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## **Post Show Report of ProPak China 2008**

**SHOW NAME:** ProPak China 2008  
**SHOW DATES:** 9-11 July 2008  
**VENUE:** Hall E1, E2 and E3, Shanghai New Int'l Expo Centre  
Pudong, Shanghai

### **GENERAL DESCRIPTION:**

*SHANGHAI – 14 July 2008* — ProPak China 2008, the 14<sup>th</sup> international Processing, Packaging and End-line Printing Exhibition ended last Friday on a high note. Over 500 companies from 21 nations and regions displayed latest technology solutions for the processing and packaging of all manufactured products including dairy, pharmaceutical, cosmetics, food, beer, beverages, FMCG and industrial products. The exhibition attracted more visitors than at last year's show, with a total of 13,880 trade buyers attending from 78 countries. Visitors from China made up the majority of attendees, while 14% or 1,948 came from overseas.

ProPak China 2008 broke all previous records increasing the total area of the show to 28,900 sqm. Once again ProPak received the exclusive support in China of international / regional pavilions from the German Packaging Machinery Manufacturers Association (VDMA): the largest foreign pavilion at the show, Japan Packaging Institute (JPI), Japan Packaging Machinery Manufacturers Association (JPMMA), Korea Trade Investment Promotion Agency (KOTRA), Korea Packaging Machinery Association (KPMA), Taiwan Association of Machinery Manufacturers (TAMI), the UK's Processing & Packaging Machinery Association (PPMA), Food Processing Suppliers Association (FPSA) from USA and Packaging Machinery Manufacturers Institute (PMMI) representing Canadian and USA companies. Recognising the importance of this trade fair all these national and regional pavilions have again confirmed to support ProPak China 2009.

Mr. Chris Buxton, Chief Executive of PPMA, Processing and Packaging Machinery Association, UK commented: "ProPak China is always well organized and we received good responses from our members for the high quality of the visitors and most of them reserved their spaces for ProPak China 2009."



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For the second time the show organizer, China International Exhibitions Ltd, cooperated with six "Strategic Partners" from China. Strategic partners identified by ProPak China are all 100% Chinese invested companies who are leaders in their particular fields of packaging and processing. These enterprises reserved their new products launch for China ProPak China 2008 and were a focus point for buyers particularly overseas customers attending the fair.

Mr. Eric Wu, Overseas Marketing Director of Shanghai Macwell said: " As ProPak China's strategic partner, we are confident this show will continue to grow from strength to strength. "

National visitors and group delegation coordinators expressed satisfaction with their meetings and business conducted at ProPak China 2008

Madam Jin Jian, Secretary General of Shanghai Cosmetic Association commented: "Congratulations to the success of the ProPak China 2008, the trade event not only brought the latest technology for printing and packaging industries, but also the electronic product tracking system required by China's market. Our members including Shanghai Meilan, Xiangyi Bencao have established successful cooperation agreements with suppliers at the show". International buyers also expressed satisfaction with the exhibition, Mr. King Pouw, Executive VP - Global Supply Chain from Kellogg, USA, seeking beverage and dairy technology commented: " ProPak China is well organised for overseas visitors, especially the overseas buyers centre located in East Hall 3, offered a comfortable environment for us to meet with clients. ProPak China is a great show and we have interest to visit again next year. "

A popular feature of the exhibition this year were the series of conferences covering such subjects as safe manufacturing of food and pharmaceuticals, canned food manufacturing and canning technology, brewing and beverage industry. Margaret Zheng, Marketing Manager for the organiser stated, "our speakers were excellent and offered an important insight to the new regulations and packaging trends in China. We had to add extra seating in all the seminar rooms".

"The success of ProPak China 2008 was a direct reflection of conditions in the China market today", commented Brendan Jennings, General Manager of China International Exhibitions. He added, "Chinese manufactures are facing a period of rapidly rising production costs and diminishing margins.



For those producers focused on export, they face the double burden of a reduction in tax benefits and the appreciation of the Yuan against all major currencies. Tough times ahead for many whom have  
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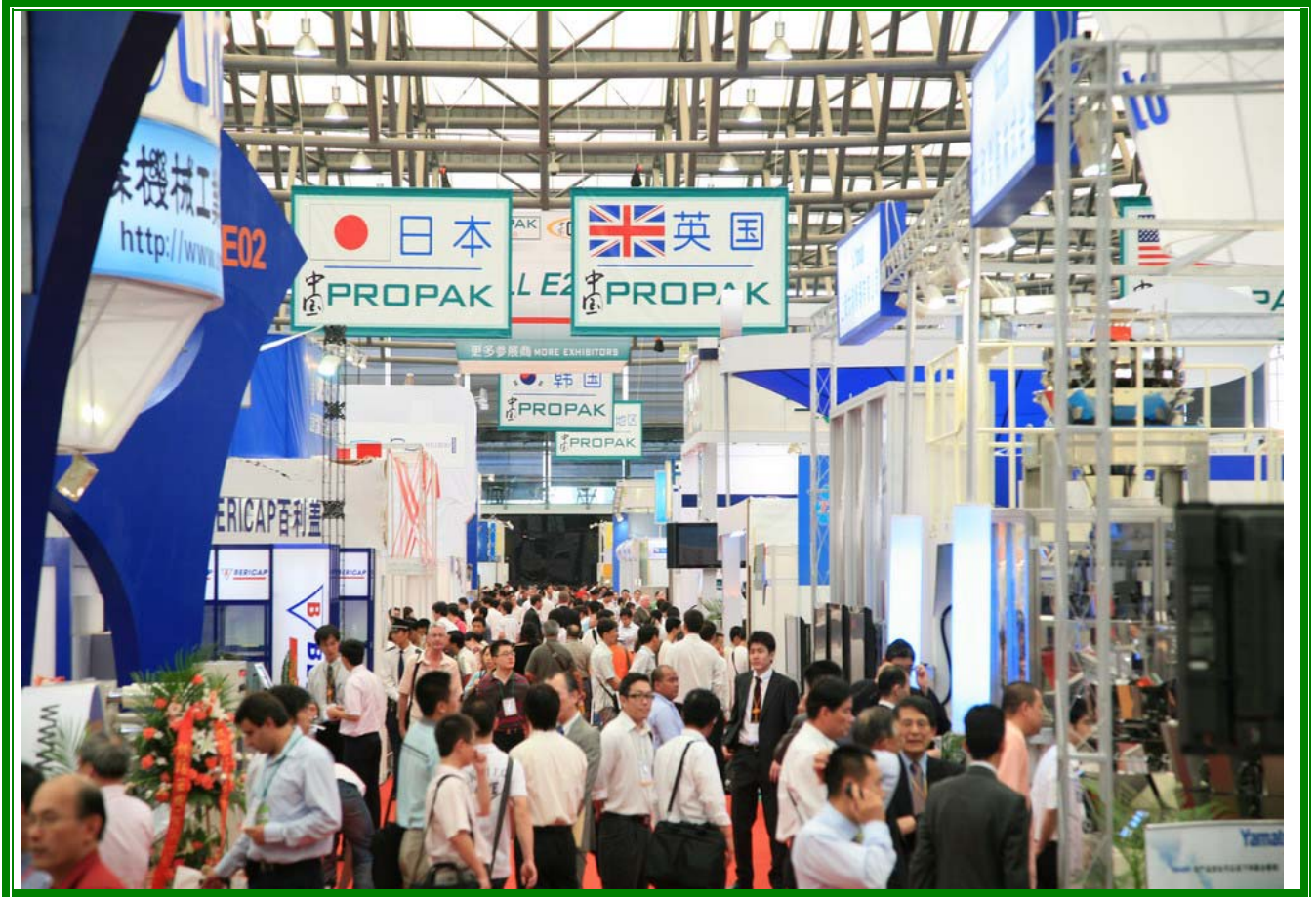
only known double digit growth over the last 10 years. One solution to increasing production costs is the introduction of labour saving, faster, energy efficient technology that can produce more products, at a higher quality and lower cost. This has created a new and growing market for the latest processing and packaging technology amongst the expanding Chinese manufacturing base. The response we received from both visitors and exhibitors to this year's show, confirms that companies are making the right contacts at ProPak China and have made technology sales immediately and stimulated awareness for business opportunities in the future".

Taking this opportunity we would express our thanks to all exhibitors and visitors contributing to the success of the show. We look forward to seeing you at next ProPak China.

The logo for the 15th ProPak China 2009 event. It features a large "15 <sup>th</sup> " in grey, a stylized Chinese character "中" (Zhong) in black, and the word "PROPAK" in green. Below this is "CHINA 2009" in red. Underneath, it says "Featuring" in blue, followed by two logos: "CHINA BEVTEK 2009" and "CHINA DAIRYTEK 2009", both with stylized Chinese characters.	<p><b>ProPak China 2009</b> 15 – 17 July 2009, Hall E1, E2 &amp; E3, SNIEC, Pudong, Shanghai <a href="http://www.propakchina.com">www.propakchina.com</a></p>
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ProPak China Organiser  
China International Exhibitions Ltd

Onsite Overview Picture





#### EXHIBITION FACTS:

Show Title:	<b>ProPak China 2008</b> The 14 <sup>th</sup> International Processing, Packaging & Printing Exhibition
	<b>China BevTek 2008</b> The International Beverage and Liquid Technology & Materials Exhibition
Website:	<a href="http://www.propakchina.com">www.propakchina.com</a> <a href="http://www.chinabevtek.com">www.chinabevtek.com</a>
Dates:	9 – 11 July 2008
Show Hours:	9 & 10 July - 0930 to 1700 hours 11 July - 0930 to 1600 hours
Venue:	Hall E1, E2 and E3 No. 2345, Long Yang Rd, Pudong, Shanghai
Organisers:	Genertec International Advertising Exhibition Co Ltd China International Exhibitions Ltd (CIE)
Contact:	China International Exhibitions Ltd (CIE) Room 2402 Singular Mansion, No. 318 – 322 Xian Xia Road Shanghai 200336, China Tel: +86 21 6209 5209, Fax: +86 21 6209 5210 Email: <a href="mailto:chinabevtek@chinaallworld.com">chinabevtek@chinaallworld.com</a>

#### ABOUT THE ORGANISER

China International Exhibitions Ltd, a member of the Allworld Exhibitions Alliance has had a fully staffed office in Shanghai since 1994. Its stable of events include industries such as food & beverage; hospitality & retail; packaging; processing; pharmaceutical technology; brewing technology; woodworking technology; furniture manufacturing and accessories; wood & wood products. For more information, please visit [www.chinaallworld.com](http://www.chinaallworld.com)





### EXHIBITION STATISTICS

Exhibition Area:	28,900 sqm
Direct Exhibiting Companies:	302
Indirect Participating Companies:	118
Total Number of Participating Companies:	420
Total Number of Official National / Regional Pavilions:	8
Total No. of Countries or Regions being represented:	21
<u>National / Regional Pavilions include: (in alphabetical order)</u> China, Italy (ICE) (IPACK-IMA), Germany (VDMA, AUMA, BMWA BMWi), Japan (JPI, JPMMA), Korea( KPMA, KOTRA, ), USA (PMMI, FPSA), Taiwan Region (TAMI), UK (PMMA, PPMA, UK TI)	
<u>Countries and Regions include: (in alphabetical order)</u> Australia, Belgium, China, Denmark, France, Germany, Hong Kong SAR, India, Italy, Japan, Korea, Malaysia, Netherlands, Poland, Singapore, Sweden, Switzerland, Taiwan Region, Thailand, UK, USA	

### VISITORS' FIGURES

<u>Source</u>	<u>Yr 2008</u>	<u>Yr 2007</u>
From Shanghai	7,647	7,089
From other areas of China except Shanghai	4,285	3,109
Overseas	1,948	3,603
Total	<u>13,880</u>	<u>13,801</u>

**Total Visitors**

**13,880**

### VISITOR BREAKDOWN BY COUNTRY/REGION

	COUNTRY / REGION	Total No.	% (on total)
1	China Shanghai	7647	55.08%
2	China Other	4285	30.86%
3	Japan	401	2.89%
4	Korea	304	2.18%
5	India	101	0.72%
6	Taiwan	92	0.66%
7	United States Of America	86	0.62%
8	Thailand	72	0.51%
9	Hong Kong	66	0.48%
10	Indonesia	62	0.45%
11	Malaysia	47	0.34%
12	Iran	46	0.33%
13	Germany	43	0.30%
14	Singapore	43	0.30%
15	Australia	36	0.26%
16	Russia	35	0.25%
17	France	29	0.21%
18	Italy	28	0.20%
19	United Kingdom	27	0.19%
20	Brazil	23	0.17%
21	Philippines	23	0.17%
22	Spain	23	0.17%
23	South Africa	22	0.16%
24	Chile	21	0.15%
25	Uae	21	0.15%
26	Egypt	17	0.13%
27	Colombia	16	0.12%
28	Canada	15	0.11%



	<b>COUNTRY / REGION</b>	<b>Total No.</b>	<b>% (on total)</b>
29	Vietnam	14	0.10%
30	Tunisia	13	0.09%
31	Kyrgyzstan	12	0.08%
32	Mexico	12	0.08%
33	Netherlands	12	0.08%
34	Syria	12	0.08%
35	Ukraine	12	0.08%
36	Poland	10	0.07%
37	Sweden	10	0.07%
38	New Zealand	8	0.06%
39	Argentina	7	0.05%
40	Denmark	7	0.05%
41	Lebanon	7	0.05%
42	Oman	7	0.05%
43	Sri Lanka	7	0.05%
44	Turkey	7	0.05%
45	Uzbekistan	6	0.05%
46	Belgium	6	0.04%
47	Czech Republic	6	0.04%
48	Mongolia	6	0.04%
49	Romania	6	0.04%
50	Algeria	4	0.03%
51	Cameroon	4	0.03%
52	Finland	4	0.03%
53	Georgia	4	0.03%
54	Israel	4	0.03%
55	Jamaica	4	0.03%
56	Macau	4	0.03%
57	Nepal	4	0.03%



	<b>COUNTRY / REGION</b>	<b>Total No.</b>	<b>% (on total)</b>
58	Cyprus	2	0.02%
59	Jordan	2	0.02%
60	Moldova	2	0.02%
61	Pakistan	2	0.02%
62	Saudi Arabia	2	0.02%
63	Sudan	2	0.02%
64	Switzerland	2	0.02%
65	Afghanistan	1	0.01%
66	American Samoa	1	0.01%
67	Azerbaijan	1	0.01%
68	Bangladesh	1	0.01%
69	Belize	1	0.01%
70	Ethiopia	1	0.01%
71	Kazakhstan	1	0.01%
72	Libya	1	0.01%
73	Macedonia	1	0.01%
74	Malta	1	0.01%
75	Myanmar	1	0.01%
76	Papua New Guinea	1	0.01%
77	Peru	1	0.01%
78	Qatar	1	0.01%
79	Uganda	1	0.01%
80	Uruguay	1	0.01%
	<b>TOTAL</b>	<b>13880</b>	<b>100.00%</b>



**VISITOR BREAKDOWN BY JOB TITLE / FUNCTION**

<b><u>Job Title / Function</u></b>	<b><u>Percentage (%)</u></b>
Managing Director / General Manager / Partner / Plant Manager	22.14
Technical Management / Engineer	23.56
Production / Quality Control Manager	13.34
Marketing / Sales Manager	22.98
Purchasing Manager	9.62
Research & Development	4.80
Press	1.80
Others	1.77
<b>Total</b>	<b>100.00</b>



**VISITOR BREAKDOWN BY COMPANY'S MAIN BUSINESS ACTIVITY**

<b><u>Main Business Activity</u></b>	<b><u>Percentage (%)</u></b>
<b>Manufacturing, Processing &amp; Packaging</b>	
General Food, Vegetable, Fruits, Meat	6.36
Confectionery, Snack / Convenience Food	1.70
Pharmaceutical, Health Supplements	1.19
Electronics	2.58
Industrial goods	3.16
Consumer goods	1.12
Printing materials	1.30
<b>Contract Packer Using</b>	
Glass packaging	3.39
Paper Packaging	3.71
Plastic Packaging	4.88
<b>Printing</b>	2.91
<b>Machinery distributor / wholesaler / importer</b>	2.38
<b>Machinery, equipment and accessories manufacturing</b>	8.74
<b>Material Handling, auxillary equipment</b>	1.93
<b>Others</b>	1.04
<b>Beverage Brewing &amp; Liquid Processing &amp; Packaging</b>	
Beverage Manufactures	8.91
Breweries	2.75
Carbonated Drink Manufactures	1.97
Chemicals Manufacturers	2.08
Contract Packers	4.80
Consulting Services	1.62
Daily Chemical Manufacturers	2.89
Edible Oils Manufacturers	1.36
Food Manufacturers	4.41
Frozen Food Manufacturers	1.34
Fruit and Vegetable Juice Manufacturers	0.77
Functional Drinks Manufacturers	0.55
Healthcare Products Manufacturers	0.91
Metal Packers	4.43
Milk, Liquid Dairy Manufacturers	1.58
Plastic Packaging Products Manufacturers	3.51
Pharmaceutical Products Manufacturers	1.54
Seasonings & Sauces Manufacturers	1.45
Trading Companies	4.36
Wine & Sprints Manufacturers	0.90
Others	1.86
<b>Total</b>	<b>100.00</b>



**BREAKDOWN OF PRODUCTS / SERVICES TO BE SOURCED BY VISITORS**

**TOTAL NO OF PRODUCT ENQUIRIES: 33,057**

<u><b>Products / Services</b></u>	<u><b>No. of Indicating Interest</b></u>
<b>Processing</b>	
Food Processing Machinery	1,180
Meat Processing Machinery	213
Canning Technology	247
Pharmaceutical Processing	249
Health Supplements Processing	242
Food Ingredients / Additives / Flavours	355
Dehydrating Equipment	241
Sanitary System	153
Processing Machines – Fruit / Vegetables	175
Others	475
<b>Packaging</b>	
Bottling	624
Beer packaging	269
Metal packaging	289
Cosmetic packaging	349
Form, fill & seal technology	413
Packaging materials (food)	828
Packaging materials (non-food)	629
Packaging machinery (food)	971
Packaging machinery (non-food)	618
Paper & board packaging	395
Pharmaceutical packaging machinery	310
Plastic packaging machinery	599
Plastic packaging materials	484
Glass packaging materials	134
Snack & confectionery packaging	310
Wrapping & strapping systems	306
Hot Melt Equipment	146
Other packaging technology	261
<b>Printing</b>	
Metal decorating	248
Printing	625
Bar coding	419
Printing & labelling technology	534
Printing & labelling materials	357
RFID	143
Other printing technology	215



### **Manufacturing Services**

Automation & control	1,085
Conveying systems	537
Measurement & Weighing Machines	334
Quality control & testing	317
Plant Design & Consultancy	271
Spare Parts	296
Others	618

### **Complete Beverage Processing Production Systems**

Beer Production	858
Bottled Water Production	580
Carbonated Drinks Production	402
Fruit and Vegetable Juice Production	517
Microbrewery System	306
Milk Production	553
Mineral Water Production	468
Tea Production	360
Wine Production	218
Yogurt Production	299

### **Single Beverage Machines**

Aseptic Packaging Machines	1,055
Auxiliary Machines	392
Barley Equipments	126
Bottle Filling and Sealing Machines	428
Bottle Washing Machines	258
Brewing Plants	169
Can Filling Machines	330
Cap Production Systems	289
Carton Packaging Machines	585
CIP & Cleaning Systems	251
Coding, making machines	352
Consulting Services	94
Crators, Decrators	242
Design and Research	249
Dispensing System	77
Filling Machines	887
Filtration, Separation Machines	195
Flavourings and Colourings	84
Gable Top Packaging Machines	120
Heat Exchangers	171
Homogenisers	223
Injection Moulding Machines	387
KEG	121
KEG Cleaning and Filling Machines	103
Labellers	494
Mixing Machines	216
Packaging Materials, Containers	585



Palletizers, Depalletizers	256
Pasteurizers	178
PET Fillers	221
PET / PP Blow Moulding Machines	217
Processing and Quality Control Systems	160
Pumps, Pipes, Valves and Accessories	262
Raw Materials, Ingredients	198
Rinsing Machines	140
Sterilization Machines	210
Transport and Conveying Systems	263
UHT Sterilization	145
Water Treatment Systems	150
Yeast / CO2 Recovery Systems	44
Others	105
<b>Total</b>	<b>33,057</b>

Note: Visitors may have indicated more than one product / service they were interested to source.

