



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

Global Packaging Industry Banquet

Built by



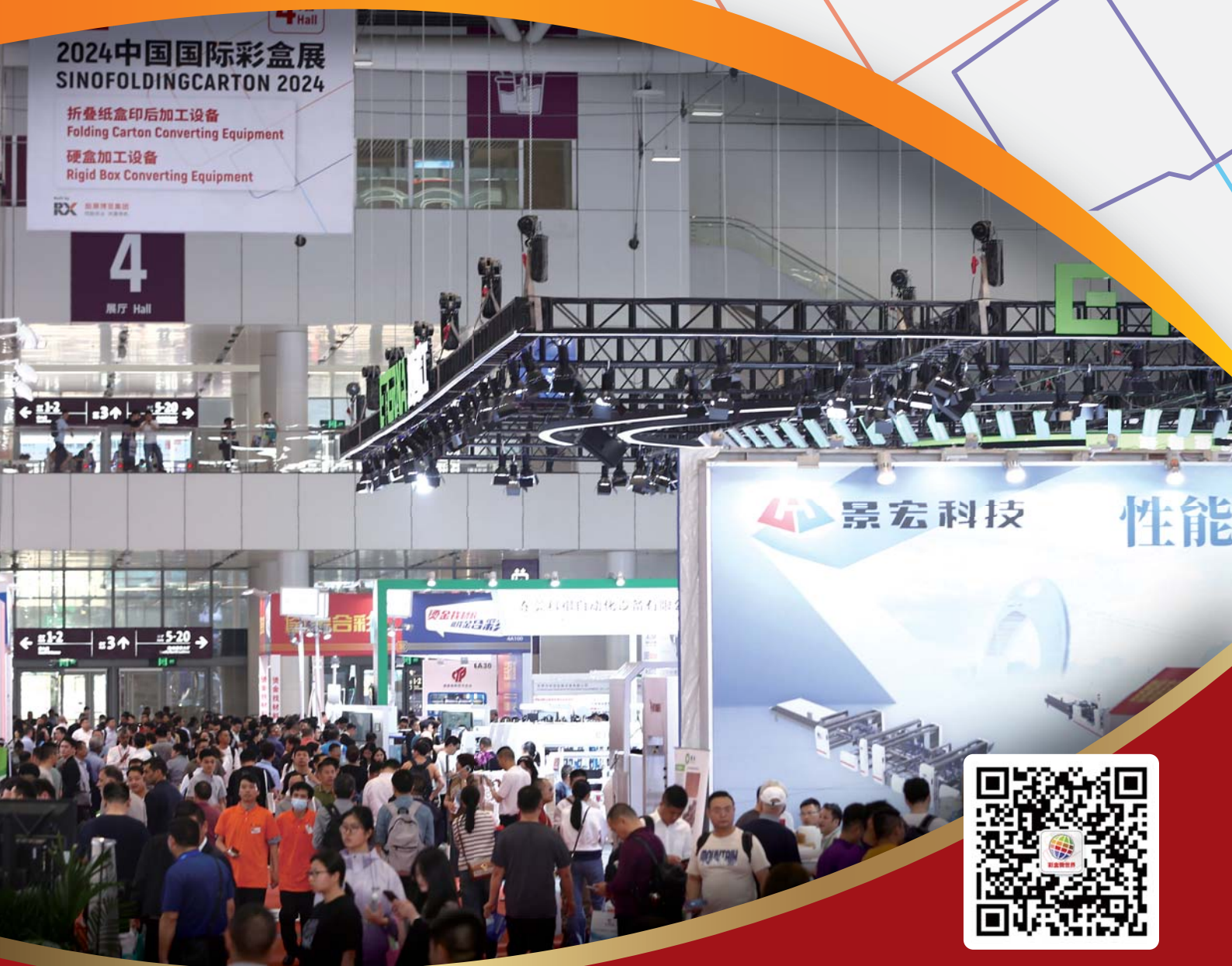
励展博览集团
同励百业·共展商机

SinoFoldingCarton 2024

POST SHOW REPORT

April 10th-12th, 2024

Shenzhen World Exhibition & Convention Center (Bao'an)



Scan the QR code to follow
the official WeChat account

Concurrently held WEPACK series packaging exhibitions:



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PACKCON
中国包装容器展
CHINA PACKAGING CONTAINER EXPO

主办单位



励展博览集团
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Exhibition Overview

After being held from April 10th to 12th, 2024, SinoFoldingCarton 2024, one of the WEPACK series packaging exhibitions, came to a resounding conclusion at the Shenzhen World Exhibition & Convention Center (Bao'an New Hall).

Possessing profound influence on the global market, SinoFoldingCarton 2024 offers insight into the post-press industry's development while pioneering industry innovation and transformation. Through cutting-edge trend mapping as well as efficient global match-making resources and services, the expo helps folding carton post-press packaging and consumable suppliers stay abreast of industry trends, grasp changes in customer needs, plan for the future, and gain development opportunities on multiple tracks amid rapid globalization.

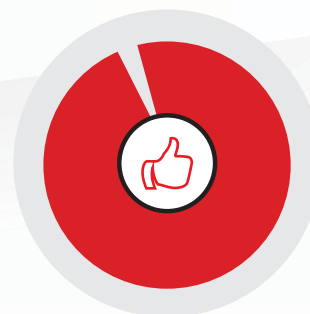
SinoFoldingCarton 2024 and the concurrent WEPACK series packaging exhibitions, spanning an exhibition area of nearly 120,000 sqm, were visited by delegations from 100 industry associations and media groups worldwide. 54 onsite conferences and events were staged, welcoming a total of **34,718** trade visitors from home and abroad, including **3,421** overseas visitors from 104 countries and regions.

Visitor Breakdown



Visitor Satisfaction and Exhibition NPS

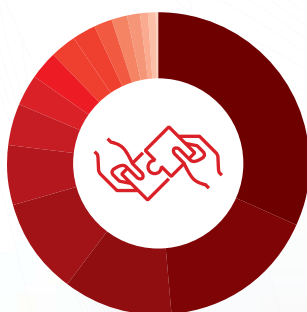
Onsite and post-exhibition research showed 97% of visitors expressed satisfaction with their visit to SinoFoldingCarton 2024, culminating in an exhibition NPS of 42.



97%

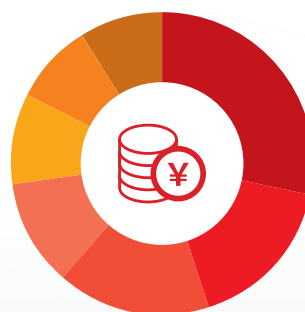
of the visitors expressed satisfaction

Company Business Scope



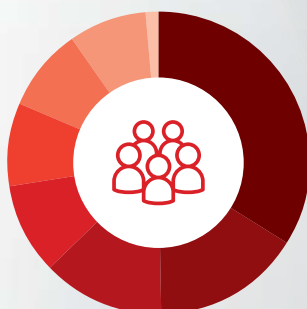
▶ Folding carton manufacturers	31.94%
▶ Printing factories	16.85%
▶ Rigid carton manufacturers	11.51%
▶ Corrugated box manufacturers	10.39%
▶ Paper products manufacturers	6.47%
▶ Label manufacturers	4.38%
▶ Plastic box manufacturers	3.29%
▶ Folding carton users	3.17%
▶ Trade agencies	2.83%
▶ Pulp molding manufacturers	2.38%
▶ Machinery and spare parts suppliers	2.06%
▶ Other	1.59%
▶ Laminated film bag manufacturers	1.37%
▶ Cigarette box manufacturers	0.77%
▶ Associations	0.77%
▶ Media groups	0.23%

Company Annual Output Value



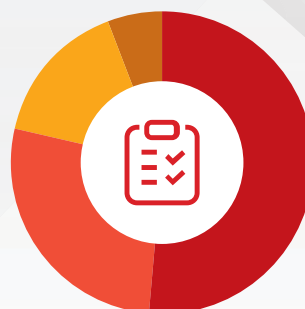
▶ 10.01-50 million yuan	28.52%
▶ 50.01-100 million yuan	16.63%
▶ 5.01-10 million yuan	16.33%
▶ 1.01-5 million yuan	11.49%
▶ Less than 1 million yuan	9.56%
▶ 100-300 million yuan	8.81%
▶ 300 million-500 million yuan	8.66%

Visitor Job Scope



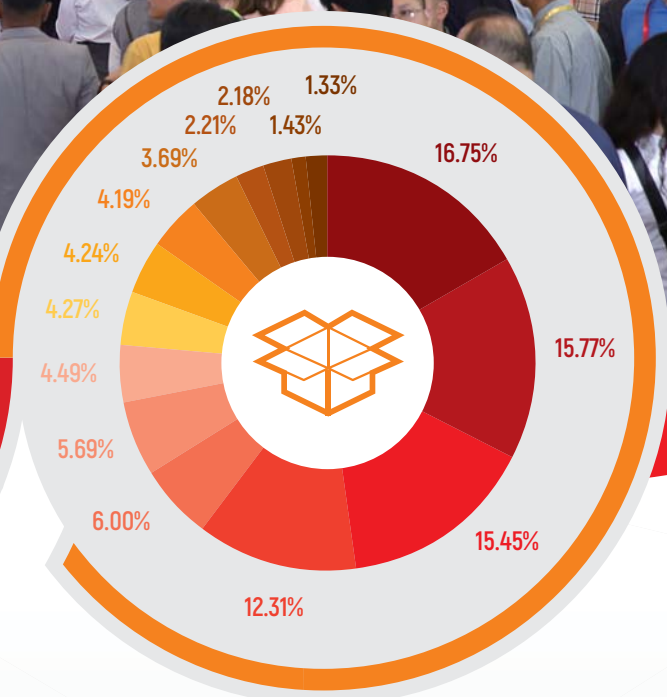
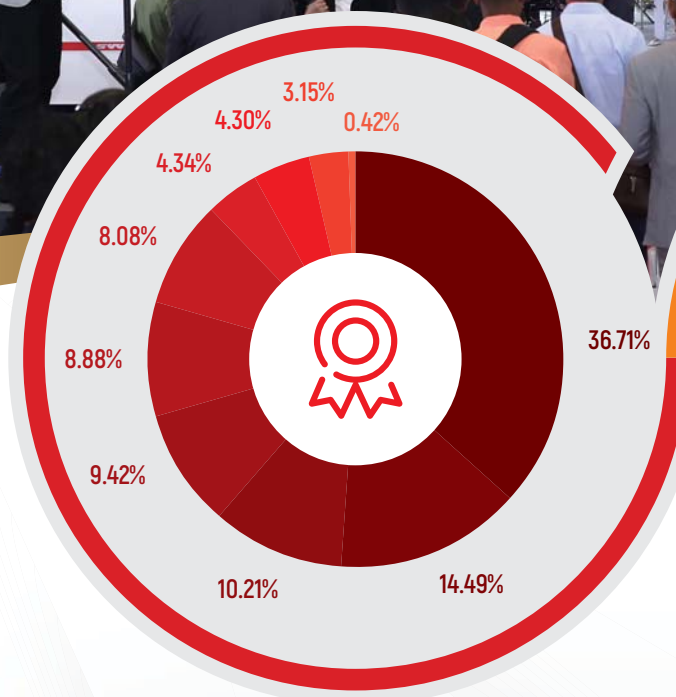
▶ Enterprise management	33.98%
▶ Purchasing	15.93%
▶ Technology	12.95%
▶ Production/Manufacturing	9.73%
▶ Sales	9.05%
▶ Market	8.82%
▶ Design & development	8.18%
▶ Quality control	1.36%

Visitor Purchasing Power



▶ Decision making/authorization	51.50%
▶ Recommendation/influencing	27.23%
▶ Clarifying purchasing needs	15.66%
▶ Not involved	5.61%

Visitor Needs Analysis



Visitor Attendance Goals

- ▶ Focus on new products, technologies and market trends with intention for subsequent purchase 36.71%
- ▶ Meet existing suppliers, trade agencies and partners to review and discuss business cooperation 14.49%
- ▶ Expand connections and make new friends, creating new business opportunities 10.21%
- ▶ Meet specific exhibitors or companies to develop business 9.42%
- ▶ Attend informal events during the exhibition to maintain business relationships with clients and acquaintances 8.88%
- ▶ Network with people at the exhibition and attend meetings and forums to self-improve and acquire industry knowledge 8.08%
- ▶ Evaluate the exhibition to decide on future participation 4.34%
- ▶ Achieve business objectives through communicating with as many suppliers as possible 4.30%
- ▶ Keep track of competitors participating in the exhibition 3.15%
- ▶ Other 0.42%

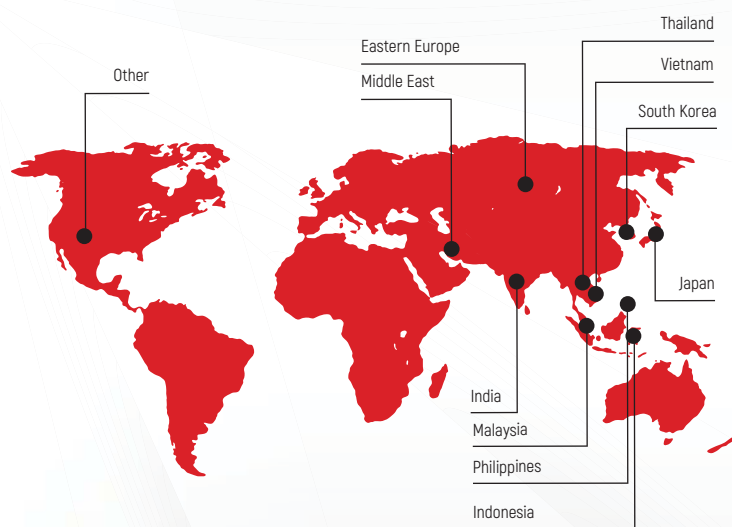
Visitor Exhibit Interests

- ▶ Pre-press equipment 16.75%
- ▶ Printers 15.77%
- ▶ Folding carton converting equipment 15.45%
- ▶ Rigid box converting equipment 12.31%
- ▶ Paper 6.00%
- ▶ Consumable and spare parts 5.69%
- ▶ Plastic (resin) box converting equipment 4.49%
- ▶ Food paper container manufacturing equipment 4.27%
- ▶ Service 4.24%
- ▶ Paper bag manufacturing equipment 4.19%
- ▶ Software and automation 3.69%
- ▶ Plant facility equipment 2.21%
- ▶ Corrugated testing machine 2.18%
- ▶ Internal logistics conveyor system 1.33%
- ▶ Other 1.43%

Overseas Visitor Breakdown



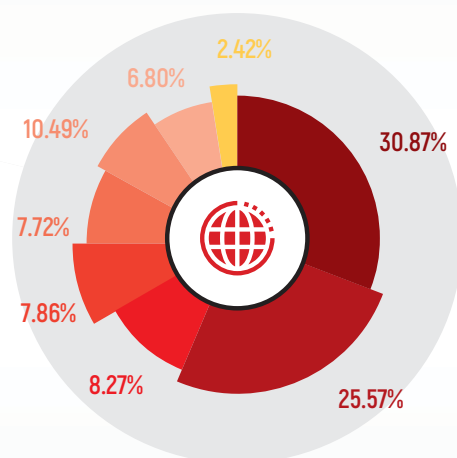
Overseas Visitor Breakdown



Malaysia	16.89%	Vietnam	4.62%
India	16.27%	Indonesia	4.17%
Eastern Europe	12.14%	Middle East	3.89%
South Korea	8.07%	Philippines	3.55%
Thailand	6.49%	Other	19.17%
Japan	4.74%		

* Other includes 94 countries in Asia, Europe, North America, South America, Africa and Oceania

Analysis of Overseas Visitors' Product Interests



Folding carton converting equipment	30.87%
Rigid box converting equipment	25.57%
Consumable and spare parts	10.49%
Plastic (resin) box converting equipment	8.27%
Food paper container manufacturing equipment	7.86%
Paper bag manufacturing equipment	7.72%
Software and automation	6.80%
Other finishing and converting equipment	2.42%

TAP trade match-making

94 exhibitors served

238 TAP buyers served

399 match-making in total

Expected onsite transactions:

USD 44,075,258

Expected transaction within half a year:

USD 25,988,160

Expected transaction within one year:

USD 788,900

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

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

Association

Overseas

17 industry associations visiting groups

778 high-quality buyers for group visits

- ◆ World Packaging Organisation (WPO)
- ◆ All India Federation of Master Printers (AIFMP)
- ◆ Offset Printers' Association India (OPA)
- ◆ Malaysia Printers Association (MPA)
- ◆ Vietnam Printing Association (VPA)
- ◆ Vietnam Packaging Association (VINPAS)
- ◆ Selangor and FT Chinese Printing Presses' Association
- ◆ Federation of Malaysian Machinery (FMM)
- ◆ Indonesia Packaging Federation (IPF)
- ◆ Korea Corrugated Packaging Case Industry Association (KCCA)
- ◆ Vietnam Packaging Association (VINPAS)
- ◆ Lanka Corrugated Carton Manufacturers Association (LCCMA)
- ◆ Offset Printers' Association India (OPA)
- ◆ Federation of Malaysian Machinery (FMM)
- ◆ Malaysian Printers Association (MPA)
- ◆ Middle East Carton Equipment Purchase Group Carton Info
- ◆ Cámara Argentina de Fabricantes de Cartón Corrugado (CAFCCo)

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Domesti

65 industry associations for group visits

4143 high-quality buyers for group visits

- ◆ HK Corrugated Paper Manufacturers' Association (HKCPMA)
- ◆ Chinese Taipei Corrugated Case Association (CTCCA)
- ◆ Paper Committee of Guangdong Packaging Technology Association
- ◆ Sichuan Packaging Federation
- ◆ Henan Packaging Technology Association
- ◆ Jiangxi Packaging Technology Association
- ◆ Shaanxi Packaging Technology Association
- ◆ Xinjiang Uygur Autonomous Region Packaging Technology Association
- ◆ Paper Committee of Shanghai Packaging Technology Association
- ◆ Tianjin Packaging Technology Association
- ◆ Chongqing Packaging Association
- ◆ Chengdu Packaging Technology Association
- ◆ Nanjing Packaging Technology Association
- ◆ Zhongshan Printing and Packaging Industry Association
- ◆ Printing and Packaging Industry Association of Guangzhou
- ◆ Shenzhen Packaging Industry Association
- ◆ Zhuhai Printing Association

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Onsite events

WEPACK 2024 staged more than 50 wonderful onsite events and attracted 5,671 visitors to participate, with the contents covering the whole packaging industry chain. It also cooperated with authoritative institutions such as the China Packaging Federation (CPF), Flexographic Printing Branch of the Printing Technology Association of China, and Asian Corrugated Case Association (ACCA) to present events in the forms of forums, training meetings, and exchange receptions, etc., which have been highly affirmed by the industry.

- ◆ India National Day
- ◆ WEPACK 2024 Conference - Sustainable Innovation
- ◆ Forum on New Application Technology of China Source Paper Mills
- ◆ Sustainable Packaging: Shenzhen Packaging Industry Innovation Spearheads Green Life
- ◆ Integrated Development and Digital Enablement - Forum on Integrated Development Series
- ◆ Forum on Packaging Industry Smart Logistics Development - Green Packaging · Intelligent Production
- ◆ "Green and Intelligent Technology Boosts Flexographic Printing Development" - 2024 Flexographic Printing Technology Development Seminar
- ◆ Pulp and Paper Market Supply and Demand Trend Seminar
- ◆ China Carton/Folding Carton Industry Training Week by RX
- ◆ Thematic Sharing Meeting on China Printing & Packaging High Value-added Cutting-edge Achievements
- ◆ 2024 Digital Carnival Park · Digital Intelligent Development Disrupts Innovative Thinking
- ◆ Summit Forum on Development Trends of Digital Printing in Packaging Market
- ◆ 2024 Summit Forum on New Trends in Label Industry Development
- ◆ The 4th China Liquor Packaging Innovation and Development Forum
- ◆ 2024 Pulp Molding Innovation and Application Technology Forum
- ◆ Sustainable Develop Summit Forum on Catering Supply Chain
- ◆ Packaging Marketing for Winning - FMCG Packaging Marketing Summit
- ◆ Forum on Industrial Packaging Cost Reduction and Efficiency Improvement Development
- ◆ ESG & Sustainable Development Summit
- ◆ 2024 Packaging Foaming Technology and Application Forum



2018-2028 全球印刷行业趋势

- 全球印刷行业的主要增长来源于包装印刷
- 印刷媒体和数字媒体
- 印刷和数字媒体成为主要沟通渠道
- 包装印刷成为产品的重要组成部分，将带动包装行业增长
- 新兴市场增长迅速，并将在未来10年继续增长

年份	18-21	21-28
总营收	-4.7%	1.2%
商业营收	-2.4%	0.2%
包装营收	2.4%	3.3%
全球营收	-1.2%	0.5%
	1.0%	2.5%

RX is a founding member of the Net-Zero Carbon Events Initiative (NZCE).

We are committed to realizing net-zero emissions by 2040 via driving continued collaboration across the entire MICE industry.



To boost the understanding and participation among packaging industry practitioners in sustainable development innovation and practices, we held forums on sustainability-related themes such as Sustainable Innovation and ESG & Sustainable Development, as well as selections for environmental protection awards.



WEPACK 2024 has made rapid and significant progress in reducing the overall carbon footprint of exhibitions. We have brought the entire industry together to promote sustainable development.

Our commitment to
NET ZERO
 by 2040