

Press release

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Messe Frankfurt India joins forces with Showcase Trade Fairs and Business Media, to organise South India's biggest show 'PrintExpo'

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'PrintExpo' – one of South India's popular and biggest trade shows focusing on the printing, packaging, signage and advertising segment, will now be organised by Messe Frankfurt India in collaboration with Showcase Trade Fairs and Business Media. With 25+ years of experience in the Indian market, Messe Frankfurt India will further strengthen the position of PrintExpo by leveraging its intelligence, worldwide network, trusted brand name, operational excellence and streamlined processes developed domestically and internationally over the years.

The upcoming 13th edition in August 2023 will mark the first PrintExpo with the involvement of Messe Frankfurt India. Taking place in Chennai, the show is projected to evolve as a robust platform displaying cutting-edge technological innovations in machinery, processes and products, to meet the burgeoning demands arising from the e-commerce and economic developments. Printing and packaging solutions are the indispensable needs of every industry, except for those whose products and services are consumed digitally like the entertainment industry. Product manufacturers and brands are consistently hunting for cost-effective, creative, qualitative and sustainable solutions in the areas of printing, packaging, designing, advertising and related domains.

Industries like agriculture, consumer durables, beauty, fashion, food retail, FMCG products, components, spare parts, e-commerce, real estate, building materials, furniture, hospitality, healthcare, automobiles and many others rely on printing and packaging solutions. The industry is witnessing demand and shows signs of gradual progression basis recent reports. According to GlobalData, the Indian packaging market size in 2021 was USD 373.6 billion and is growing at a CAGR of 6% while the global packaging market is anticipated to increase at a CAGR of 4.3% from 2022 to 2031, reaching USD 1.5 trillion.

Looking at the commercial printing side, according to IMARC Group's recent report - India is one of the largest markets in the Asia Pacific region. Its market size was at USD 33.2 Billion in 2022 and is expected to reach USD 41.6 billion by 2028, exhibiting a growth rate (CAGR) of 3.4% during 2023-2028. The push comes from fast-paced economic growth and e-commerce developments.

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Expressing his vision on this collaboration, **Mr Raj Manek, Executive Director & Board Member, Messe Frankfurt Asia Holdings Ltd, said:** “We are pleased and prepared to expand our Indian portfolio by entering into this strategic alliance with Showcase Trade Fairs and Business Media for organising PrintExpo. I think a medium like this unifies the Indian printing and packaging industry and offers a competitive edge to the SMEs exhibiting beside the global names in the field. It gives an equal opportunity to the SMEs aiming to expand their businesses, showcase the potential they bear and bring to the forefront the *technovation* happening across the layers of this industry. Messe Frankfurt India will boost the scale of this show by expanding its reach in terms of domestic exhibitors, expanding the visitor base to PAN India, and offering international exposure and outlook. We are certain that our strong network of MediaExpo – which is interrelated to the category of PrintExpo will be a strong value-add to the new show.” PrintExpo has acclaimed prominence in the South Indian market attracting visitors from Tamil Nadu, Kerala, Karnataka, Telangana and Andhra Pradesh and is anticipated to grow the audience through this business move.

Mr Ashok Neelkant, Managing Director, Showcase Trade Fairs And Business Media Private Limited, expressed his view by saying: “I am delighted to have entered into a strategic tie-up with Messe Frankfurt India, a global leader in organising trade shows. This collaboration marks a significant milestone in our journey and opens up exciting new opportunities for growth and success. By joining forces with Messe Frankfurt India, we will combine our expertise, resources and industry knowledge to create a formidable synergy that will enhance our ability to deliver bigger, better and more dynamic PrintExpo. This collaboration will enable us to broaden our reach, attract a wider array of exhibitors and attendees and provide an even more enriching platform for business networking and innovation.”

With its humble beginnings in 2009, the show has completed 12 successful editions, with the last three editions garnering an average of 10,000+ visitors and 150+ exhibitors for the show. The show is a magnet for press owners, commercial printers, vendors, publishers, packaging professionals, brand marketing managers, OOH advertising and media companies, creative and art directors, label-offset-screen printers, digital printers, graphic designers, photographers and videographers – who are only a few of the visitor profiles for PrintExpo.

The visitors can witness live demos and new printing technologies on a variety of surfaces and materials. Congregating multiple stakeholders from a variety of functions involved in the printing and packaging cycle, the show will highlight pre-press, printing press and post-press solutions alongside a range of exhibitors from the signage/POP/POS, packaging and converting, as well as ancillary equipment and products categories.

Press information and photographic material: www.printexpo.in/

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely-knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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* Preliminary figures for 2022