情影响近期不能赴京参会，特于近日致电“第五届广印展组委会”，详细介绍了广东省印刷行业目前的市场形势和主要特点，对“广印展”创办14年来对我国南方印刷行业发挥的巨大推动、示范和引领作用给予充分肯定，对展会在新时期秉持传统，再攀高峰表达了良好祝愿和殷切期望。

Due to the COVID-19 pandemic, major leaders of Guangdong Printing Association (GDPA) failed to personally attend the meeting in Beijing. Against this background, they particularly dialed the “Organizing Committee of PRINT CHINA 2023” in the past few days to introduce the present market situation and dominant characteristics of the Guangdong printing industry, highly affirm the huge promotion, demonstration, and leadership role of PRINT CHINA for the printing industry in South China during the past 14 years since its launch, and extend favorable wishes and earnest aspirations for hitting a new record high while upholding traditions in the new era.

“第五届广印展”举办地——东莞市人民政府也于“第五届广印展新闻发布会暨项目启动仪式”举办当日专门给组委会发来贺信，对“第十届北京国际印刷技术展览会”的盛大开幕和“第五届中国（广东）国际印刷技术展览会新闻发布会暨项目启动仪式”的成功举办致以热烈祝贺！衷心祝愿中国印工协旗下南北两大印刷展会“百尺竿头更进一步”，为中国印刷产业在新时期持续健康发展，尽快实现高水平印刷科技自立自强的宏伟目标做出新的更大贡献！

When the Press Release & Launching Ceremony for the International Printing Technology Exhibition of China (Guangdong) kicked off, the People's Government of Dongguan, where PRINT CHINA 2023 is to be held, also sent a congratulatory letter to the Organizing Committee congratulating them on the grand opening of CHINA PRINT 2021 and the successful convening of the Press Release and Launching Ceremony for the 5th International Printing Technology Exhibition of China (Guangdong). PRINT CHINA and CHINA PRINT, both subordinate to PEIAC, are sincerely expected to make further progress and significantly contribute to the sustainable and healthy development of China's printing industry in the new era, as well as to the achievement of the grand objective of realizing self-reliance of high-level printing technologies as soon as possible.

本届展会预计展出面积14万平米，参展厂商1,300余家，专业观众逾20万人次。展会同期还将举办80多场技术交流、成果发布、行业表彰、高峰论坛、专题研讨、产品推介以及各种企业联谊活动，融汇才智，启迪思想，引领世界印刷技术发展潮流。

The exhibition area is estimated to be 140,000 square meters, and more than 1,300 exhibitors and over 200,000 professional visitors are expected to be in attendance. More than 80 technical exchange forums, achievement conferences, industry commendation meetings, summit forums, special seminars, product introduction meetings, and various corporate communication and reunion activities will be held during the exhibition to pool wisdom, inspire thinking, and lead the development trend of global printing technologies.

## 展会介绍 Exhibition Introduction



最后，与会主宾在全体参会代表的当场见证下，共同按下“第五届中国（广东）国际印刷技术展览会”启动按钮，一时间彩花飞舞，掌声雷动，伴随“PRINT CHINA 2023”活动主题在会场大屏幕上流光溢彩，激情炫动，标志着“CHINA PRINT 2021”和“PRINT CHINA 2023”顺利交接，“第五届中国（广东）国际印刷技术展览会”筹备工作全面启动。下一个两年，世界印刷界的目光将再一次转向中国，聚焦东莞。

Finally, keynote speakers present, under the witness of all participating representatives, jointly pressed the start button of the 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong). Suddenly, the venue filled with colorful fireworks and an overwhelming thunderous applause. The display of PRINT CHINA 2023's themes on the screen meant that the smooth transition between CHINA PRINT 2021 and PRINT CHINA 2023 had been accomplished, and the preparatory work of the 5th International Printing Technology Exhibition of China (Guangdong) was underway. In the coming two years, the focus of the global printing industry will remain in Dongguan, China.

我国各省市自治区新闻出版主管部门和各级印刷包装协会负责人、中国惠普有限公司、柯尼卡美能达办公系统（中国）有限公司、富士胶片（中国）投资有限公司、理光（中国）投资有限公司、柯达（中国）投资有限公司、深圳汉弘数字印刷集团股份有限公司、乐凯华光印刷科技有限公司、海德堡印刷设备（中国）有限公司、科尼希 & 鲍尔股份公司、HORAUF-浩又夫公司、小森印刷机械（深圳）有限公司、北京嘉和顶新科贸有限公司、深圳市精密达智能机器有限公司、博斯特（上海）有限公司、天津长荣科技集团股份有限公司、上海旭恒精工机械制造有限公司、中德集团、浙江正博智能机械有限公司、温州光明印刷机械有限公司、温州容健机械有限公司、浙江紫鸿智能包装设备有限公司、中科天工（武汉）智能技术有限公司、浙江炜冈机械股份有限公司、凌云光科技有限公司、杭华油墨股份有限公司等国内外参展商代表；以及常驻中国的国际印刷组织代表和海内外专业媒体记者160多人出席了本次新闻发布会暨项目启动仪式。

This Press Release & Launching Ceremony saw the presence of more than 160 people, including heads of competent departments of press and publication in different provinces, municipalities, and autonomous regions, principals of printing associations at all levels, representatives of domestic and overseas exhibitors (i.e. China Hewlett-Packard Co., Ltd, Konica Minolta China, Fujifilm (China) Investment Co., Ltd., Ricoh China Co., Ltd., Kodak (China) Investment Co., Ltd., Hanglory Group, Lucky Huaguang Graphics Co., Ltd, Heidelberg Graphics (Beijing) Co., Ltd., Koenig & Bauer AG (hereby KBA), HORAUF, Komori Printing Machine (Shenzhen) Co., Ltd., DINGA, JMD Machinery Corp., Ltd., Bobst (Shanghai) Co., Ltd., Masterwork Machinery Co., Ltd, Shanghai Eternal Machinery Co., Ltd., Chinese and German Group, Zhejiang Zenbo Machinery Technology Co., Ltd., Wenzhou Guangming Printing Machinery Co., Ltd., Wenzhou Rongjian Machinery Co., Ltd., Zhejiang Zihong Intelligent Packaging Equipment Co., Ltd., Sinotecho (Wuhan) Intelligent Technology Co., Ltd., Zhejiang Weigang Technology Co., Ltd., Lingyun Photoelectronic System Co., Ltd. and Hangzhou Toka), major representatives from international printing associations residing in China, and journalists from professional media outlets both at home and abroad.



会议期间，与会代表还与主办机构各有关领导就参展参观和展会服务等问题深入交换了意见。大家对“PRINT CHINA 2019”取得的佳绩深表赞许；对“PRINT CHINA 2023”筹备工作的顺利推进充满信心；对“第五届广印展”的胜利召开和圆满成功热情期待；纷纷表示将以实际行动大力支持“第五届广印展”的各项筹备工作，积极响应，踊跃参与，认真准备，倾情投入，为联袂打造国际印刷行业命运共同体，共同谱写世界印刷产业在新时期的盛世华章，把握机遇，凝聚共识，携手奋进，再攀高峰。

During the meeting, present representatives exchanged their opinions on issues concerning participation, visitation, and exhibition services with relevant leaders of sponsors. All the participants recognized the achievements of PRINT CHINA 2019, showed confidence in the smooth preparation for PRINT CHINA 2023, and looked forward to the successful convening and consummation of PRINT CHINA 2023. According to them, they are ready to take practical actions to support the preparation of PRINT CHINA 2023, to respond to, participate in, and be devoted to, such preparation, and to seize opportunities, build consensus, join hands with each other, and reach a new record high to build a community of shared future for the international printing industry and jointly create the brilliant chapter of the international printing industry in this new era.



## 启航新征程，百年正风华

### ——“中国（广东）国际印刷技术展览会”回眸与展望

## Starting a New Century-Long Journey — Review of, and Prospects for, the International Printing Technology Exhibition of China (Guangdong)

### 一、南北两地并蒂花开

#### I. Two Exhibitions in South China and North China

2021年7月1日是中国共产党成立100周年的喜庆日子。6月25日下午在建党百年大庆前夕，中国印刷及设备器材工业协会、广东省印刷复制业协会和中国国际展览中心集团公司等展会主办机构联袂在“第十届北京国际印刷技术展览会”举办地——中国国际展览中心新馆举行“第五届中国（广东）国际印刷技术展览会新闻发布会暨项目启动仪式”。组委会郑重宣布：“第五届中国（广东）国际印刷技术展览会”（PRINT CHINA 2023）将于2023年4月11—15日在中国东莞——广东现代国际展览中心隆重举行，这一重磅消息的发布，再次引发国内外印刷界人士的高度重视和广泛关注。

July 1, 2021 saw the 100<sup>th</sup> anniversary of the founding of the Chinese Communist Party. On the afternoon of June 25, sponsors such as PEIAC, GDPA, and CIEC jointly convened the Press Release and Launching Ceremony of the 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong) at New China International Exhibition Centre, where CHINA PRINT 2021 had just been held. The Organizing Committee announced that the 5th International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2023) will be held at Guangdong Modern International Exhibition Center from April 11 to 15, 2023, raising high awareness and extensive concern among peers in the domestic and overseas printing industries.







## 二、精彩广印岁月留痕

### II. Highlights of PRINT CHINA

时光荏苒，日月如梭，回首两年前“第四届中国（广东）国际印刷技术展览会”（PRINT CHINA 2019）在东莞的展出盛况，不禁让人心潮澎湃，思绪万千。

With the rapid passing of the times, it has been two years since the consummation of the 4<sup>th</sup> International Printing Technology Exhibition (PRINT CHINA 2019) in Dongguan, any recollection of which is overwhelmed with emotion and a myriad of thoughts.

“第四届广印展”于2019年4月9—13日在中国东莞——广东现代国际展览中心隆重举行。展会在中国各级政府主管部门的亲切关怀和悉心指导下，在海内外广大参展厂商和专业买家的大力支持和积极参与下，创新理念，充实内涵，提升服务，引领发展，圆满实现了举办一届品牌化、创新型、有特色、高水平世界印刷大展的预期目标。为推动包括中国在内的世界印刷行业在新形势下持续健康发展做出了积极贡献，取得了巨大成功。

The 4<sup>th</sup> International Printing Technology Exhibition was held at Guangdong International Exhibition Centre, Dongguan, China from April 9 to 13, 2019. Under the tender care and warm guidance of competent governmental departments at all levels, and with the great support and active participation of extensive exhibitors and professional buyers worldwide, PRINT CHINA 2019 made itself a branded, innovative, distinctive, and high-quality international fair by innovating concepts, enriching connotation, improving services, and leading development. PRINT CHINA 2019 was deemed a great success for promoting the sustainable and sound development of the global printing industry in the new era.



纵观整个展会，现场人潮涌动，市场交易火爆，很多展商兴奋她表示，这是自己企业自有参展记录以来接触海内外客户最多的一次盛会，展会现场人潮涌动，高端设备琳琅满目，尖端技术目不暇接，签约喜讯此起彼伏，贸易成效远超预期。

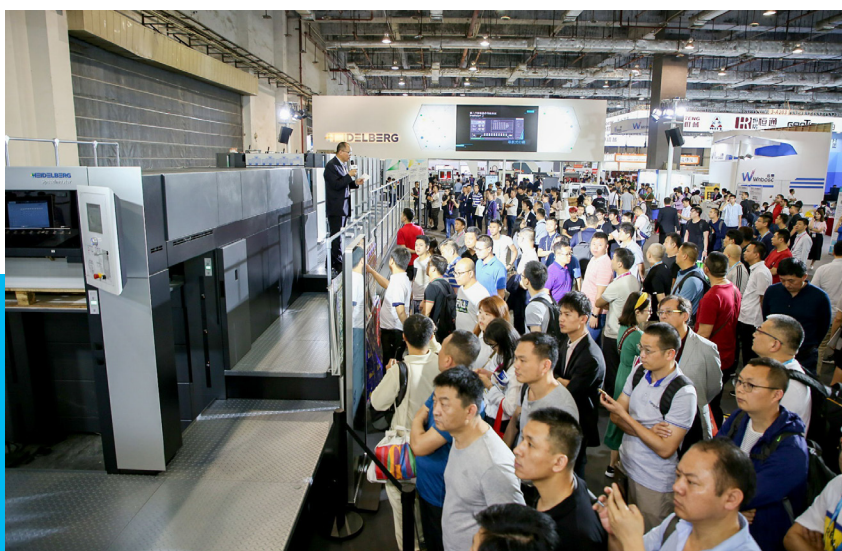
PRINT CHINA 2019 experienced the highest volume of exhibitors ever recorded, and the economic results were significantly higher than expected as the venue brimmed with people, high-end equipment, cutting-edge technology, and good news of contract signings one after another.

统计数据显示，第四届广印展现场贸易成交额逾66亿元人民币。展会在规模和效益上全面超越第三届水平，引起世界印刷界的广泛关注，成为2019年度全球规模最大，档次最高，成效最好，影响最广的世界级印刷行业盛会。

According to statistical data, the total amount of transactions at the 4th International Printing Technology Exhibition exceeded 6.60 billion RMB. Outperforming the first three exhibitions in scale and benefits, PRINT CHINA 2019 came to the foreground in the global printing industry as a world-class event featuring the largest scale, the highest level of affluence, the best achievements, and the widest influence.

海德堡（中国）有限公司首席执行官黄连光先生表示：“海德堡在本次展会上展示了最新技术应用成果和最前沿的发展动向，从参观人数、客户反馈和签约成交量等各种数据分析都非常令人满意。”

Mr. Lianguang HUANG, CEO of Heidelberg (China) Co., Ltd. said, "At this exhibition, Heidelberg showcased its latest technology application achievements and most cutting-edge development trends. Results of the data analysis in terms of number of visitors, customer feedback, and contracted volume were satisfactory."







高宝集团全球销售副总裁海杜克先生说：“本次参展收获大大超出预期，展会为国际印刷行业带来了正能量和新方向。特别是盈利风暴席卷全场，在各个领域都为客户开辟了多元化的盈利增长点。”

Mr. Duke HAI, KBA's Vice President of Global Sales said, "Participating in this exhibition was fruitful as the exhibition brought positive energy to, and indicated new directions for, the international printing industry. Particularly, diversified profit growth points were created for customers in all fields for which profitmaking opportunities existed ubiquitously at the venue."

小森（深圳）印刷技术有限公司高级副总裁郭恒先生表示，小森在“PRINT CHINA 2019”举办期间收获了大量订单，本次展会的收获大大超出了我们的预期。郭恒先生说：“PRINT CHINA”和“CHINA PRINT”一南一北，优势互补，协同创新。不仅是新技术的孵化基地，新产品的展示窗口，新品牌的交易平台，而且也已经成为中国印刷产业发展的风向标和导航站。为我国和世界印刷产业强劲、均衡、可持续和协调发展起到了至关重要的引领作用。”

According to Mr. Heng GUO, Senior Vice President of Komori (Shenzhen) Printing Technology Co., Ltd., Komori garnered a stack of orders at PRINT CHINA 2019 and the gains were significantly higher than expected. Mr. Heng GUO said, "PRINT CHINA and CHINA PRINT feature distinctively different locations (South China and North China) yet manage to complement each other's strengths to facilitate collaborative innovation. In addition to being the incubation base of new technologies, the exhibition window of new products, and a transaction platform for new brands, they have become the weathervane and driving force for the development of China's printing industry, as well as played a critical leading role in the strong, balanced, sustainable, and coordinated advancement of the domestic and international printing industry."





博斯特（上海）有限公司总经理鲁希瑞先生表示：“广印展”是国际上每四年举办一届的重大活动，对博斯特来说也是相当重要的推广和宣传机会。博斯特在这届展会上，展出了针对中国印刷市场的全新设备，效果超过预期，现场签署了很多订单，反响比历届展会都好。”

Mr. Xirui LU, General Manager of Bobst (Shanghai) Co., Ltd. said, "PRINT CHINA is an internationally significant event held every four years and is of utmost significance for Bobst in terms of promotion and marketing. At this year's exhibition, Bobst exhibited its newly developed equipment tailored to China's printing market, of which quite a few orders were placed on the spot. Overall, the results were beyond what was expected."



中国惠普有限公司数字印刷事业部大中华区总经理李鹏先生表示：此次参展收获颇丰，惠普在“PRINT CHINA 2019”期间签约订单和接待客户的数量都超出了预期。

Mr. Peng LI, General Manager of the Greater China Division of Digital Printing for China Hewlett-Packard Co., Ltd said, "Participating in this exhibition was rewarding. During PRINT CHINA 2019, the number of orders and visitors embraced by HP was beyond expectations."





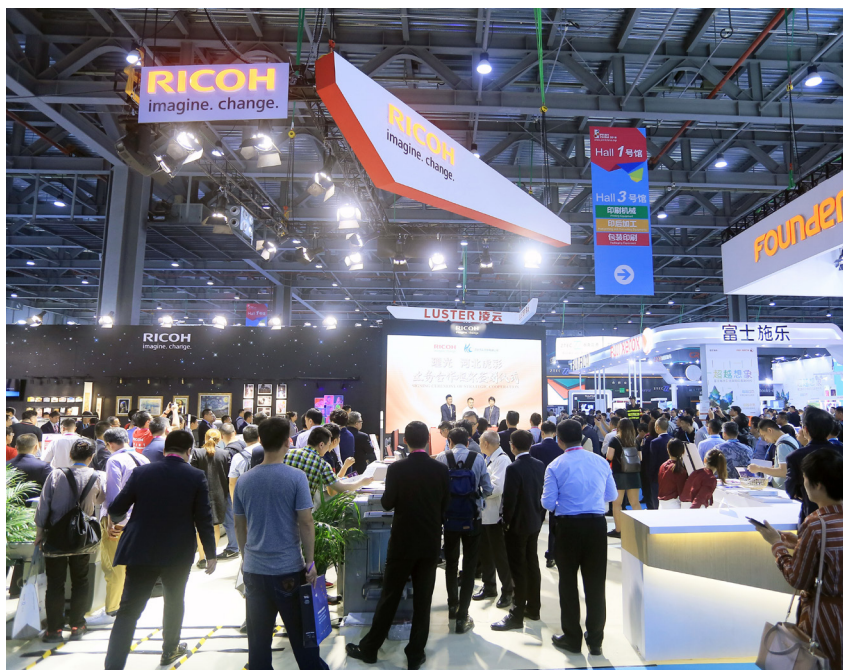


柯尼卡美能达办公系统（中国）有限公司系统统括部部长李刚先生表示：“PRINT CHINA 2019”盛况空前，规模庞大，来自海内外的专业观众数量非常可观。我们在本次展会上推出的系列创新产品和各类印刷解决方案，受到海内外印刷界人士的热烈的欢迎和广泛赞誉。未来柯美将会继续与主办单位携手共进，为行业提供更多的前沿高端产品和智能化印刷解决方案。

Mr. Gang LI, Head of the System Integration Department of Konica Minolta China said, “PRINT CHINA 2019 was an unprecedentedly grand occasion due to its sheer scale and large quantities of professional visitors both from home and abroad. At this exhibition, we launched a slew of innovative products and various solutions to printing which were welcomed and widely praised by the domestic and overseas printing industries. In the future, Konica will continue its cooperation with sponsors for the purpose of bringing more cutting-edge, high-end products and intelligent printing solutions to the industry.”

理光中国投资有限公司生产型打印事业部总经理高方志先生表示：中国数字印刷行业在历经多年洗礼后已经走在全球的前列。“PRINT CHINA 2019”以其庞大的专业展出规模和旺盛的市场采购需求，吸引了海内外各国大批专业买家。本届展会不仅是广大印刷设备生产厂商与全球客户购销对接的专业桥梁，更是中国印刷行业推向高质量发展的精彩视窗。

Mr. Fangzhi GAO, General Manager of the Production Printing Division of Ricoh China Co., Ltd. said, “Upon years of development, China’s digital printing industry now has a leading position in the global market. Many professional buyers from worldwide were drawn to PRINT CHINA 2019 by its huge professional exhibition scale and vigorous marketing purchase demands. Aside from connecting extensive printing equipment manufacturers with global customers, this exhibition also led to the high-quality development of China’s printing industry.”





中国汕头山河印刷机械有限公司总经理杨时源先生兴奋地表示，本次参展山河机械现场共签下18台设备订单，其中除国内订单外，还包括俄罗斯、印度、韩国和印尼等国外订单，可谓大获全胜，载誉而归，参展效果远超预期。

Mr. Shiyuan YANG, General Manager of Shantou Shanhe Printing Machinery Co., Ltd. excitedly said, "By participating in this exhibition, we gained 18 equipment orders, including domestic orders and orders from Russia, India, South Korea, and Indonesia. The results were beyond our expectations."

北京印刷技术协会原会长任玉成表示：“展会非常棒！展出技术设备器材齐全；规模大而秩序井然；论坛接地气，让参观者收获满满；人气旺，天天四、五万人，供应商高兴。展会精彩，这是对组织者付出的最大褒奖！”

Yucheng REN, former Chairman of the Printing Technology Association said, "The exhibition was wonderful. The technical equipment exhibited was comprehensive and representative and everything was in perfect order despite the large scale. For visitors, the individual exhibits rightly catered to their demands. For exhibitors, they were delighted to entertain 40,000-50,000 visitors every day. The recognition of this exhibition represents the highest praise of its organizers."

全印度印刷商联合会展览主席Mr. Prof. Kamal Chopra表示：从2007年起，我已经连续四届参加了“广印展”。亲眼见证了“广印展”的创办、培育和成长过程。“第四届广印展”规模庞大，展品丰富，买家云集，盛况空前。展会各项经济技术指标都再创新高，我相信伴随中国印刷产业高质量崛起，中国“广印展”终有一天会超过德国的“Drupa”，成为世界上数一数二的顶级国际印刷大展，为中国，也为世界印刷产业做出新的更大的贡献。

Mr. Prof. Kamal Chopra, Exhibition Chairman of All India Federation of Master Printers said, "Since 2007, I have attended PRINT CHINA four consecutive times, thus witnessing its establishment, cultivation, and growth process. PRINT CHINA 2019 outperformed previous years due to its sheer scale, abundant exhibits, and numerous purchasers. In addition, all the economic and technical indexes of this exhibition reached a record high. Personally, I believe that, with the high-quality development of China's printing industry, PRINT CHINA promises to rival, and even surpass, Drupa in Germany and grow to be a leading international printing exhibition, making greater contributions to both China's and the international printing industry."



### 三、接续奋斗再攀高峰

#### III. Relentless Efforts for New Record Highs

根据中国印刷及设备工业协会旗下南北两大印刷展会的排期，“第五届广印展”将于2023年4月11—15日在中国东莞——广东现代国际展览中心隆重举行。

In line with the schedule arranged by PEIAC for its two exhibitions in South China and North China respectively, PRINT CHINA 2023 will be held at Guangdong Modern International Exhibition Center from April 11 to 15, 2023.

组委会庄严承诺，将不忘初心，牢记使命，从立足跨入新发展阶段，落实新发展理念，顺应新发展潮流、构建新发展格局的责任与使命出发，深刻认识加快实现我国印刷产业高质量崛起的时代背景和发展大势。并以此为导向引领广大印刷设备器材制造商和印刷企业，进一步加快提升科研开发、技术交流和自主创新能力，推动我国印刷企业尽快构建和形成国家印刷科技自立自强的崭新发展格局。

The Organizing Committee is committed to staying true to its mission. Focusing on the duties required for stepping into a new development stage, implementing new development concepts, complying with new development trends, and building a new development pattern, the Committee will deepen their understanding of the printing industry's background and accelerate development momentum to realize the high-quality development of China's printing industry as soon as possible. Furthermore, printing equipment manufacturers and printing product producers are encouraged to further improve their capacity for scientific research development, technical exchange, and independent innovation, as well as to propel Chinese printing enterprises to develop and form the brand-new development pattern of self-reliant printing technology as soon as possible.



我们坚信，在国内外印刷界的通力合作和大力支持下，“第五届中国（广东）国际印刷技术展览会”一定会继承传统，发扬优势，更好地利用国内和国际两个市场、两种资源，进一步激发和挖掘我国庞大印刷内需市场的深厚潜力，引领行业发展新方向；塑造行业发展新标杆；打造行业发展新优势，开创行业发展新局面。

We are greatly convinced that, due to the cooperation and vigorous support of the domestic and overseas printing industries, the 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong) will certainly inherit traditions, carry forward its advantages, and make better use of both domestic and international markets and resources so as to further stimulate and tap into the profound potential of China's huge domestic demand for printing, lead a new direction of industry development, develop a new benchmark of industry development, foster new advantages of industry development, and break new grounds for industry development.

据讯，“第五广印届展”将占用广东现代国际展览中心全部场馆，总展出面积达14万平米。展会将全面展示代表当代国际印刷产业最高发展水准的各类印刷设备、印刷器材、印刷耗材以及各种最新推出的印刷解决方案，再次为广大海内外专业买家提供一场代表世界印刷巅峰技术和顶级产品的饕餮盛宴。

According to relevant information, PRINT CHINA 2023 will occupy all the halls of Guangdong Modern International Exhibition Center with a total exhibition area of 140,000 square meters. The exhibition will showcase printing equipment, printing apparatuses, printing consumables, and printing solutions of all types that are representative of the highest level of development in the international printing industry, as well as furnish professional buyers both at home and abroad with world-class technologies and products.





“第五届广印展”期间还将同期举办包括“第五届国际印刷技术发展论坛”（Forum-PT 2023）、“第三届亚太日”（The Second Asian - Pacific Day）；“亚洲印刷展览联盟2023年度盟员大会”（Asia Print 2023）；“全球印刷联盟2023年度会议”（Global Print 2023）；“第九届中华印制大奖颁奖典礼”；“2023中国数字印刷高峰论坛”；“2023国际印刷色彩管理论坛”；“2023中国包装印刷发展高峰论坛”、“2023中国印刷物联网高峰论坛”等重要活动在内的80多场行业高峰论坛和技术交流活动，融汇才智，启迪思想，引领世界印刷技术发展潮流。

More than 80 industry summit forums and technical exchange activities (i.e. Forum-PT2023, The Second Asian - Pacific Day, Asia Print 2023, Global Print 2023, The 9<sup>th</sup> Awarding Ceremony of China Print Awards, The 2023 China Digital Printing Summit Forum, The 2023 Print China Color Management Forum, The 2023 China Packaging Printing Development Summit Forum, and The 2023 China Print IoT Summit Forum) will be held during PRINT CHINA 2023 to pool wisdom, inspire thinking, and lead the development trend of global printing technologies.

展会组委会热诚地希望海内外印刷界的朋友们一如既往地关注支持和参与中国印工协旗下的南北两个印刷大展，凝心聚力，协同创新，共同为世界印刷行业的美好明天夯基垒台，砥砺奋进，不断做出新的更大贡献。

The Organizing Committee sincerely hopes that peers in the domestic and overseas printing industries will unremittingly show concern and support for, as well as attend, the two exhibitions subordinate to PEIAC. The Committee hopes that peer will gather their strength and carry out collaboration and innovation to lay solid foundations for the promising future of the global printing industry, allowing them to forge ahead with greater contributions.







目前，“第五届中国（广东）国际印刷技术展览会”（PRINT CHINA 2023）官方网站（[www.printchina.com](http://www.printchina.com)）已经正式开通。“第五届广印展招展邀请函”的中英文版本已经通过线上和线下等各种形式向海内外广大印刷企业正式发布，欢迎国内外广大印刷界人士登录浏览。希望海内外广大印刷包装设备及各类印刷器材耗材制造厂商踊跃报名，积极参展，为共同推动国际印刷产业在新时代持续高质量发展，共襄伟业，续写华章，砥砺前行，再创辉煌。

Currently, the official website for the 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2023) has been launched and is operational. The “Invitation Letter for PRINT CHINA 2023” (in Chinese and English) has officially been released to domestic and overseas printing enterprises in various online and offline forms and can be viewed via our official website. Manufacturers of printing and packaging equipment and printing apparatuses and consumables in various types, both at home and abroad, are encouraged to proactively apply for participation in the exhibition and to jointly drive the international printing industry to achieve sustainable and high-quality development in the new era so as to realize great success and forge ahead in reaching new record highs.





# 中国印刷业“十四五”期间发展趋势分析 (2021-2025)

## Analysis of Development Trends in China's Printing Industry during the "14th Five-Year Plan" (2021-2025)

### 一、统筹推进疫情防控和经济发展，中国经济进入高质量发展新阶段

#### I. Striking a balance between epidemic control and economic development to ensure the high-quality economic development of China's economy

2020年初，面对突如其来的新冠疫情对全球的严重冲击，中国统筹疫情防控和经济社会发展取得重大战略性成果；决战脱贫攻坚赢得决定性胜利；全面建成小康社会获得伟大历史性成就；彰显了中国的国家治理水平和经济发展能力，再次展现出中国经济的强大韧性和充沛动力。

Facing the adverse and severe impact of a sudden coronavirus epidemic at the beginning of 2020, China made a series of strategic achievements in balancing epidemic control and economic and social development, attained a complete victory in the fight against poverty, and scored decisive achievements in securing a full victory in building a moderately prosperous society in all respects. All of these accomplishments manifest China's ability to govern state and develop economically, and once again show the strong resilience and abundant power of China's economy.

国家统计局发布的统计数据显示，按可比价格计算，2020年中国经济已经跨上百万亿元新台阶，人均国内生产总值首次突破1万美元实现了历史性突破。成为在新冠疫情严重冲击下，2020年全球唯一实现正增长的主要经济体。中国再次为世界经济全面复苏提供了强劲的发展动力和宝贵的市场机遇。

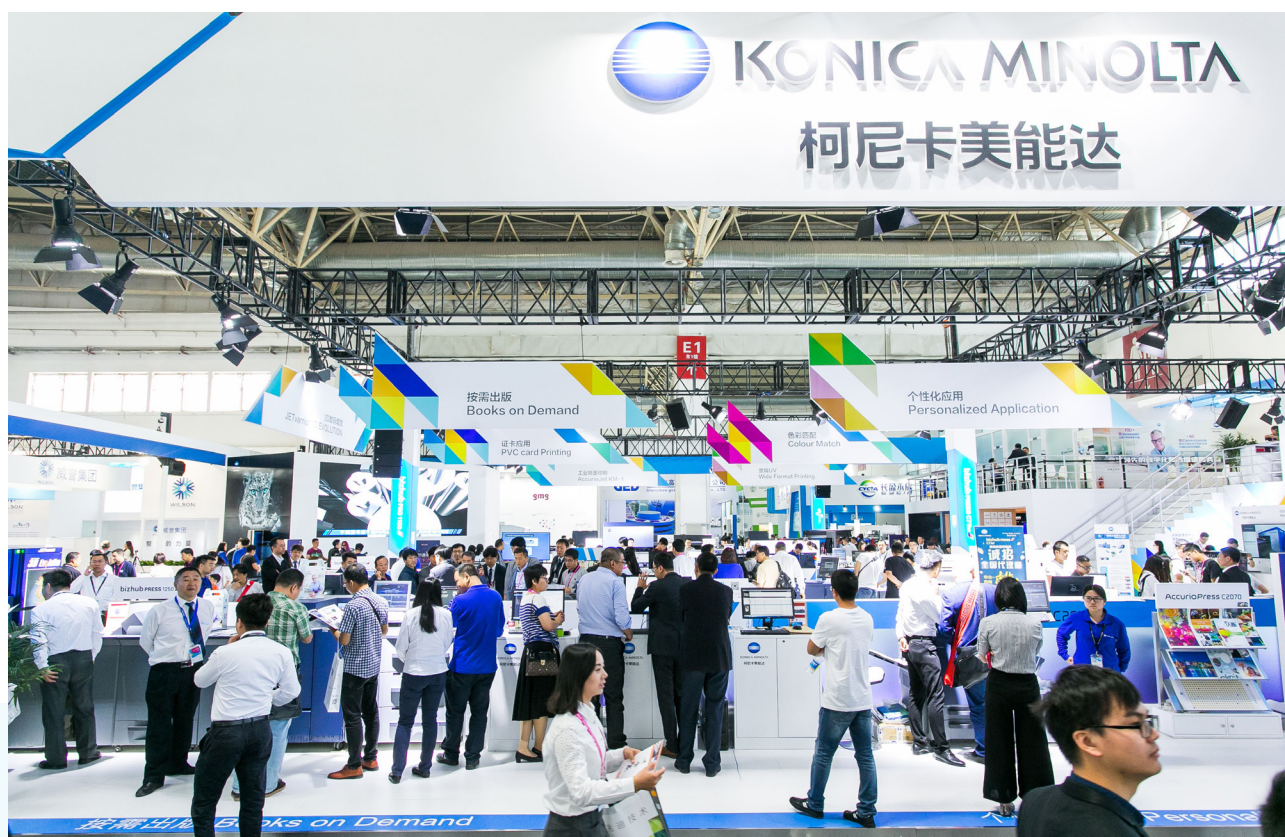
According to data released by the National Bureau of Statistics, and calculated at a comparable price, China's economic aggregate reached a new level of 100.00 trillion RMB in 2020, and China's per capita GDP exceeded 10,000.00 USD for the first time, realizing a historic breakthrough. China was the world's only major economy to achieve growth despite the severe impact of COVID-19. Once again, China has provided a strong driving force and valuable market opportunities for the comprehensive recovery of the world economy.

### 二、中国印刷业冲破疫情羁绊，完成由规模速度型向质量效益型转型升级新飞跃

II. Breaking through the fetters of the pandemic, China's printing industry has transformed and upgraded from a focus on scale and speed to quality and efficiency.

刚刚过去的“十三五”时期既是我国全面建成小康社会的决胜阶段，也是我国印刷业由规模速度型向质量效益型转型升级的关键时期。“十三五”期间，我国印刷业与国民经济发展基本同步，产业结构逐步优化，绿色印刷成效显著，市场环境更加成熟，产业规模持续扩大。到“十三五”末期，我国印刷业已经发展成为拥有近10万家规上印刷企业，258万职工，行业年产值达1.38万亿元的巨大产业。其中包装印刷和新型印刷等领域保持较快发展，印刷业对外加工贸易额稳步增长持续扩大。

The “13th Five-Year Plan” was both a decisive stage for China to build a moderately prosperous society in all respects, and the key period for China's printing industry to transform and upgrade from scale and speed to quality and efficiency. During the “13th Five-Year Plan”, the development of China's printing industry was synchronized with that of the national economy. The industrial structure was gradually optimized, the effect of green printing remarkable, the market environment became more mature, and the industrial scale continued to expand. By the end of the “13th Five-Year Plan”, China's printing industry had developed into a huge industry with nearly 100,000 printing enterprises, 2.58 million employees, and an annual output value of up to 1.38 trillion RMB. Among these, fields such as packaging printing and new printing saw rapid development, and the foreign processing trade volume of the printing industry steadily increased and continued to expand.



### 三、中国印刷业“十四五”发展目标催人奋进

#### III. The development goal of China's printing industry during the “14th Five-Year Plan” is inspiring

“十四五”时期是我国“两个一百年”奋斗目标承前启后的历史交汇期，同时也是我国印刷产业高质量发展的关键跨越期。我国印刷业“十四五”发展规划明确提出，在“十四五”期间要继续推动我国印刷业加快“绿色化、数字化、智能化、融合化”发展，促进产业结构优化升级，要继续提高我国印刷业的规模化、集约化和专业化水平，尽快实现由印刷大国向印刷强国跨越的重要转变。预计2025年底我国印刷业总产值将超过1.4万亿元人民币，与“十三五”规划实现的产值相比递增2.4%，继续保持全球第二印刷大国的领先地位。

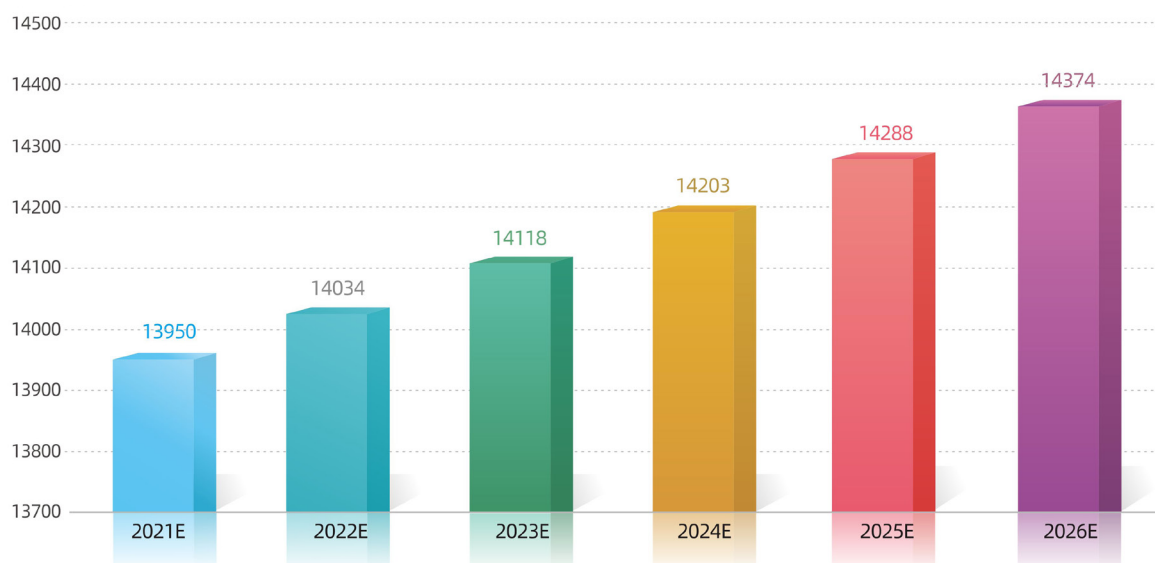
The “14th Five-Year Plan” is a period in which the timeframes of the two centenary goals converge, and is also of utmost significance for China's printing industry to achieve high-quality development. The “14th Five-Year Plan” specifies that during this period, “green, digital, intelligent, and integrated” development of China's printing industry will be further accelerated so as to promote the optimization and upgrading of the industrial structure. Furthermore, this optimization will continue to enhance the scale of China's printing industry, as well as the level of intensification and professionalism so as to realize the preliminary transformation of China from a big printing country to a powerful printing country. It is estimated that by the end of 2025, the gross output of China's printing industry will exceed 1.40 trillion RMB, an increase of 2.4% from that realized during the “13th Five-Year Plan”, allowing China to maintain its leading position as the world's second largest printing country.

2021-2026年中国印刷业市场规模预测

Market Scale Prediction of China's Printing Industry (2021-2026)

单位：亿元

Unit: 100 million Yuan



### 四、中国印刷业“十四五”期间发展趋势

#### IV. Development Trends in China's Printing Industry during the "14th Five-Year Plan"

1. 出版物印刷将继续保持相对稳定的发展态势；

Publishing printing will continue to maintain a stable development trend;

2. 包装装潢印刷将继续呈现较快增长势头；

Packaging printing will continue to show a rapid growth momentum;

3. 高附加值印刷产品所占行业产值的比重将会有明显提升；

The proportion of high value-added printing products to the industry's output will significantly increase;

4. 我国印刷行业平均增长速度将与国民经济增长速度基本保持同步；预计“十四五”期间我国印刷行业年平均增长率在5%左右；

The average growth rate of China's printing industry will keep pace with the growth rate of the national economy. It is estimated that the average annual growth rate of China's printing industry during the "14th Five-Year Plan" will be about 5%;

5. 喷墨印刷、智能装备、LED-UV与EB电子束固化工艺、环保型清洗剂和润版液、植物性油墨和水性油墨将会在全行业加速推广和普及；

Ink-jet printing, intelligent equipment, LED-UV and EB curing process, low-volatile-organic-compounds-content cleaning agents and moistening solutions, plant-based ink, and water-based ink will be promoted and popularized throughout the whole industry;

6. 数字技术、互联网技术、信息化技术、自动化技术、智能化技术将向我国印刷行业广泛渗透，成为我国由印刷大国向印刷强国实现转型升级的重要节点和关键时期；

Digital technology, Internet technology, information technology, automation technology, and intelligent technology will be widely integrated into China's printing industry. This period will be an important node and critical for China to realize transformation from a big printing country to a power printing country.

7. 多业态经营、供应链经营、多元化经营、自动化生产线、智能化装备、去中心化服务等现代化生产方式和经营模式将会实现创新发展新突破，并取得高质量发展新成果；

Multi-industry operation, supply chain operation, diversified operation, automatic production lines, intelligent equipment and decentralized services, and other modern production modes and business models will see new breakthroughs in innovation and development, as well as embrace new achievements of high-quality development;

8. 我国印刷行业在出版物印刷、VOCs源头治理和达标排放技术等方面将取得突破性进展；

China's printing industry will see dramatic breakthroughs in source control and standard discharge technology of VOCs from publishing printing.

9. “十四五”期间包装装潢印刷的VOCs治理达标排放，将继续采取分类施策方针，积极有序深入推进；

During the "14th Five-Year Plan", the guidelines on taking measures by classification will be further adopted to actively and orderly promote in-depth control and up-to-standard discharge of VOCs from packaging printing.

10. 未来包装类印刷品的生产和加工将继续成为推动我国印刷业高速增长的重要引擎。

In the future, the production and processing of packaging printing products will continue to be an important engine to promote the rapid growth of China's printing industry.



## PRINT CHINA 2023展位申请全面启动 主办推出系列优惠政策

### PRINT CHINA 2023 Booth Application Starts with a Slew of Discount Schemes Offered by the Sponsor

第五届中国（广东）国际印刷技术展览会（PRINT CHINA 2023，简称：广印展）将于2023年4月11—15日在中国东莞——广东现代国际展览中心隆重举行，预计总展出面积14万平方米。目前展会招展工作已正式启动，组委会于2021年5月正式开始接受展商报名申请。

The 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2023) (hereinafter "PRINT CHINA") will be held at Guangdong Modern International Exhibition Center from April 11 to 15, 2023. It is estimated that the total exhibition area will exceed 140,000 square meters. Since May 2021, the Organizing Committee has begun to accept exhibitor applications.

本届展会将沿用网上报名申请参展的模式，展会的官方网站和官方微信都可以报名参展。  
The exhibition has adopted an online application system accessible via the official website and official WeChat.

#### 方法一、官方网站申请

#### Method I: Apply via Official Website

1. 打开官网www.printchina.com首页，点击网页右侧的“我要参展”按钮。

Navigate to the official website - www.printchina.com, then click "Exhibition Application".



Register with us following the instructions and log in with your information.



PRINT  
CHINA 2023

www.printchina.com

第五届中国（广东）国际印刷技术展览会

The 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong)

中国东莞·广东现代国际展览中心 2023年4月11-16日



展商注册

中文ENG

展商名称

联系人手机

联系人邮箱 (用白名)

获取验证码

自设密码

确认密码

验证码

登录

已注册展商登录

Upon registration, enter the "Application Form" page to fill in the required items marked with "\*" (i.e. name in Chinese and English, address, contact, contact details, category of exhibits, and intent of exhibition participation), and click the "Submit" button. Following submission, your application will be subject to a review process.



**PRINT CHINA 2023**

[www.printchina.com](http://www.printchina.com)

**第五届中国（广东）国际印刷技术展览会**

The 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong)

中国广州 广东现代国际展览中心 2023年4月11-15日

## 参展申请表

### 单位信息

单位名称(中文) _____ *	法人姓名 _____ *
单位名称(英文) _____ *	总经理姓名 _____ *
企业性质 <span style="border: 1px solid black; padding: 2px;"> </span> *	企业类型 <span style="border: 1px solid black; padding: 2px;"> </span> *
注册地址 _____ *	办公地址 _____ *

是否为中国印刷及设备器材工业协会会员    ☐ 是   ☐ 否   
 是否为上市公司    ☐ 是   ☐ 否   
 是否为广东省印刷复制业协会会员    ☐ 是   ☐ 否   
 上市国家和城市 \_\_\_\_\_

股票代码 \_\_\_\_\_

### 联系人

姓名 _____ *	网址 _____ *
职务 _____ *	Email _____ *
电话 _____ * (格式: +86-769-85588658)	手机 <span style="border: 1px solid black; padding: 2px;"> </span> *
传真 _____ * (格式: +86-769-85588658)	邮编 _____ *

### 展品类别\*

展品类别     \*

### 参展意向\*

<b>1. 展位区域*</b> <input type="radio"/> A 区(人民币2,200元/㎡) <input type="radio"/> 标准展位	<b>2. 展位类别*</b> <input type="radio"/> 一面开	<b>3. 展位开口类型*</b> <input type="radio"/> 二面开	<b>4. 展位尺寸*</b> _____ m × _____ m = _____ m <sup>2</sup>
<input type="radio"/> B 区(人民币1,700元/㎡) <input type="radio"/> 室内光地	<input type="radio"/> 三面开	<input type="radio"/> 岛型	
<input type="radio"/> C 区(人民币1,300元/㎡)			

**备注** \_\_\_\_\_



## 方法二、官方微信申请

### Method II: Apply via WeChat

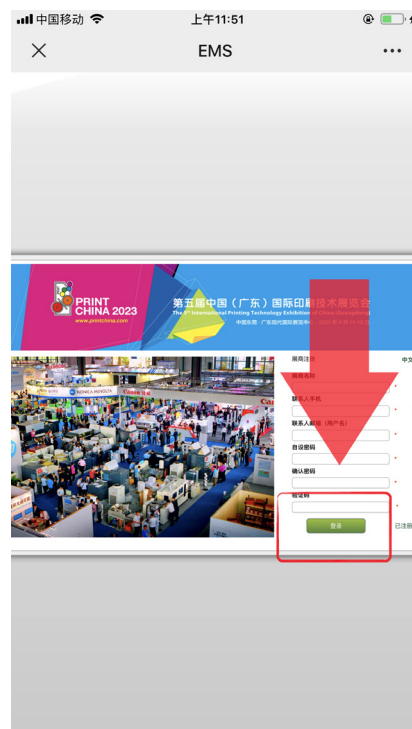
1. 关注展会微信公众号：广东国际印刷技术展览会（微信号PRINT CHINA-PCSC），或扫描下方二维码直接关注。  
Follow the official WeChat by searching the ID: PRINT CHINA-PCSC or directly scanning the QR code below.



2. 点击“展商服务”里的“参展”按钮。  
Click the “To Exhibit” button in the “Exhibitor Service” column.



3. 根据要求完成注册，点击“登录”按钮。  
Register with us following the instructions and log in with your information.



4. 注册成功后，根据“参展申请表”要求，填写单位中英文名称、地址、联系人、联系方式、展品类别、参展意向等必填信息（\*号部分），点击提交按钮，等待工作人员审核即可。

Upon registration, enter the “Application Form” page to fill in the required items marked with “\*” (i.e. name in Chinese and English, address, contact, contact details, category of exhibits, and intent of exhibition participation), and click the “Submit” button. Following submission, your application will be subject to a review process.

251001151@qq.com

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参展申请表

总展馆图

所在展馆

展位分配信息

展品信息

买家邀请函

技术交流互动

楣板信息

合同信息

发票信息

参展手册

密码修改

第五届中国（广东）国际印刷技术展览会

PRINT CHINA 2023

第五届中国（广东）国际印刷技术展览会

参展申请表

单位信息

单位名称(中文)

单位名称(英文)

企业性质

注册地址

是否为印刷及包装器材工业协会会员

是否为广东省印刷行业协会会员

联系人

姓名

职务

电话

传真

法人姓名

总经理姓名

企业类型

办公地址

是否为上市公司

上市国家和地区

股票代码

网址

Email

手机

邮编

展品类别

展品类别

参展意向

1. 展位区域

2. 展位类型

3. 展位开口类型

4. 展位尺寸

备注

参展费用说明

参展费用（光地价格）

填表说明

A区	B区	C区
人民币2,200元/m <sup>2</sup>	人民币1,700元/m <sup>2</sup>	人民币1,300元/m <sup>2</sup>

1. 第五届中国广印展采用网上报名方式注册。（详见“参展办法”）

2. 本“参展申请表”与展会官网在线填写的“参展申请表”内容一致。

3. 暂时不便网上报名的企业，可将此表复印后，先填写纸质“参展申请表”并签字公章后，传真至组委会对口联系单位的项目负责人。（具体联系方式详见封底）

第五届中国（广东）国际印刷技术展览会

251001151@qq.com

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发票信息

参展手册

密码修改

参展申请表已提交

申请已成功

展位已分配 展位信息 展位图下载

合同已确定 填写合同信息

合同已生成

合同已签订

定金支付 未支付（截止日期：2021年09月09日）

余款支付 未支付（截止日期：2022年12月31日）

展会资料下载

资料上传 会刊信息 参展证件 展品信息 买家邀请函 技术交流互动 楣板信息

第五届中国（广东）国际印刷技术展览会展馆规划图

第五届中国（广东）国际印刷技术展览会邀请函



## 组委会系列优惠政策出台

### A Slew of Discount Schemes Launched by the Organizing Committee

为鼓励参展企业尽早报名参展，展会组委会特推出系列优惠政策：

To encourage enterprises to apply for the exhibition on time, the Organizing Committee launched a slew of discount schemes:

#### 减免优惠政策

##### Surcharge Reduction Policy

为减轻参展企业负担，本届展会参展商一律免收“展位开口费”。

In order to lessen the financial burden of participating in Print China 2023, there will be no surcharge for extra open sides on booths.

#### 时限优惠政策

##### Early-Bird Discount

凡2022年4月30日（含30日）前签订《参展合同》并交付展位费30%定金的展商，可享受展位光地费用10%的折扣。

Exhibitors who sign the Exhibition Contract with a 30% deposit paid upfront before April 30, 2022 (inclusive) shall enjoy an extra 10% off the raw space rate.

以上优惠政策仅适用于申请36平方米以上（含36平方米）展位的企业。

This Early-Bird Discount Scheme shall only apply to exhibitors with a booth area over 36 square meters (inclusive).

#### 会员优惠政策

##### Membership Discount

“中国印刷及设备器材工业协会”和“广东省印刷复制业协会”的会员企业参加“PRINT CHINA 2023”可享受会员价格折扣优惠，详情请咨询展会组委会。

Members of PEIAC and GDPA can enjoy a member exclusive discount. Consult the Organizing Committee for details.

**\*优惠政策的最最终解释权归主办方所有。**

**The Sponsor reserves the right of final interpretation.**

如欲了解更多信息，请向组委会工作人员咨询。咨询电话如下：

For more information, you are welcome to consult the working personnel of the Organizing Committee via the following telephone numbers:

### **东莞市中印协国际展览有限公司**

**Print China Show Company Limited**

电话：0769-85588658

Tel.: 0769-85588658

### **北京中印协华港国际展览有限公司**

**China Print Show Company Limited**

电话：010-87186602/07/21/26/81/83

Tel.: 010-87186602/07/21/26/81/83

### **中国印刷及设备器材工业协会**

**Printing and Printing Equipment Industries Association of China**

电话：010-63037226；010-67186577

Tel.: 010-63037226；010-67186577

### **广东省印刷复制业协会**

**Guangdong Printing Association**

电话：020-37638453

Tel.: 020-37638453





## PRINT CHINA 2023招展营销反响热烈 企业报名踊跃超出预期

## Number of Enterprises Attracted by PRINT CHINA 2023 Exceeds Expectations, Proof of Wildly Successful Invitation Marketing

由中国印刷及设备器材工业协会、广东省印刷复制业协会和中国国际展览中心集团公司联合主办，东莞市中印协国际展览有限公司和北京中印协华港国际展览有限公司共同承办的“第五届中国（广东）国际印刷技术展览会”（以下简称：第五届广印展；或：PRINT CHINA 2023；）。自2021年6月25日在“第十届北京国际印刷技术展览会”举办期间召开“新闻发布会暨项目启动仪式”以来，已经在海内外印刷界引起了热烈反响和广泛关注。

Co-sponsored by PEIAC, GDPA, and CIEC, and jointly undertaken by PCSC and CPSC, the 5th International Printing Technology Exhibition of China (Guangdong) (hereinafter "PRINT CHINA 2023") has triggered an enthusiastic response and extensive attention from the domestic and overseas printing industries since the convening of the Press Release and Launching Ceremony on June 25, 2021 during CHINA PRINT 2021.

截止2021年9月底，“第五届广印展”组委会已经通过北京大印展现场平台和其它各种途径陆续向海内外各类印刷包装商协会和印刷包装设备器材制造商发放“第五届广印展招展邀请函”（中英文版）3,000余份。先后收到海内外300多家参展企业报名咨询电话和微信征询。

By the end of September 2021, the Organizing Committee of PRINT CHINA 2023 had successively delivered over 3,000 copies of the Invitation to the 5<sup>th</sup> International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2023) to printing and packaging industrial associations and manufacturers of printing and packaging equipment and apparatuses both at home and abroad via the CHINA PRINT platform and other channels. As a result, more than 300 domestic and overseas enterprises consulted the Organizing Committee by telephone or via WeChat with the intent of participating.

统计数据显示，截至2021年9月底在展会官网登录报名和通过书面邮寄渠道提交参展报名表的内国外各类印刷设备器材制造商已达150多家，总计申请参展面积约3.5万平米。在此，我们仅对国内外广大参展商和采购商对“第五届广印展”的热情关注、大力支持和积极参与表示衷心感谢。

As evidenced by statistical data, by the end of September 2021, the number of domestic and overseas printing enterprises that completed the application via the official website or by mail had exceeded 150, with the total exhibition area involved being around 35,000 square meters. We hereby extend our heartfelt thanks to the numerous exhibitors and buyers both at home and abroad for their passionate concern, vigorous support, and active participation.

为了进一步规范“第五届广印展”报名程序，准确解读本届展会的参展流程和各类优惠政策，回馈海内外广大业界同仁长期以来对“广印展”的关注、支持和拥趸，现谨将“第五届广印展”的历史沿革、招展对象、招商范围、展品类别、展区规划、目标市场和主要任务等业界普遍关注的有关问题简要介绍如下：

In order to further standardize the application procedure of PRINT CHINA 2023, explain the exhibition participation procedure and discount schemes of the exhibition in an accurate manner, and repay peers in the domestic and overseas printing industries for their concern, support, and following of PRINT CHINA, we hereby briefly introduce relevant issues with widespread concern as outlined below, including, but not limited to, historical development, objects of invitation, scope of investment attraction, category of exhibits, arrangement for exhibition areas, target market, and principal tasks:

### 一、展会历史沿革

#### I. Historical Development

在中央各有关部委的亲切关怀和悉心指导下，在广东省委、省政府和东莞市委、市政府的大力支持和帮助下，中国印刷及设备器材工业协会（以下简称：中国印工协）于2007年4月联合广东省印刷复制业协会（以下简称：广东省印协）和中国国际展览中心集团公司（以下简称：中展集团）在广东省东莞市创办了首届“中国（广东）国际印刷技术展览会”（以下简称：广印展，PRINT CHINA）“广印展”每四年举办一届，至今已经在广东省东莞市连续成功举办了四届。经过十四年的砥砺奋进和开拓创新，目前“广印展”在各项综合经济技术指标上已经与“北京大印展”相比肩，发展成为与北京大印展并列中国第一，世界第二的国家级世界性印刷行业盛会。

Under the tender care and warm guidance of relevant ministries of the central government, and thanks to the vigorous support and assistance of Guangdong Provincial Party Committee and Provincial Government and Dongguan Municipal Party Committee and Municipal Government, in April 2007, PEIAC, GDPA, and CIEC jointly launched the 1<sup>st</sup> International Printing Technology Exhibition of China (Guangdong) (hereinafter “PRINT CHINA”) in Dongguan, Guangdong, which, convened every four years, has thus far been held four consecutive times. Following 14 years of relentless efforts, exploration, and innovation, PRINT CHINA is now able to rival CHINA PRINT in various comprehensive economic and technical indicators, and has grown to be the first paralleled with CHINA PRINT in China and the second largest grand event in the international printing industry.







多年来先后在“广印展”期间配套举办的“国际印刷技术发展论坛”（FORUM-PT）以及“环球印刷联盟”（Global Print）和“亚洲印刷展览联盟”（Asia Print）等国际印刷组织在展会期间召开的各类专业会议也逐渐规范化和制度化，成为国际印刷界同行在每届“广印展”举办期间，定期探讨行业发展趋势，前沿技术动向和发布重要创新成果的重要国际展示窗口和经贸合作平台。

Over the years, FORUM-PT, Global Print, Asia Print, and other professional meetings convened by international printing organizations during PRINT CHINA have become gradually standardized and systematic, serving as inseparable international exhibition windows and economic and trade cooperation platforms for peers in the international printing industry to regularly discuss the industry development trends and dynamics of cutting-edge technologies, as well as to unveil significant achievements in innovation.

梅花香自苦寒来，经过多年培育，目前“广印展”已经得到了国际印刷界的广泛认同，受到海内外广大参展厂商和专业观众的热烈欢迎。展会先后被认证为“中华人民共和国商务部引导支持展会”；“广东省建设文化强省规划纲要”重点支持文化会展项目；东莞市文化名城建设重点项目；东莞市重点品牌展会；东莞市专项资金支持的“境内贸易型展会”；以及“环球印刷联盟”和“亚洲印刷展览联盟”联袂支持的国际印刷大展。2021年3月3日“广印展”具体承办单位——东莞市中印协国际展览有限公司被广东省商务厅和广东省组展企业协会联合授予“广东省百强会展企业荣誉称号”。“广印展”由此成为广东省会展百强企业品牌展会，受到我国印刷会展界的充分肯定和广泛赞誉。

As a Chinese saying goes, “the fragrance of plum blossom sharpens in the bitter cold.” Upon years of development, PRINT CHINA has been widely recognized in the international printing industry and has become popular among domestic and overseas exhibitors and professional visitors. In addition, PRINT CHINA is certified as an Exhibition Conducted and Supported by the Ministry of Commerce of the People’s Republic of China, a Key Cultural Exhibition Supported by the Outline of Guangdong Province’s Plan to Build a Strong Cultural Province, a Key Project of Dongguan Famous Cultural City Program, a Dongguan Key Brand Exhibition, and a Domestic Trade Exhibition Supported by Dongguan Special Fund and International Printing Exhibition Jointly Supported by Global Print and Asia Print. On March 3, 2021, PCSC, one of the undertakers of PRINT CHINA, received the honorary title of “Guangdong Top 100 Exhibition Enterprises” from the Department of Commerce of Guangdong Province and the Guangdong Exhibition and Exhibition Organization Enterprise Association. Correspondingly, PRINT CHINA has proven itself to be a brand exhibition of Guangdong Top 100 Exhibition Enterprises and is fully recognized and widely praised in the domestic printing exhibition industry.







## 二、展会主要任务

### II. Principal Tasks

“第五届广印展”的主要任务，就是全面领会，深入贯彻党的十九大提出的路线、方针和政策，认真贯彻落实国务院“关于进一步促进展览业改革发展若干意见”的有关要求。在“大印刷观”指导下，遵循“为行业服务，促企业发展”的办展宗旨，以战略眼光和国际视野，科学定位，合理规划，统筹协调，精心操作，进一步提升展会专业化，国际化，品牌化和信息化水平。力争把“广印展”培育成为我国印刷产业立足粤港澳大湾区核心地带，对接“21世纪海上丝绸之路”沿线国家和地区，开展对外加工贸易和集聚强大外溢功能的重要产业示范窗口和创新创业平台。为打造中国第一、世界一流的高水平印刷大展而不懈努力。

The principal tasks of PRINT CHINA 2023 are to fully comprehend and thoroughly implement the routes and policies put forward at the Party's 19<sup>th</sup> National Congress, earnestly meet the State Council's relevant requirements under “Opinions on Further Facilitating Reform and Development in the Exhibition Industry”, abide by the purpose of “delivering services to the industry and propelling the development of enterprises” under the guidance of “Outlook on CHINA PRINT”, to make the exhibition more professional, internationalized, branded, and informationalized via strategic insight, international view, scientific positioning, rational planning, overall coordination and meticulous operation, and to endeavor to develop PRINT CHINA into an important industry demonstration window and innovation and entrepreneurship platform that keeps a foothold in the Guangdong-Hong Kong-Macao Greater Bay Area, features connection with countries and regions along the “Maritime Silk Road in the 21<sup>st</sup> Century”, carries out external processing trade, and pools powerful spillover functions all serving the objective of shaping itself to be the domestically first, international, high-level printing exhibition.

### 三、展会招展规划

#### III. Invitation Planning

##### 1. 目标展商

##### Target Exhibitors

“第五届广印展”的招展范围将以世界印刷行业为背景，以国际印刷市场为导向，以中国印刷企业为基础，努力做到广邀请，高覆盖，国际性，多样化。招展对象将广泛涵盖以下十个方面：

The invitation scope of PRINT CHINA 2023 is determined against the backdrop of the international printing industry, subject to the direction of the international printing market, and operates on the basis of Chinese printing enterprises so as to ensure extensive invitation, high coverage, internationalization, and diversification. Targets of invitation include:

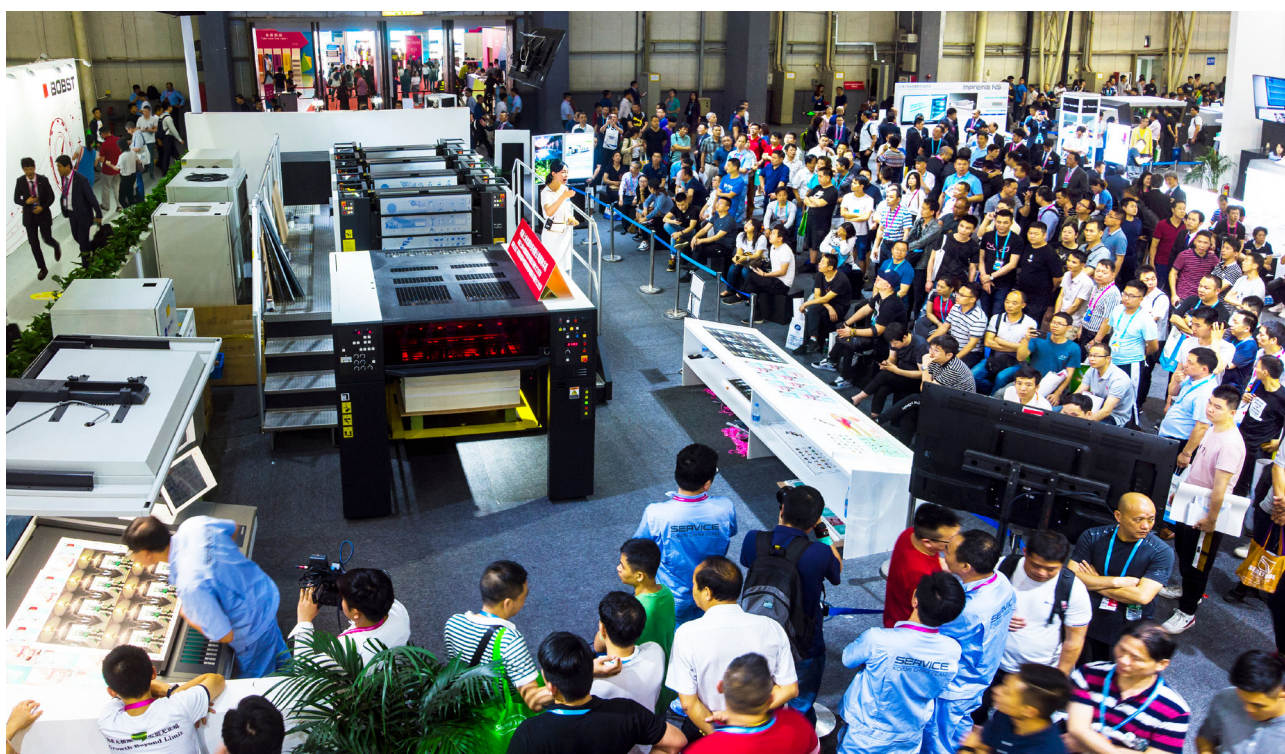
- (1) 国际顶级印刷设备及器材耗材生产企业；
- (2) 我国印刷设备器材耗材龙头企业；
- (3) 在我国注册的著名国际印刷设备器材耗材企业代理商和经销商；
- (4) 海内外其它印刷设备器材耗材生产企业；
- (5) 重视绿色印刷、纳米印刷等各类新材料、新技术企业参展；
- (6) 鼓励印刷电子、3D打印、光子晶体制备等印刷战略性新兴产业参展；
- (7) 欢迎现代印刷企业在可穿戴设备、柔性显示器、光伏产品等前沿新兴领域取得的融合创新成果参加展出；
- (8) 支持有条件的印刷企业携带在文化艺术、创意设计、虚拟现实(VR)、增强现实(AR)和混合现实等领域取得的新成果参展；
- (9) 鼓励两岸四地新闻出版、艺术品复制及印刷包装公司积极参展；
- (10) 国际印刷及设备器材融资租赁公司及与印刷有关的教育、科研及新闻机构等。

- (1) World-class manufacturers of printing equipment, apparatuses, and consumables;
- (2) Domestically leading enterprises of printing equipment, apparatuses, and consumables;
- (3) Agents and dealers of famous overseas enterprises of printing equipment, apparatuses, and consumables registered in China;
- (4) Other manufacturers of printing equipment, apparatuses, and consumables both at home and abroad;
- (5) Enterprises featuring green printing, dip-pen nanolithography, and other new materials and technologies;
- (6) Strategic emerging enterprises focusing on printed electronics, 3D printing, photonic crystal preparation and so on;
- (7) Integrated innovation achievements made by modern printing enterprises in frontier domains such as wearable devices, flexible display, and photovoltaic products;
- (8) Conditional printing enterprises with new achievements in culture and art, creative design, VR, AR, and mixed reality;
- (9) Companies engaged in press and publications, art reproduction, printing and packaging in Chinese Mainland, Taiwan, Hong Kong, and Macao;
- (10) International printing and equipment financing and rental companies, as well as education, scientific research and news organizations pertaining to printing.

## 2. 展品类别

### Category of Exhibits

- |                                    |   |
|------------------------------------|---|
| (1) 印前处理系统与软件；                     | (1) Pre-press disposal systems and software;  |
| (2) 各类胶印设备；                        | (2) Offset printing equipment of all types;   |
| (3) 各类数字印刷设备；                      | (3) Digital printing equipment of all types;  |
| (4) 各类柔、凹印设备及标签设备；                 | (4) Flexography and gravure equipment and label equipment of all types;                                     |
| (5) 网印印花及特种印刷设备；                   | (5) Screen printing and special printing equipment;   |
| (6) 广告喷绘设备；                        | (6) AD printing equipment;  |
| (7) 瓦楞纸箱加工设备；                      | (7) Corrugated carton processing equipment;   |
| (8) 印后装订及纸加工设备；                    | (8) Post-press binding and paper converting equipment;  |
| (9) 包装加工设备；                        | (9) Packaging and processing equipment;   |
| (10) 纸张和承印物；                       | (10) Paper and printed materials;   |
| (11) 油墨和耗材；                        | (11) Printing ink and consumables;  |
| (12) 环保工程设备；                       | (12) Environmental protection engineering equipment;  |
| (13) 基础设施和配套设备；                    | (13) Infrastructure and corollary equipment;  |
| (14) 其它新兴印刷技术领域涌现出的新技术、新成果及相关服务项目； | (14) Other new technologies, new achievements, and service items emerging in the printing technology field. |





### 3. 展区规划

#### Arrangement for Exhibition Areas:

“第五届广印展”在总体布局上划分成十大展区，具体如下：

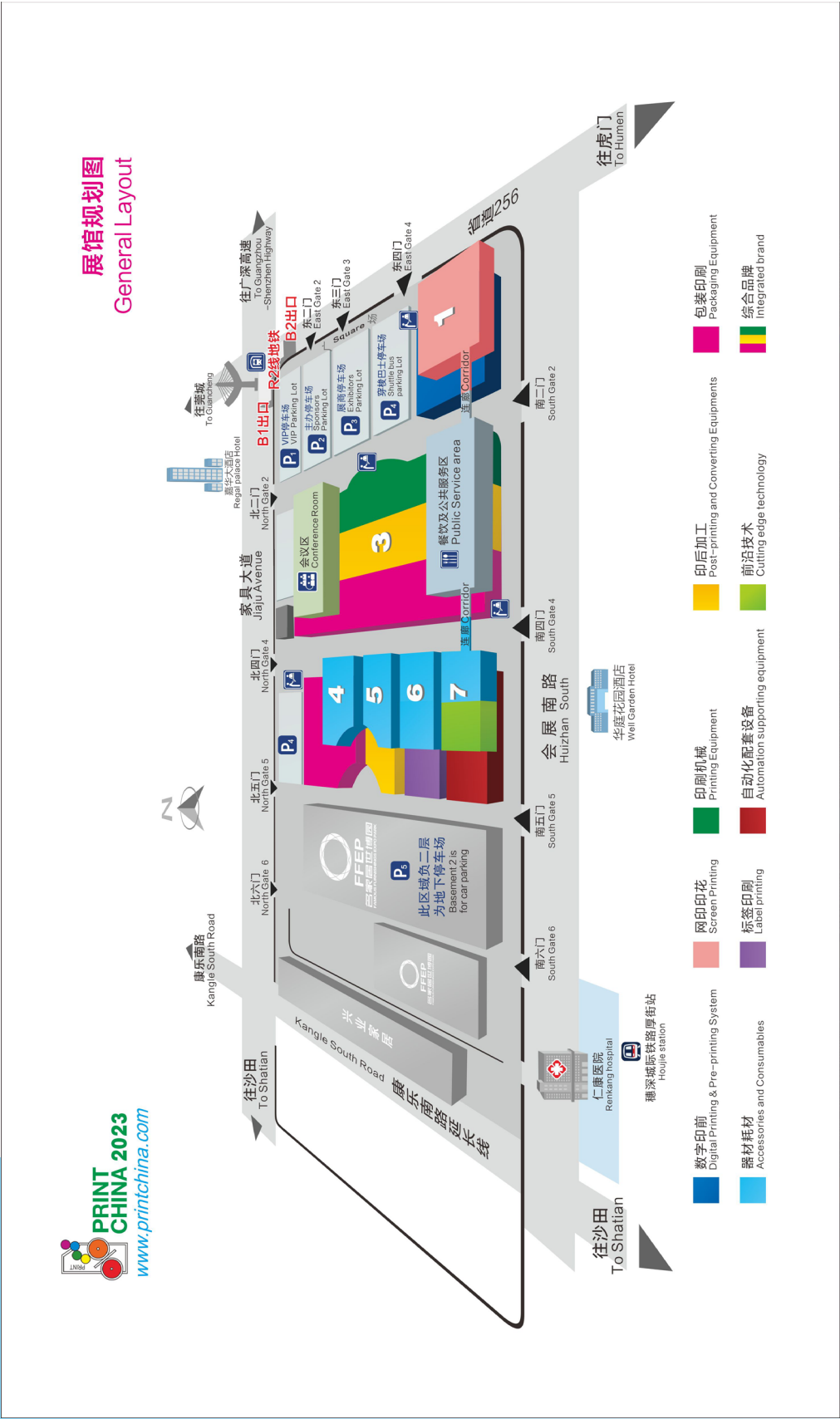
Subject to the overall plan, PRINT CHINA 2023 comprises 10 exhibition areas as outlined below:

- 印前系统 Pre-press systems
- 印刷设备 Printing equipment
- 印后加工 Post-press finishing
- 包装设备 Packaging equipment
- 瓦楞纸箱 Corrugated cartons
- 数码印刷 Digital printing
- 广告喷绘 AD printing
- 标签印刷 Label printing
- 网印印花 Screen printing
- 综合配套 Comprehensive support

其中综合配套主要包括：车间环境控制系统、环保检测控制系统、节能降耗技术系统、输送设备和运输系统、油墨中央供应系统、光源和颜色匹配系统、输入/输出设备、图文快印、切纸机、覆膜机、胶装机、车间基础设施、印刷设备运输及安装、以及与印刷产业有关的教育、科研、培训、贸易、金融、租赁、保险、认证、行业标准、软件服务、图文档案、图像数据库、咨询服务、工业设计、知识产权、印刷电商、印刷媒体、印刷行业国际组织及国内外各类印刷包装协会等。

Comprehensive support mainly includes workshop environment control systems, environmental protection detection and control systems, energy-saving and cost-reducing technology systems, conveying equipment and transportation systems, central ink supply systems, light source and color matching systems, input/output equipment, graphic quick printing, paper cutter, laminating machines, cementing machines, workshop infrastructure, printing equipment transportation and installation, international organizations in printing-related fields like education, scientific research, training, trade, finance, leasing, insurance, certification, standards, software service, graphic files, image databases, consulting services, industrial design, intellectual property rights, printing e-commerce, printing media and printing, as well as domestic and overseas printing and packaging associations.





### 4. 前沿技术

#### Cutting-edge Technology

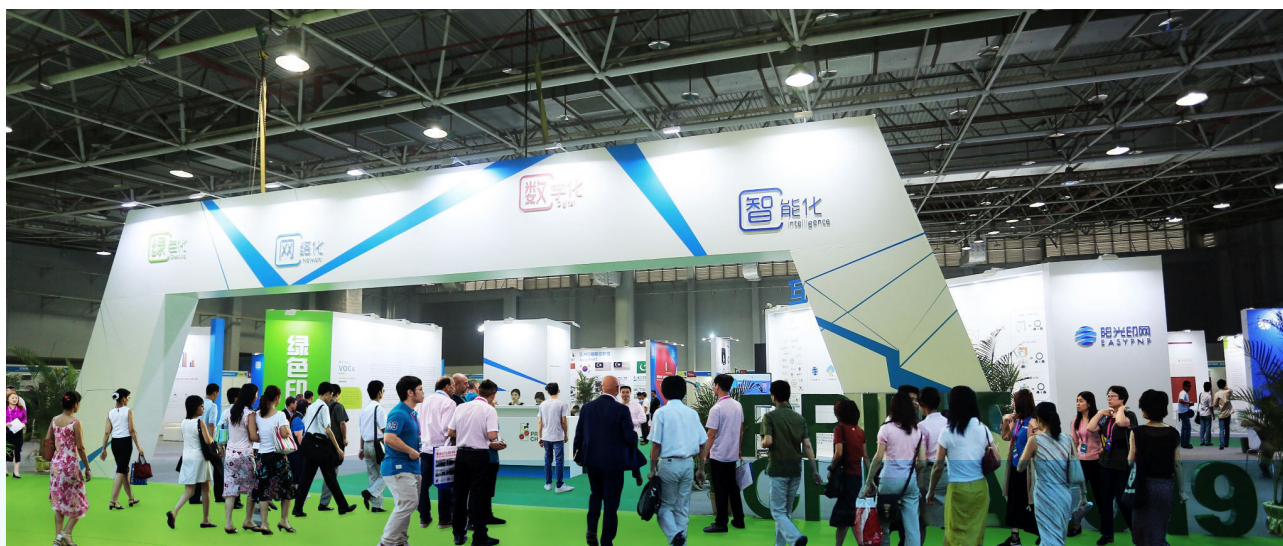
欢迎印刷电子、3D打印、4D打印、纳米印刷、网络印刷、RFID组件、智能卡用印刷型电子产品、印刷型电子产品材料、碳纳米管、石墨烯等新型功能材料以及自动化、互联网、计算机、大数据、云计算、工业机器人、服务机器人、人工智能、虚拟现实（VR）、增强现实（AR）、可穿戴设备、柔性显示器、光伏产品等，以及与印刷产业有紧密联系的各类新兴前沿技术积极参展。同时欢迎有条件的参展企业对当前印刷领域相对成熟的前沿技术进行示范展示和商业交流。

The exhibition looks forward to the presentation of new functional materials represented by printed electronics, 3D printing, 4D printing, dip-pen nanolithography, network printing, RFID modules, printed electronics for smart cards, materials of printed electronics, carbon nano tubes and graphemes, as well as automation, Internet, computer, big data, cloud computing, industrial robots, service robots, AI, VR, AR, wearable devices, flexible displays and photovoltaic products, and other emerging frontier technologies closely related to the printing industry. Furthermore, qualified enterprises are encouraged to demonstrate and exhibit relatively mature frontier technology in the printing field and to carry out commercial exchanges.

### 5. 创办绿色创新主题公园，继续打造五大主题专区：

#### Launch of the Green Innovation Theme Park Based on the 5 Themed Zones:

- |   |   |
|---|---|
| (1) 互联网 + 智能包装专区；   | (1) Internet + Intelligent Packaging;   |
| (2) 智能机器人 + 印刷专区；   | (2) Intelligent Robot + Print;  |
| (3) 3D打印专区；   | (3) 3D Printing;  |
| (4) VOCs综合治理专区；   | (4) VOCs Treatment;   |
| (5) 激光与印刷专区；（该专区包含以下四个专题：1. 激光制版；2. 激光 + 数码印刷；3. 3D打印；4. 激光 + 切割；）。 | (5) Laser + Print (This themed zone includes the following 4 sub-themes: 1. Laser platemaking; 2. Laser + digital printing; 3. 3D printing; and 4. Laser + cutting.). |





## 四、展会招商范围

### IV. Scope of Investment Attraction

本届展会买家范围可以概括为：三个主要层次；两个重点区域。

Buyers at the exhibition may be classified into three levels in two key areas.

#### 三个主要层次分别为：

##### Three Levels:

- 第一个层次：以中国大陆及港澳台地区为买家主要来源；  
First Level: Buyers from Mainland China, Hong Kong, Macao, and Taiwan – Primary Source;
- 第二个层次：以东南亚、东北亚、南亚、西亚、中东欧等国家和地区为买家重点组团对象；  
Second Level: Buyers from Southeast Asia, Northeast Asia, South Asia, West Asia, Central and Eastern Europe – Target of Group Buyers;
- 第三个层次：以中东、北非、独联体、大洋洲、中南美洲等海丝沿线国家和地区为散客邀请的主要对象。  
Third Level: Buyers from the Middle East, North Africa, Commonwealth of the Independent States, Oceania, Central and South America, and Other Countries and Regions along the “Maritime Silk Road” – Invitation Target of Individual Buyers.

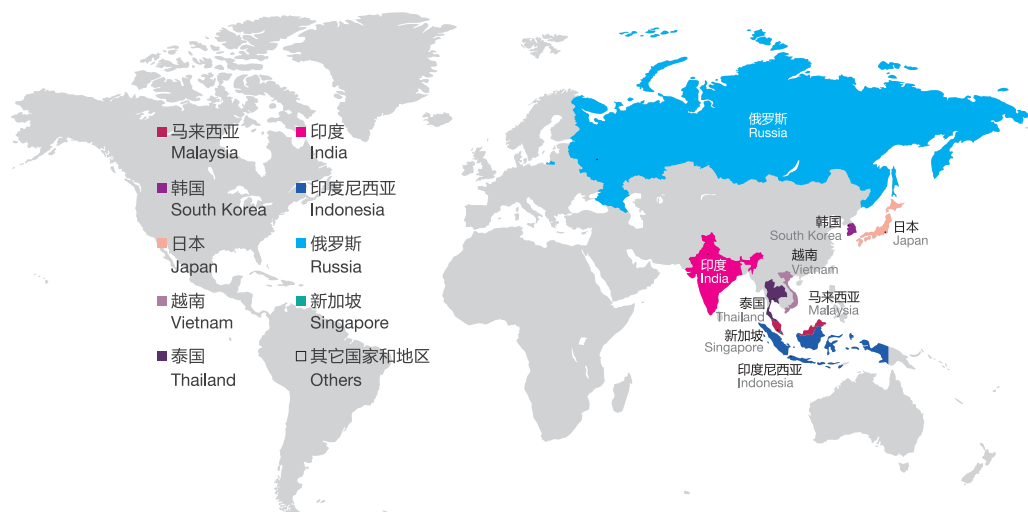
#### 两个重点区域如下：

##### Two Key Areas:

- 第一个重点区域：“CAFTA”（中国—东盟自由贸易区）。  
该自贸区涵盖包括中国和东盟10国在内的11国共计19亿人口。  
**First Key Area: CAFTA.**  
This free trade area covers 1.9 billion people from China and 10 ASEAN countries.
- 第二个重点区域：“RCEP”（区域全面经济伙伴关系协定）。  
该自贸区是由印度尼西亚、马来西亚、菲律宾、泰国、新加坡、文莱、柬埔寨、老挝、缅甸和越南等十国共同发起，邀请中国、日本、韩国、澳大利亚和新西兰等5国共同参加的15国自由贸易协定，该自贸区涵盖了20亿人口。（包括中国14亿人口和东盟6亿人口）。所以RCEP是目前全球体量最大，也最具市场潜力的自由贸易区。该区域涵盖了全球近30%的人口和近30%的GDP。发展前景十分可观。  
**Second Key Area: RCEP.**  
RCEP was initiated by Indonesia, Malaysia, Philippines, Thailand, Singapore, Brunei, Cambodia, Laos, Myanmar, and Vietnam, and saw the invitation of another five countries to be a portion thereof, namely, China, Japan, South Korea, Australia, and New Zealand. This free trade area covers 2 billion people (including 1.4 billion from China and 600 million from ASEAN). In this connection, RCEP ranks as the largest free trade area in size and greatest in market potential worldwide due to covering nearly 30% of the global population and GDP.

组委会将有针对性地开展国内外买家的组织和动员工作。初步估计如果两年后新冠疫情已经在全球得到有效控制，展会的目标采购商将来自全球五大洲100多个国家和地区。

The Organizing Committee will carry out organization and mobilization of domestic and overseas buyers in a targeted manner. It is estimated that, on the premise of effective control of the COVID-19 pandemic across the world two years later, target buyers at the exhibition will come from more than 100 countries and regions from across the five continents worldwide.



### 五、展会品牌定位

#### V. Brand Positioning

本届展会将坚持品牌定位高端化，市场开拓全球化，业务流程规范化，服务创新持续化的办展理念，对口邀请展商，严格遴选展品，广泛组织买家。展会在为广大客户全面展示大量先进适用的各类传统印刷设备器材基础上，还将重点推介当代高新科技与传统印刷产业融合创新后涌现出的各种新锐印刷理念、印刷技术、印刷设备、印刷器材和印刷模式。集聚创新要素，展示创新成果，推介创新产品，引领创新方向，全力打造我国及世界印刷产业新技术的孵化基地，新产品的展示窗口，新品牌的交易平台，使展会真正成为我国和世界印刷行业强劲、均衡和协调发展的导航站和助推器。

In line with the philosophy of pursuing high-end brand positioning, globalized market exploitation, standardized business procedure, and continuous service innovation, the exhibition will invite exhibitors in a well-targeted manner, strictly select exhibits, and extensively organize buyers. Apart from displaying many advanced and applicable traditional printing equipment and apparatuses of all types, the exhibition will bring visitors cutting-edge printing concepts, printing technologies, printing equipment, printing apparatuses, and printing modes that are products of the integrated innovation of contemporary high-tech and the traditional printing industry. By pooling innovative elements, showing innovative achievements, marketing innovative products, and leading innovative directions, no effort shall be spared to develop the exhibition into the incubation base of new technologies, display window of new products, and transaction platform for new brands in the domestic and overseas printing industries. The exhibition will guide and boost the robust, balanced, and coordinated development of the domestic and overseas printing industries.



## 六、展会线上服务

### VI. Online Services

面对当前新冠疫情常态化的防控形势，“第五届广印展”将继续借鉴“第十届北京大印展”的成功经验，充分运用人工智能、互联网、大数据、云计算等现代化信息技术和手段，集线上展示、供采对接，直播营销为一体，实现实时线上参观、交流互动、商贸洽谈等功能，打造中英双语服务的“云展平台”。为广大海外观众提供“云观展”、“云洽谈”、“云交易”等便捷服务。本届展会的所有重大活动都将采用线上线下相结合的形式，面向全球印刷界人士同步进行云直播。



In response to the routine control of COVID-19, PRINT CHINA 2023 will draw on the experience of CHINA PRINT 2021, namely, fully leveraging modern information technologies and means like AI, Internet, big data, cloud computing, online exhibition integration, supply-purchase communication, and live-stream marketing to realize functions such as real-time online visitation, exchange, and interaction, business negotiations, and the launching of the “cloud exhibition platform” with Chinese and English bilingual services. Thanks to these measures, visitors both at home and abroad will have access to diversified convenient services, including but not limited to cloud visitation, cloud negotiation, and cloud transaction. All major activities of this exhibition will be conducted online and offline and will be presented to all industry peers worldwide via live stream.



为了克服新冠疫情对展会筹备工作造成的影响，“第五届广印展”在继续沿用编辑出版展会纸媒专刊、纸媒广告等传统手段进行宣传推广的基础上，还将广泛通过展会官网、展会官微、视频公众号、抖音等新媒体、融媒体和自媒体，以线上形式向广大受众广泛发布和及时传播展会筹备工作的各种信息。

In order to minimize the influence of COVID-19 on the preparation of the exhibition, PRINT CHINA 2023 will release and spread as much real-time information as possible concerning exhibition preparation to an extensive amount of people via online distribution channels such as its official website, official WeChat, video official account, TikTok and other new media, convergence media, and We Media, in addition to carrying out propagandizing and popularizing by editing and publishing print periodicals and ads of the exhibition or via other traditional means.

预计“第五届广印展”展出面积约14万平米，海内外参展商1,300多家，专业观众逾20万人次。我们相信在全球印刷界同仁的共同努力下，“第五届广印展”必将再次成为2023年全球最具市场覆盖面和行业影响力的世界级印刷行业盛会。

It is estimated that the total exhibition area of PRINT CHINA 2023 will be over 140,000 square meters, and there will be more than 1,300 exhibitors and 200,000 professional visitors. Due to the joint efforts of all industry peers worldwide, we are greatly convinced that PRINT CHINA 2023 will certainly become a world-class event of the printing industry featuring the largest market coverage and the highest industry influence in 2023.



目前“第五届广印展”的招展招商工作已经全面启动。组委会将按照既定方针，有针对性的科学有序地开展国内外广大参展商和采购商的组织邀请工作。我们相信只要世界各国人民团结一心，协同抗疫，共克时艰。2023年初春时节全球印刷界同仁人一定会再次伴随“广印展”的集结号声，从世界五大洲100多个国家和地区再次汇聚中国东莞，洽谈贸易，采购产品，交流合作，共襄盛举。

Currently, the invitation to exhibitors and visitors of PRINT CHINA 2023 has been initiated across the board. In alignment with the established policies, the Organizing Committee will invite exhibitors and buyers both at home and abroad in a targeted, rational, and orderly manner. We believe that difficulties resulting from the outbreak of COVID-19 may be overcome, provided people worldwide unify to respond to the pandemic. In the early spring of 2023, all peers in the global printing industry will, at the invitation of Print China, gather in Dongguan, China from over 100 countries and regions across five continents worldwide. They will negotiate trades, purchase products, and carry out communication and cooperation to make the exhibition a complete success.

好风凭借力，风正好扬帆。让我们携起手来，中流奋辑，破浪前行，续写奇迹，再创辉煌！

As an Chinese saying goes, “Set sail by right of the strength of the spring wind from the right direction”. Let us join hands to forge ahead with relentless efforts, to work wonders, and to reach a new record high.

PRINT CHINA 2023国内推广计划

序号	活动名称	活动时间	举办城市
1	“第五届广印展”新闻发布会暨项目启动仪式	2021.6.25	北京
2	2021中国国际瓦楞展	2021.7.14-17	上海
3	2021第二十九届上海国际广告技术设备展览会	2021.7.21-24	上海
4	第十五届中国（珠海）国际办公设备及耗材展览会	2021.9.16-18	珠海
5	2021亚洲国际标签印刷展览会	2021.12.07	上海
6	粤港澳印刷业新春联谊会暨第十二届印刷业发展论坛	2022.3.09	珠海
7	第二十八届华南国际印刷工业展览会	2022.3.04-06	广州
8	华南国际瓦楞展	2022.4.07-09	深圳
9	第九届中国国际全印展	2022.10.11-15	上海
10	“第五届中国（广东）国际印刷技术展览会”国际媒体周	2022.12.04-05	东莞

PRINT CHINA 2023海外推广计划

序号	展会名称	举办时间	举办城市
1	香港国际印刷及包装展	2021.7.26-29	香港
2	泰国曼谷瓦楞展览会	2021.7.28-30	泰国
3	马来西亚国际印刷、纸张、包装机械展览会 暨亚洲印刷展览联盟交流研讨会	2021.8.05	马来西亚
4	菲律宾马尼拉国际印刷展览会	2021.10.14-16	菲律宾
5	越南胡志明市国际印刷包装展	2021.10.20-23	越南
6	All PRINT INDONESIA	2021.10.27-30	雅加达
7	巴西圣保罗印刷包装展览会	2022.4.05-09	巴西
8	意大利米兰国际印刷包装展	2022.5	意大利
9	日本东京国际印刷技术及解决方案展览会	2022.7.26-31	日本



## Domestic Promotion Plan for PRINT CHINA 2023

No.	Activity	Date	City
1	Press Release & Launching Ceremony of the 5 <sup>th</sup> International Printing Technology Exhibition of China (Guangdong)	June 25, 2021	Beijing
2	Sino Corrugated South 2021	July 14-17, 2021	Shanghai
3	Shanghai Advertisement Technology and Equipment Exhibition 2021	July 21-24, 2021	Shanghai
4	RemaxWorld Expo	September 16-18, 2021	Zhuhai
5	Labelexpo Asia 2021	December 7, 2021	Shanghai
6	Guangdong, Hong Kong and Macao Printing Industry Spring Festival Fellowship and the 12 <sup>th</sup> Printing Industry Development Forum	March 9, 2022	Zhuhai
7	The 28 <sup>th</sup> South China International Exhibition on Printing Industry	March 4-6, 2022	Guangzhou
8	Sino Corrugated South 2022	April 7-9, 2022	Shenzhen
9	All in Print	October 11-15, 2022	Shanghai
10	International Media Week for PRINT CHINA 2023	December 4-5, 2022	Dongguan

## Domestic Promotion Plan for PRINT CHINA 2023

No.	Exhibition	Date	City
1	Hong Kong International Printing & Packaging Fair	July 26-29, 2021	Hong Kong
2	CCE South East Asia	July 28-30, 2021	Thailand
3	IPMEX MALAYSIA	August 5, 2021	Malaysia
4	Print Philippines	October 14-16, 2021	Philippines
5	Vietnam International Printing & Packaging Industry Exhibition	October 20-23, 2021	Vietnam
6	All PRINT INDONESIA	October 27-30, 2021	Jakarta
7	Expoprint	April 5-9, 2022	Brazil
8	PRINT4ALL	May, 2022	Italy
9	IGAS	July 26-31, 2022	Japan

### 环球印刷联盟 Global Print



环球印刷联盟 (GlobalPrint) 由中国、美国、英国、德国、法国、意大利、西班牙、瑞典、印度和日本于 2008 年 5 月共同发起成立，旨在加强印刷设备制造业强国之间的信息交流与合作，促进印刷工业向国际化发展，进而为全球印刷技术发展提供便利。“CHINA PRINT”和“PRINT CHINA”均为环球联盟支持的展览项目。

Global Print, founded in May 2008 by China, the United States, the United Kingdom, Germany, France, Italy, Spain, Sweden, India, and Japan, aims to strengthen information exchange and cooperation among powerful countries in the printing equipment manufacturing industry, promote the internationalization of the printing industry, and facilitate the development of global printing technology. Both "CHINA PRINT" and "PRINT CHINA" are exhibitions supported by Global Print.



## 亚洲印刷展览联盟 Asia Print



亚洲印刷展览联盟 (Asia Print) 于 2009 年在“第七届北京国际印刷技术展会”上正式宣告成立。联盟发起国有中国、印度、印度尼西亚、韩国、马来西亚、菲律宾、巴基斯坦等七个国家。随着斯里兰卡和泰国的加入，目前成员国总数已发展为九个。该联盟每年度都轮流在各成员国举行全体会议，共同商讨促进亚洲地区印刷产业及印刷展览发展的相关事务。“CHINA PRINT”和“PRINT CHINA”均为亚洲印刷联盟支持的展览项目。

Asia Print was officially founded at "CHINA PRINT 2009" by seven countries, namely China, India, Indonesia, South Korea, Malaysia, Philippines, and Pakistan. With the accession of Sri Lanka and Thailand, the total number of its members has grown to nine. Every year, it holds plenary meetings in each member country in turn to discuss matters related to promoting the development of the printing industry and printing exhibitions in Asia. Both "CHINA PRINT" and "PRINT CHINA" are exhibitions supported by Asia Print.





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广东省印刷复制业协会  
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