

THE 9<sup>th</sup> ALL IN PRINT CHINA  
第九届中国国际  
全印展

中国国际印刷技术及设备器材展  
China International Exhibition All about Printing Technology & Equipment



新技术 *New Technology*  
新动能 *New Driver*  
新格局 *New Pattern*

「招展书」  
Brochure

2022.10.11-15  
上海新国际博览中心  
SNIEC, Shanghai, China  
[www.allinprint.com](http://www.allinprint.com)



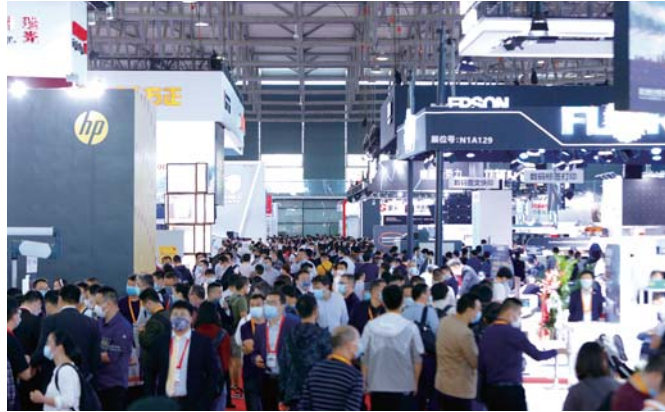


全球印刷业的变革仍在继续，北美、欧洲、澳洲仍是稳定增长的区域，亚洲、中东以及中、南美呈持续发展态势，而非洲却明显衰退。国际市场调查研究所史密斯·皮尔预计2024年全球印刷市值约为8,627亿美元。印刷产业发展逐渐由产量增长转为质量提升，数字印刷尤其是喷墨印刷应用更为广泛，消费升级促使印刷包装业不断优胜劣汰，行业环保可持续发展趋势明显，安全防伪将成为关注焦点。

印刷业是中国文化产业的重要组成部分，也是中国国民经济发展的重要产业。经过40年发展，中国印刷业已今非昔比，取得了决定性成就，发生了根本性变革，特别是在绿色化、数字化、智能化、融合化建设方面取得了显著进展。截至2019年12月31日，印刷业总产值为13,017亿元，同比增长2.4%，在世界主要印刷大国强国中名列前茅。

中国国际全印展创办于2003年，十几年间与全球印刷包装行业共同成长，经历过“非典”、跨越过“金融海啸”，如今更是经受住“新冠疫情”的考验，当之无愧是中国乃至世界印刷行业领先的专业展览会之一。在经济全球化背景下，新产品、新技术、新的服务领域，新的商业模式不断涌现。全印展立足中国，放眼世界，印刷企业应该如何利用高新技术进行转型升级，更加快速地向高科技与创新之路？您将在2022年全印展找到答案。

第九届中国国际全印展将于2022年10月11日-15日在上海新国际博览中心举行。作为覆盖印刷全产业链的专业展会，2022全印展将不仅展现印刷各个环节的最新产品、技术，同时也将聚焦行业热点，洞察行业趋势，为印刷企业提供个性化解决方案。



The global printing industry is still transforming. North America, Europe, and Australia have seen steady growth as always. Asia, Middle East, and Central and South America have shown continued development. Meanwhile, the printing industry in Africa has declined significantly. Smithers, an international institute of market research, predicts that the global printing market will hit \$862.7 billion in 2024. The transformations are taking place in many ways: the priority of the printing industry has switched from increasing capacity to improving quality; digital printing, in particular inkjet printing, has become widely used; consumption upgrade has intensified the competition in printing and packaging industries, where certain market players will outcompete the others; a trend towards environmental sustainability has emerged; security and anti-counterfeiting will be a new focus, etc.

As an important part of the Chinese culture industry, the printing industry is also vital to China's national economic growth. The Chinese printing industry has transformed completely after 40 years of development, and has achieved outstanding results, revolutionary changes, and significant progresses in reducing environmental impact, digitalization, the use of smart technologies, and integration. The Chinese printing industry is among the strongest worldwide, which was valued at RMB 1.3 trillion as of December 31, 2019, with a year-on-year growth of 2.4%.

Debuted in 2003, All in Print China is definitely one of the leading-professional exhibitions of the printing industry in China and around the world. It has grown alongside the global printing and packaging industry over a decade withstanding the challenges of SARS, the Financial Tsunami, and now, Covid-19. New products, technologies, services, and business models continue to emerge under globalization. Based in China, All in Print provided companies with a global stage. What can companies do to transform their business using new and advanced technologies into high-tech and innovative enterprises more efficiently? You will find the answers at All in Print China 2022.

The 9<sup>th</sup> All in Print China will be held at the Shanghai New International Expo Centre from October 11 to 15, 2022. In addition to new products and technologies of the printing industry, All in Print China 2022 as a professional exhibition for the entire industry chain, will focus on popular topics, industry insights and trends, and provide tailored solutions for printing companies.



集合优势资源，植根中国，辐射全球  
Integrate Global Resources,  
Based in China, Face the World

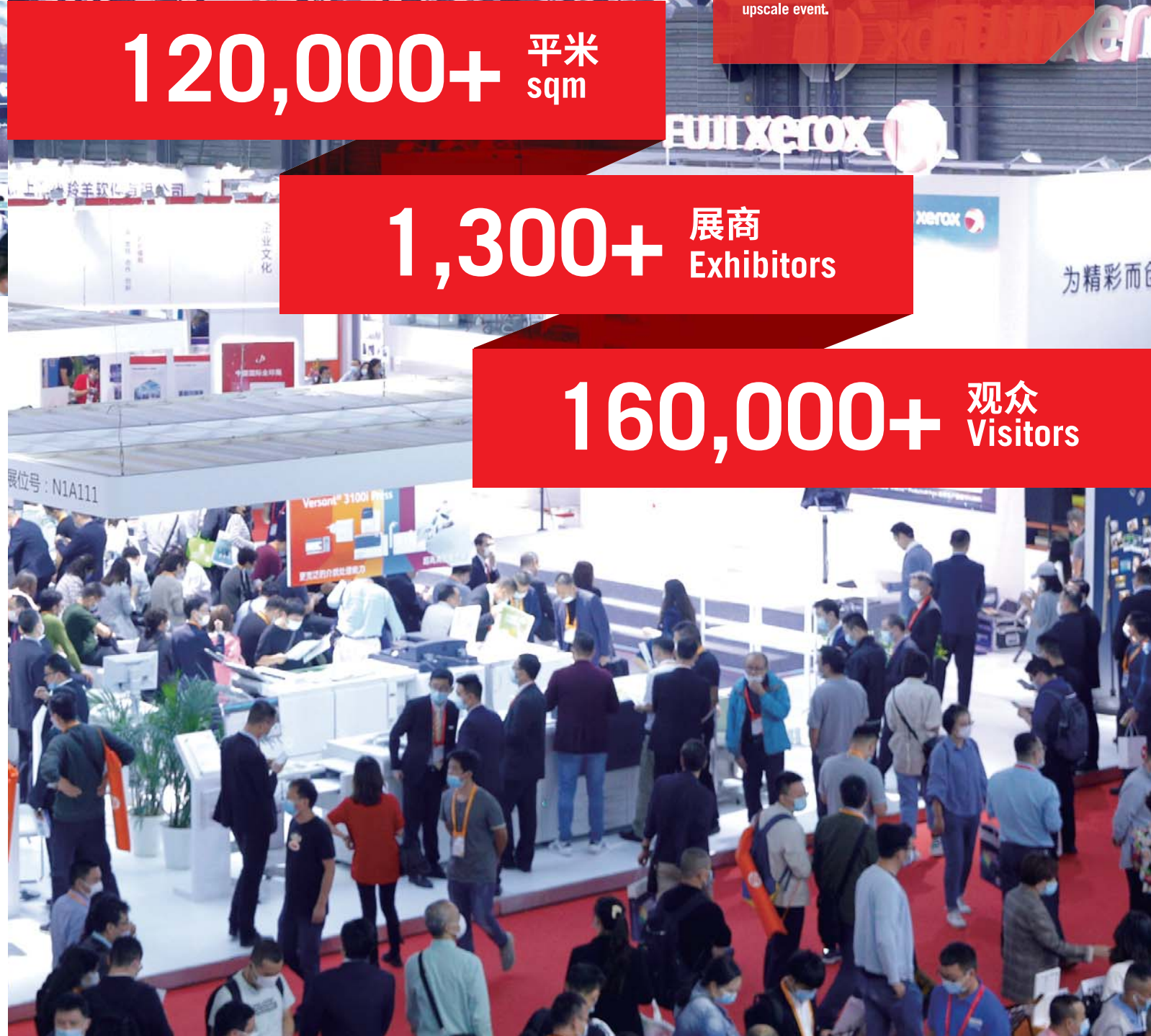
三大主办方强强联合，中国印刷技术协会、中国印刷科学技术研究院对印刷行业深刻的理解、广泛的资源和深远的社会影响力，杜塞尔多夫展览集团遍布全球141个国家和地区的超级网络，为全印展高品质、高规格、国际化举办提供强有力保障。

Three organizers join hands to integrate global resources. The Printing Technology Association of China and the China Academy of Printing Technology have a deep understanding of the printing industry, a wealth of resources and profound social influences in China, while Messe Düsseldorf GmbH has a super network covering 141 countries and regions around the world guaranteeing an international, high-standard, upscale event.

120,000+ 平米  
sqm

1,300+ 展商  
Exhibitors

160,000+ 观众  
Visitors





# All in Print China 2022

## 新技术和新产品发布的首选平台 First Choice for the Launch of New Technologies and Products

优质的专业观众、强大的媒体后援、实在的订单销量等使全印展成为企业新技术和新产品发布的首选平台。千余家企业同台竞技，展示最新解决方案，推动印刷包装业进步。

High-quality professional visitors, strong media coverage, and attractive sales figures make sure the exhibition is the first choice for launching new technologies and products. More than a thousand companies will compete on the same stage showing new solutions and promoting progress of the printing and packaging industry.

# 8 大主题展馆 覆盖更全领域 Thematic Pavilions – Cover the Whole Industry



## 数字印刷馆

展示数字印刷及相关最新技术趋势、触摸数字印刷技术的最新应用。

## Digital Printing Pavilion

Showcase digital printing and the latest technology trends, and applications of touch digital-printing technology.



## 印前及数字化馆

集中展现创新印前及数字化解决方案，展示色彩管理以及设备数字化升级成果。

## Pre-press and Digitalization Pavilion

Display innovative pre-press, digital solutions, color management and digitalization of equipment.



## 综合印刷馆

汇聚以印刷为核心的生产及相关加工综合解决方案。

## Comprehensive Printing Pavilion

Gather integrated solutions for printing manufacturing and processing.



## 印后加工馆

领先的模切、覆膜、切纸、糊盒、烫金等技术在此竞相绽放。

## Post-press Processing Pavilion

Leading technologies such as die-cutting, laminating, paper cutting, box gluing, and foil stamping can be found here.



## 纸包装加工馆

集中展示国内外领先的纸包装技术，如精品包装、功能性包装、智能包装等最新解决方案。

## Paper Packaging Processing Pavilion

Showcase the latest packaging technologies such as premium packaging, functional packaging, and smart packaging in China and around the world.



## 瓦楞包装专馆

瓦楞纸包装及纸箱设备精彩呈现。

## Corrugated Packaging Pavilion

A variety of corrugated packaging and carton equipment will be displayed here.



## 标签及软包装产业专馆

展示全球标签产业的先进技术和加工解决方案、软包装印刷前沿技术。

## Label & Flexible Packaging Industry Pavilion

Showcase advanced technologies and processing solutions for the label industry around the world, and cutting-edge technology for flexible packaging printing.



## 印刷材料馆

精选各类创新/环保的纸张、版材、油墨等印刷材料。

## Printing Materials Pavilion

Select innovative and environmental-friendly printing materials including paper, plates, and ink.



# 4

## 大特色专区 聚焦行业热点

### Highlight Zones – Focus on Industry Hot Topics

#### 印刷梦工厂

集中展示“前沿技术”、“创新应用”、“解决方案”，展现印刷创新前沿技术和应用。

#### Innovation Factory

Feature “Cutting-edge Technology”, “Innovative Applications”, and “Solutions”. Showcase innovative technologies and applications for the printing industry.

#### 纸业专区

集中展示印刷包装产业链中纸业最新的产品和品牌。

#### Paper Industry Zone

Display the latest products and brands in the paper industry, a subsector of the printing-packaging industry chain.

#### 喷绘打印专区

促进印刷融合创新发展，展示印刷相关产业——喷绘打印领域的最新技术解决方案。

#### Inkjet Printing Zone

Focus on the latest technology solutions for inkjet printing, promoting integrated innovation and development.

#### 印刷教育产教融合专区

集中展示印刷行业产教融合新发展、新成果。

#### Printing Industry and Education Integration Zone

Display new development and fruits from the integration of the printing industry and education.

# 4

## 大特色功能 提升参展收益

### Value-added Services – Maximize Exhibiting Results

#### 云上全印展

“云上全印展”包含贸易大厅和直播大厅两大服务模块，贸易大厅360度全方位展示产品，直播大厅通过直播实时与买家互动。为参展企业 and 专业买家提供全天候网上推介、供采对接、在线询盘，为企业提供更多商机。

#### All in Print Cloud

“All in Print Cloud” consists of Virtual Expo and Live Broadcast. The Virtual Expo showcases products from all angles. The Live Broadcast enables real time interactions with buyers. Functions such as online recommendations, direct communication between purchases and supplies, and online inquiries are available to exhibitors and professional buyers, creating more business opportunities.

#### 海外买家对接会

向全球的合作协会/机构发出定向邀约，打破时空限制，拓展与海外观众对接的渠道和频率，甄选需求，邀请代表展商参与线上推介，与全球买家实现即时对接。

#### Online Match-making Conference with Overseas Buyers

To overcome time and space limitation, and increase the channels of communicating with overseas buyers, the organizers collect the purchasing demands of global associations and institutions, and invite representative exhibitors to attend the match-making conferences. Through this platform, exhibitors and global visitors can communicate in real time.

#### 星级买家对接会

定向邀请规模以上印刷包装企业作为星级买家，提供个性化观展方案和专属的技术产品对接会，展会现场邀请展商与星级买家团面对面交流对接。

#### Star Buyers Match-making Salon

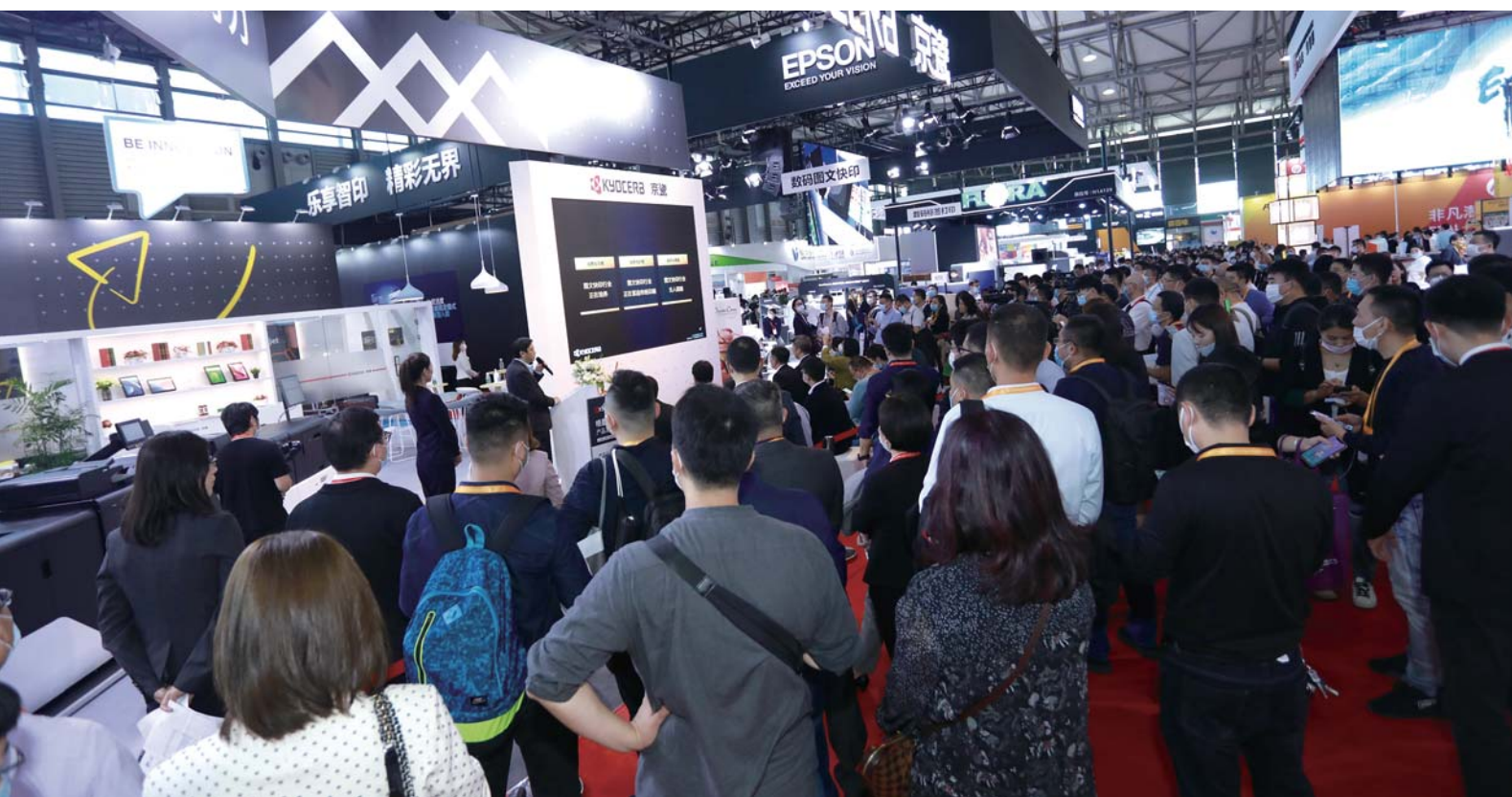
The Star Buyers are selected large-scale printing and packaging companies, who are provided with tailored tours, and technology and products meetings. Exhibitors will have the opportunities to meet with the Star Buyers in person on site during the exhibition.

#### 全方位融媒体展会宣传

微信、微博、视频号、抖音、头条、平媒、网媒等立体化渠道将全方位宣传展会信息，个性化展品宣传也将各类媒体平台上竞相绽放。

#### All-around Media Promotion

All-around promotions of the exhibition, as well as individualized ones for specific products will be on multiple channels including WeChat, Weibo, WeChat Videos, Douyin, Toutiao, Print Media and Internet Media.





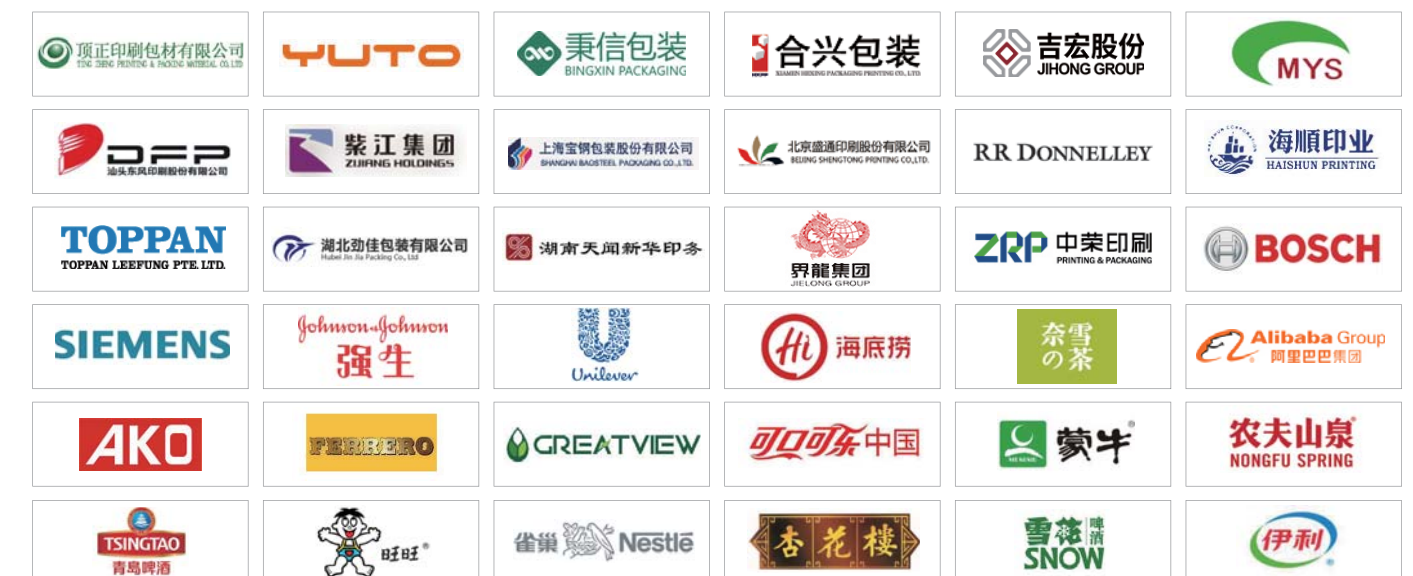
## 观众类型 Visitor Profile

- 商业印刷、出版印刷、报业印刷、标签印刷、商务制表企业
- 纸包装、软包装和瓦楞纸箱企业
- 其他包装企业
- 零售业与生产商
- 广告、平面设计公司、直邮和公关公司
- 多媒体及网络出版商
- 专业媒体
- 相关协会
- 政府机构和金融机构
- 院校及专业教研机构
- Commercial Printing, Newspaper Printing, Label Printing, Business Form, Book Printing
- Paper Packaging, Flexible Packaging and Corrugated Carton Factory
- Other Packaging Enterprises
- Retailing and Manufacturing
- Advertising and Design Firms, Direct Marketing and PR Agencies
- Multimedia and Internet Publishers
- Trade Publications
- Relevant Trade Associations
- Government Agencies and Financial Institutions
- Academies and Professional Institutions of Educational Research

## 展品大类 Exhibit Categories

- 印前设备
- 印刷设备
- 印后加工设备
- 包装加工设备
- 纸张和各类承印物
- 油墨
- 其他耗材
- 配套和基础设施
- 服务和软件
- 创新技术
- Pre-Press Equipment
- Printing Equipment
- Post-Press Converting Equipment
- Packaging Converting Equipment
- Paper and Substrates
- Printing Ink
- Other Consumables
- Components and Infrastructure
- Services and Software
- Innovative Technologies

## 部分专业观众 Part of Trade Visitors







### 同期活动精彩纷呈，引领行业新发展 Various Concurrent Events Inspire New Development of the Industry

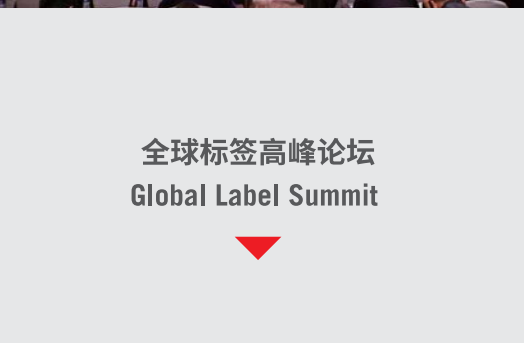
精彩纷呈的同期活动，高屋建瓴的前瞻性交流，汇集业界各方业者，共同探讨行业新趋势、新科技、新产品，助推全产业链协同发展。

Virous events, high level discussions on the future, new trends, technologies, and products of the industry among professionals from all subsectors will be held concurrently during the exhibition. These events will promote the development of the entire industry chain.



### 中国印刷论坛 Global Printing Summit Forum

### 同期活动 Concurrent Events



### 全球标签高峰论坛 Global Label Summit



### “数字印刷在中国”技术高峰论坛 Digital Printing in China Technology Summit



### 全印展新技术发布会 All in Print New Technology Conference



### 亚洲标签大奖颁奖典礼 Asia Label Awards Ceremony



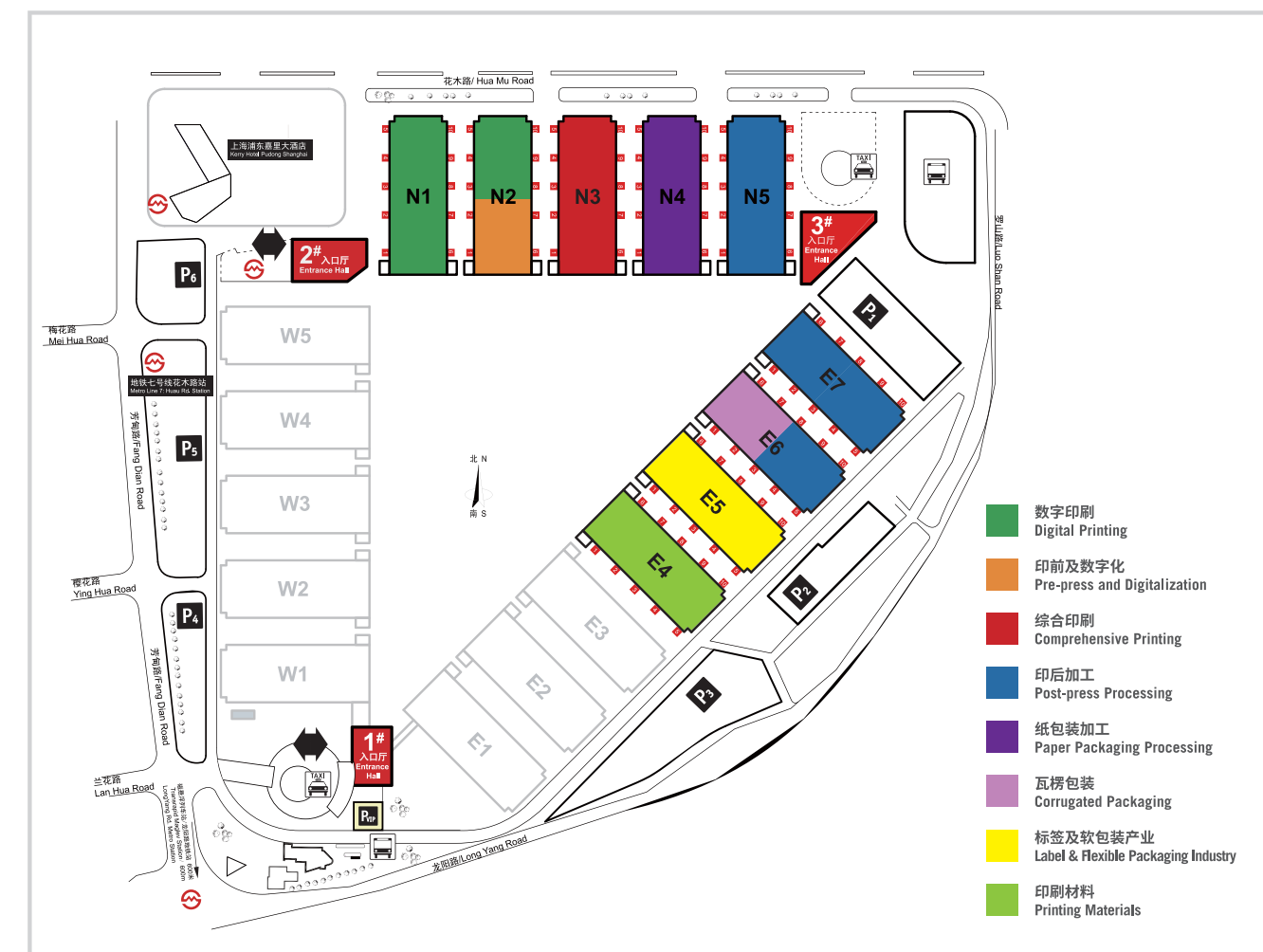
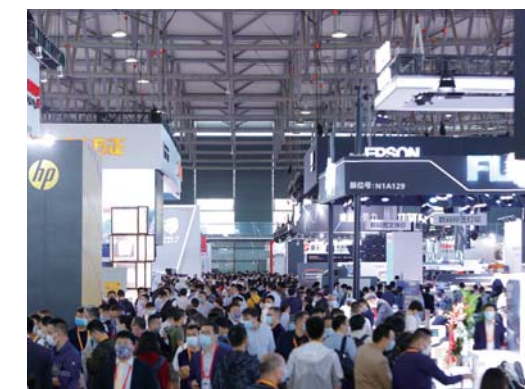
\*以上为部分同期活动，最终以现场公布为准  
Only part of the events, final list will be  
subjected to on-site confirmation.

## 参展费用 Participation Cost

| 展区 Exhibitor Zone | 光地展位 Raw Space (Min.36 sqm) | 标摊展位 Shell Scheme (Min.9 sqm) |
|-------------------|-----------------------------|-------------------------------|
| A区 Zone A         | RMB 2,000 / sqm             | RMB 2,200 / sqm               |
| B区 Zone B         | RMB 1,600 / sqm             | RMB 1,800 / sqm               |
| C区 Zone C         | RMB 1,400 / sqm             | RMB 1,600 / sqm               |
| D区 Zone D         | RMB 1,200 / sqm             | RMB 1,400 / sqm               |

### 依展位开口类型不同加收开口费 Plus surcharge according to booth open types

|            |                            |
|------------|----------------------------|
| 一面开（不加收）   | 1-Side Open (no surcharge) |
| 二面开（加收10%） | 2-Sides Open (+10%)        |
| 三面开（加收13%） | 3-Sides Open (+13%)        |
| 岛型（加收15%）  | Island stand (+15%)        |





## 国内展商请联系 Domestic exhibitors, please contact

北京科印传媒文化股份有限公司 Beijing Keyin Media & Culture Co., Ltd.

### 项目管理 Project Manager

尹航 先生 Mr. Ivan Yin  
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### 展商服务 Exhibitor Service

#### ► 北京总部 Headquarter-Beijing

王聪媛 女士 Ms. Kathy Wang  
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电邮 Email: tianyufeng@keyin.cn

方雪原 先生 Mr. Fang Xueyuan  
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张璐 女士 Ms. Zhang Lu  
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电邮 Email: zhanglu@keyin.cn

#### ► 华东地区 East China Area

刘珍 女士 Ms. Jane Liu  
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电邮 Email: liuzhen@keyin.cn

胡智婕 女士 Ms. Hu Zhijie  
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电邮 Email: huzhijie@keyin.cn

别的古丽 女士 Ms. Bie Di Gu Li  
电话 Tel: 86-21-6873 3052  
电邮 Email: biediguli@keyin.cn

#### ► 华南地区 South China Area

孙宏堃 先生 Mr. Sun Hongkun  
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### 中国印刷技术协会 The Printing Technology Association of China

王赫然 女士 Ms. Wang Heran  
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电邮 Email: wangheran@chinaprint.org

## 国际展商请联系 International exhibitors, please contact

杜塞尔多夫展览（上海）有限公司 Messe Düsseldorf (Shanghai) Co., Ltd.

### 项目管理 Project Manager

杨俊 女士 Ms. Jun Yang  
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### 展商服务 Exhibitor Service

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微信 Wechat



官网 Website

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

主办单位  
Organized by:



中国印刷技术协会  
The Printing Technology Association of China



中国印刷科学技术研究院  
China Academy of Printing Technology



杜塞尔多夫展览(上海)有限公司  
Messe Düsseldorf (Shanghai) Co., Ltd.

国际支持单位  
International Supporter:



杜塞尔多夫展览集团公司  
Messe Düsseldorf GmbH  
- organizer of drupa

承办单位  
Undertaken by:



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The Printing Technology Association of China



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