

Press release

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PrintExpo 2023 Chennai Gears Up for 13th Edition: Discover what goes in making packages, prints and publishing products

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Scheduled from 3 – 5 August 2023 at Chennai Trade Centre, the Indian print, packaging and publishing industry is set to take center stage at PrintExpo. The show floor is already booked by 125+ exhibitors collectively showcasing 250+ brands and is prepared to introduce the advancements in the industry.

PrintExpo, known as South India's largest trade fair in the printing, packaging and publishing segment, has continued to serve as a robust platform to showcase an exciting line-up of the latest innovations from the industry. Printing machinery, packaging materials, publishing software, converting systems, signage technologies, label printing, design services, digital printing solutions, offset printing, and more are among many other solutions to be displayed at the show.

Amongst 125+ prominent exhibitors, some of the globally acclaimed brands participating are Ashwin Enterprises, Canon India, Cerofoil, DCC Print, Fujifilm India, Konica Minolta, Minosha India, Monotech, Reprographics India, Riso India, Venkataraman Graphics, among others, will fascinate visitors with their product displays and live demos.

Expressing his enthusiasm for the 13th edition of PrintExpo, Mr Raj Manek, Executive Director and Board Member, Messe Frankfurt Asia Holding Ltd, stated: "We are elated to present the industry with PrintExpo's 13th edition which is going to be a confluence of creative minds. We are a month away from the show and I am confident to say that this edition will offer a huge opportunity to scale businesses with the boom in the e-commerce segment and emerging technologies. We celebrate the remarkable achievements and advancements from the printing, packaging and publishing industry to make the show floor extraordinary. We welcome you to explore and experience what goes behind the scenes of beautiful prints, packages and published products."

A recent article published by MarketWatch featured an interesting industry insight from a study conducted by Report Ocean – a strategic consulting and market research firm. The Indian e-commerce packaging market size was valued at USD 115.25 billion in 2022. Their study forecasts the India e-commerce packaging market size to grow at an impressive CAGR of 13.68% reaching a value of USD 279.25 billion during the forecasted period of 2023–2029.

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Strategically located in south India, the next fastest-growing region in the segment, the spirit of the show is driven by the demand for creative, attractive, automated, affordable and sustainable solutions with the booming e-commerce business. The show will attract active buyers, key decision-makers and influencers and help in developing long-lasting relationships with the exhibitors. The industry has a huge opportunity to capitalise the businesses through customisation, digitisation and integration of smart technologies in the machinery and softwares.

Sharing his vision, Mr Ashok Neelkant, Managing Director, Showcase Trade Fairs And Business Media Private Limited, shared: "We are delighted to host PrintExpo 2023 - the 13th edition which is set to be the most extraordinary and awe-inspiring exhibition yet. With cutting-edge technology, solutions, innovative concepts on show and a diverse range of exhibitors, PrintExpo 2023 is certainly bound to captivate attendees and redefine printing. We look forward to welcoming you to an extraordinary experience that will inspire, educate, and forge new possibilities."

As per a report by IMARC, The Indian commercial printing market was valued at USD 33.2 billion in 2022 and is expected to reach USD 41.6 billion exhibiting a growth rate (CAGR) of 3.4% during 2023-2028, while as per the report published by Exactitude Consultancy, the global digital printing packaging market value is expected to reach USD 46.82 billion by 2029, growing at an 8.93% CAGR between forecast period 2023 to 2029.

The highlights of the show will be a live demo of hi-tech machines performing prepress, press and post press functions, advanced software, signage/POP/POS, packaging and converting, as well as ancillary equipment like barcoding, rubber rollers and printing rollers, printing plates and blankets, among other wide range of products.

The visitor profile includes diverse audiences like advertising agencies, press owners, commercial printers, vendors, publishers, packaging professionals, brand marketing managers, OOH advertising and media companies, creative professionals, art directors, label-offset-screen printers, digital printers, graphic designers, photographers and videographers. The show also attracts visitors from companies whose products are heavily dependent paper printing and packaging solutions.

Press information and photographic material:

www.printexpo.in/ | <https://www.in.messefrankfurt.com/mumbai/en.html>

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

Source Links:

- https://www.marketwatch.com/press-release/india-e-commerce-packaging-market-size-outlook-prominent-players-share-challenges-and-forecast-2030-2023-06-13?mod=search_headline
- <https://www.imarcgroup.com/india-commercial-printing-market>
- <https://www.marketwatch.com/press-release/worldwide-digital-printing-packaging-market-expected-to-reach-us-4682-billion-by-2029-comprehensive-research-report-by-exactitude-consultancy-2023-05-17>