



**LABELEXPO**  
SOUTHEAST ASIA 2018

## POST-SHOW REPORT

# A BRAND NEW EVENT FROM THE LABLEXPO GLOBAL SERIES



# OVERVIEW

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**LABELXPO**  
SOUTHEAST ASIA 2018

**7,934** VISITORS

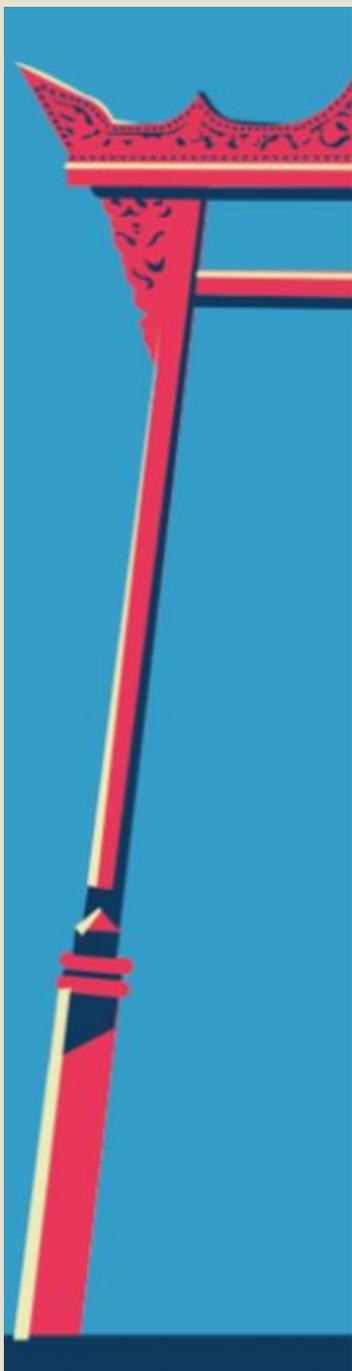


**62** COUNTRIES  
REPRESENTED

**174** EXHIBITORS

**42%** OF  
EXHIBITORS REBOOKED  
ONSITE FOR 2020

**4,100** SQM



# VISITOR COUNTRIES



**LABELXPO**  
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**62** countries attended. The top **10** were:



Thailand



India



China



Indonesia



Malaysia



Vietnam



Japan



Korea



Singapore



Taiwan

Bent Serritslev, Xeikon: “**Well organized** and great show facilities, and with growth in number of visiting converters over time this can be an important show for the Southeast Asia region.”

## We also had visitors from:

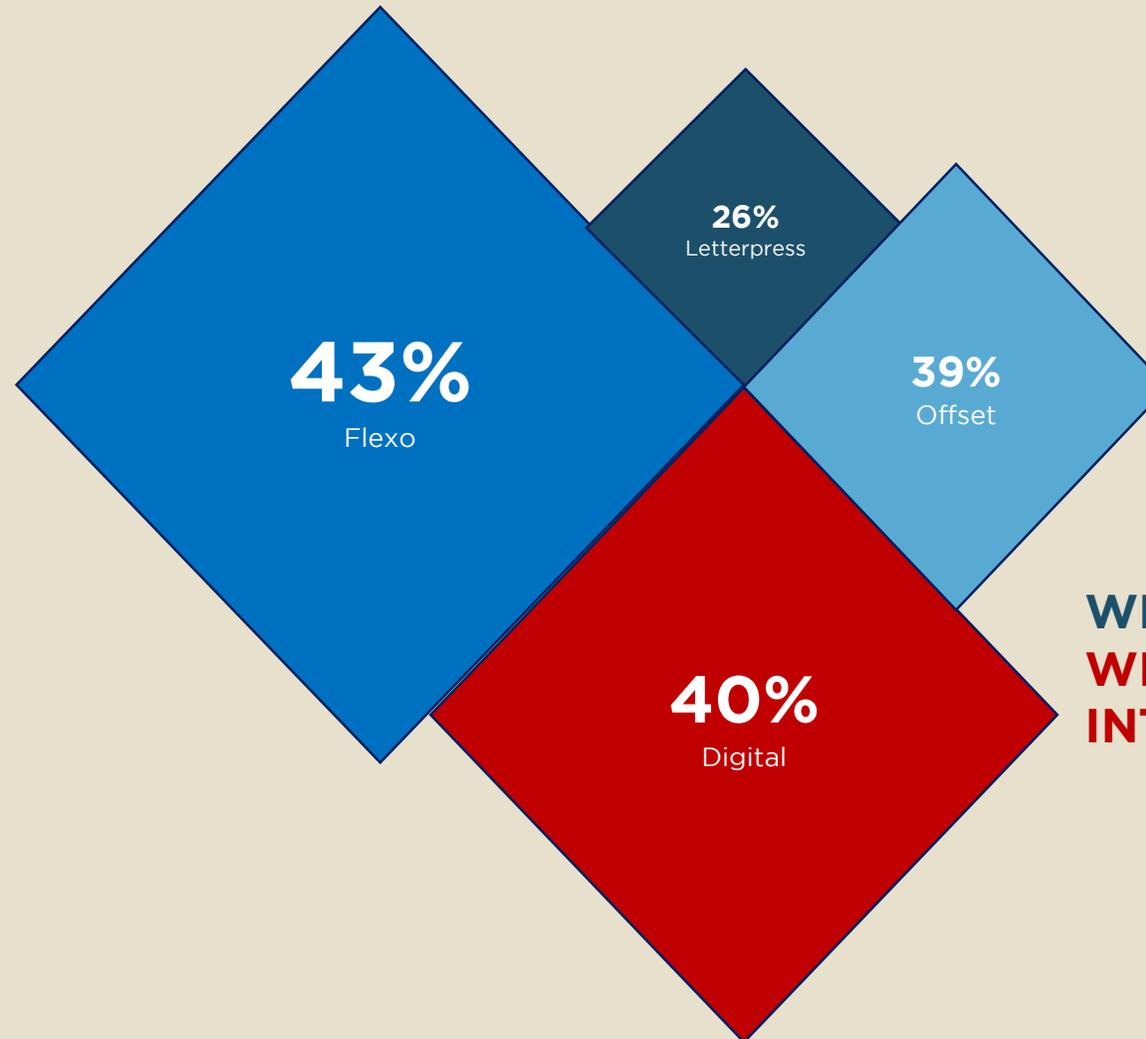
Australia, Austria, Bangladesh, Belarus, Belgium, Brazil, Brunei Darussalam, Cambodia, Canada, Congo, Democratic Republic of the, Denmark, Egypt, Ethiopia, Finland, France, Germany, Ghana, Hong Kong, Israel, Italy, Kenya, Republic of, Lebanon, Madagascar, Mexico, Mongolia, Myanmar, Netherlands, New Zealand, Nigeria, Oman, Pakistan, Peru, Philippines, Poland, Portugal, Qatar, Russian Federation, Saudi Arabia, Senegal, South Africa, Spain, Sri Lanka, Swaziland, Sweden, Switzerland, Tokelau, Tunisia, Turkey, United Arab Emirates, United Kingdom, United States, Uzbekistan

## VISITOR PROFILE – INTEREST IN PRESS TECHNOLOGY



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Kamol Sirichan, Bestrade Precision: “Labelexpo in Thailand was organized professionally. **Our company has got many enquiries** from both local and foreign visitors during the 3-day show. We considered this show a successful event for us.”



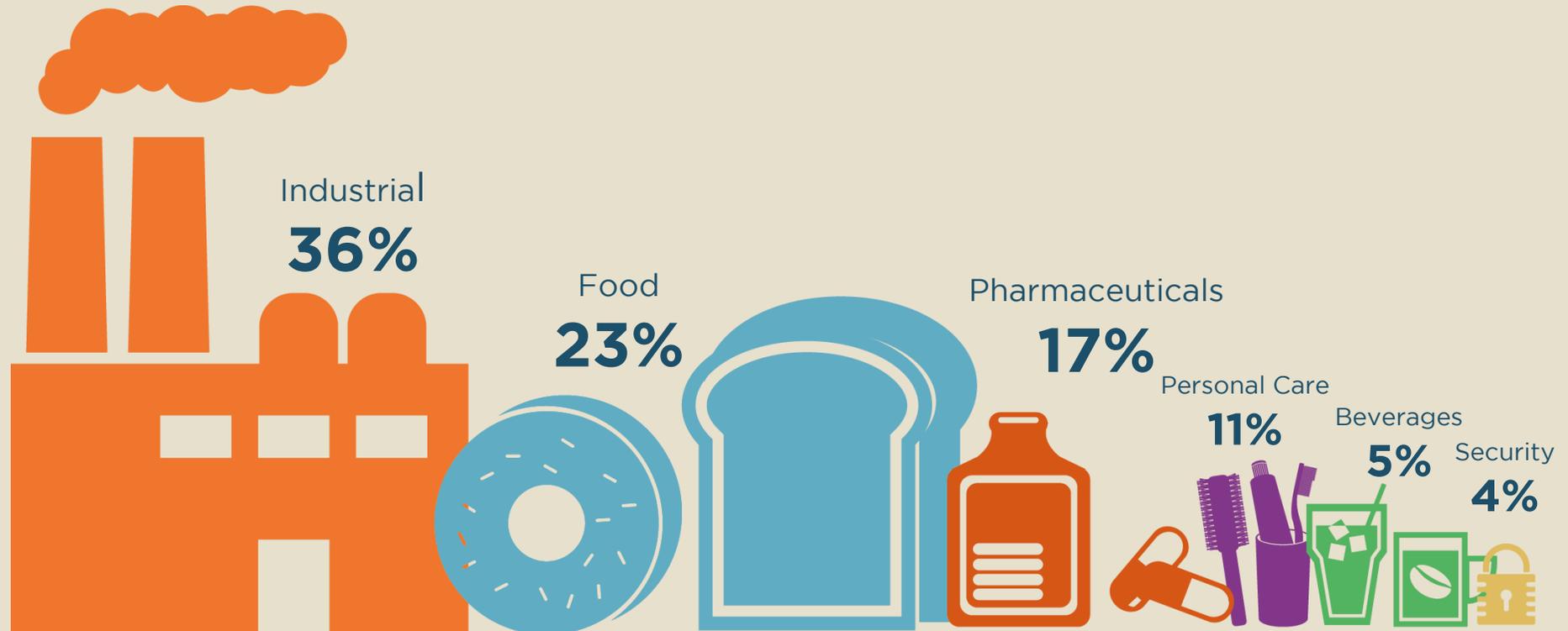
**WHICH PRESS TECHNOLOGIES  
WERE THE VISITORS  
INTERESTED IN?**

## VISITOR PROFILE – INDUSTRY SECTORS



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### WHICH IS THE MAIN SECTOR THAT OUR VISITORS OPERATE IN?



David Jones, Alphasonics: “We were **pleasantly surprised** at the number and quality of the visitors. We were busy from start to finish, with people still on the booth as the show was closing on the last day.”

## VISITOR PROFILE – INVOLVEMENT



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### WHAT EXHIBITORS ARE THE VISITORS INTERESTED IN MEETING?

Flexo printing presses	43%
Digital printing presses	40%
Offset printing presses	39%
Label stocks / film	34%
Label application technology	30%
Screen printing presses	26%
Letterpress printing presses	26%
Inks, coatings, foils	26%
Dies, cutters, rollers	25%
Pre-press materials and technology	22%
Gravure printing presses	22%
RFID/smart labels	22%
Slitters and rewinders	15%
Folders and gluers	11%
Management information systems (MIS)	11%
VIP systems	6%

Eileen Ang, Armor Asia Imaging: “As with other Labelexpo events, it proved to be **an excellent trade platform** for us and will help us widen our client base.”



**WHICH OF OUR VISITORS ARE PART OF THE PURCHASING DECISION?**

# FEATURES

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## **SHRINK SLEEVE TECHNOLOGY WORKSHOP:**

A show highlight was the sold-out Label Academy workshop covering shrink sleeve technology, which took place on the final day of the show. Delegates benefited from the expertise of speakers from Accraply, Esko, Flint Group Narrow Web and Klöckner Pentaplast.



## **AFTER DARK EXPERIENCE:**

Labels were seen in a new light in this unique pitch-black label experience.

The feature was presented in partnership with HP.



## **CONFERENCE SESSIONS:**

Running alongside the main exhibition was a two-day expert-led conference program, developed in line with feedback from printers in Southeast Asia. Popular sessions included:

- **Harit Hiranyaphinant**, Deputy Managing Director of Copack Co., Ltd. presented on the new paradigm of print
- **Brenton Barrett**, President, Asia Pacific of Multi-Color Corporation spoke about market trends in Southeast Asia and worldwide



# MARKETING CAMPAIGN OVERVIEW

3 LANGUAGES

22 ADVERTS IN TRADE MAGAZINES

43 VISITOR EMAILS SENT

76,623 TWITTER IMPRESSIONS

44 MEMBERS OF THE PRESS IN ATTENDANCE



# MARKETING CAMPAIGN



# INTERNATIONAL MARKETING

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## ASSOCIATIONS

Thailand	Indonesia	Australia/New Zealand
<ul style="list-style-type: none"> <li>• Department of Industrial Promotion</li> <li>• Ministry of Industry</li> <li>• Thai Screen &amp; Graphics Association (TSGA)</li> <li>• Thai Garment Manufacturers Association (TGMA)</li> <li>• Thailand Institute of Scientific and Technological Research</li> </ul>	<ul style="list-style-type: none"> <li>• Indonesian Packaging Federation</li> </ul>	<ul style="list-style-type: none"> <li>• SALMA</li> </ul>

## MAGAZINES

Thailand	Indonesia	Malaysia	Aus/NZ	China	India	Other
<ul style="list-style-type: none"> <li>• Graphic &amp; Sign</li> <li>• Plas &amp; Pack</li> <li>• Smart Trade Publication co Ltd</li> <li>• Thai Packaging Newsletter</li> <li>• Thai Printer</li> <li>• Thai Packaging magazine</li> </ul>	<ul style="list-style-type: none"> <li>• Indonesia Print Media</li> <li>• Majalah Printpack</li> </ul>	<ul style="list-style-type: none"> <li>• Industrial Print</li> <li>• Paper Asia Magazine</li> </ul>	<ul style="list-style-type: none"> <li>• LabelsPlus</li> </ul>	<ul style="list-style-type: none"> <li>• C2 Asia</li> </ul>	<ul style="list-style-type: none"> <li>• Labels India</li> <li>• Packaging Labelling Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Labels &amp; Labeling</li> <li>• Narrow WebTech</li> <li>• Etiketten Labels</li> </ul>

# SOCIAL MEDIA



# FEEDBACK - PART 1

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**Jakob Landberg, Nilpeter:** “This first Labelexpo show in Southeast Asia was indeed a success for Nilpeter. The stand was busy throughout the show with visitors from all over Asia - and even some from Africa, the Middle East, and South America. **We sold several presses**, established new contacts with various decision makers, and identified new projects to be handled in coming months.”

**Thomas Grimm, Erhardt+Leimer:** “Labelexpo Southeast Asia 2018 was better than our expectations. Even knowing about the quality of the Labelexpo worldwide and the requirement for such a show in Southeast Asia we were **positively surprised** by the amount of visits at our booth and the quality of the discussions we had during these three days”

**Maurizio Trecate, Bobst:** “The show was fantastic for the number and quality of visitors across the board in terms of profiles and nationalities. In addition to deals closed at the show, **we recorded a huge number of leads** and have a very busy time ahead with the follow up of enquiries and negotiations already started at the show.”

**Brenton Barrett, Multi-Color Corporation:** “As usual the Labelexpo team does it again! This year’s Labelexpo Southeast Asia was a truly great event and run with the typical professionalism that we have come to expect from the Labelexpo team, with 62 countries in attendance and solid support from the industry exhibitors. It made for an **excellent networking** and learning opportunity.”

**Melvin Lew, HP Indigo:** “We are sure that this show will become a **milestone marking the growth** we see in the Southeast Asia Labels industry and how global trends are creating more change opportunities for converters to become more profitable and innovative with digital and HP Indigo technology.”

**Paul McKay, RotoMetrics:** “A **great show**. Our team and I met with many existing and new customers, as well as our OEM partners in the label printing / narrow web industries. Many thanks to the Tarsus team for putting the Labelexpo footprint into the biggest and most important market in Southeast Asia, and we look forward to doing it again in 2020.”

**Shaun Pullen, Mark Andy:** “Overall we were very happy with the show quality, organization and attendance. We were visited by plenty of new and existing potential customers and were pleasantly surprised at both the **quality and diversity of these attendees**. Not only did we get visits from a large contingency from SE Asia but also the Middle East, Africa and Australasia. Next time we look forward to an even bigger show and engaging with even more potential customers.”

**Jon Jordan, Troika Systems:** “Troika Systems attended the first Labelexpo Southeast Asia to allow potential customers of our technology to be able to meet our regional agents and see the products in action. For us, Labelexpo Southeast Asia met all our requirements and we are **very pleased with the quality of leads** taken and potential business generated.”

# FEEDBACK – PART 2

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**Phatthira Sangchansri, Techno Global Graphics Co.:** “Techno Global Graphics Co., with our suppliers AB Graphic International, Contilaserline, Flexo Wash, Grafikontrol, GSE Dispensing, Kocher+Beck, SPGPrints, Unilux, and Vetaphone had a **very successful** Labelexpo Southeast Asia 2018. Flexo Wash sold 7 machines, Vetaphone sold 1 machine and ABG Digicon sold 1 machine. Moreover, we can get new prospects. Thank you to Labelexpo Southeast Asia 2018.”

**Alvin Poon, Epson:** “It was a good show for Epson and we’ve received good responses to our showcased solutions. Interest level for on-demand colour label printers and industrial digital presses was high. It was a **good platform** for us to engage with our target audience and network with industry experts.”

**Daniel Kuah, Capitol Gravure Group:** “A **wonderful experience** at the Labelexpo 2018 in Thailand, filled with sales and business opportunities. The Capitol Gravure Group WILL definitely participate again when the Labelexpo presents itself again! Khabkhun Kap!”

**Eadric Wui, Phoseon Technology:** “Congratulations on a successful show. I feel that we had a very good show and was happy to be able to be part of the first Labelexpo in Southeast Asia. There is a **very good flow of visitors** as compared to other printing shows that we had participated in the region and although it only consists of 1 hall, I think being focused solely on the labels printing technologies allows us to have a better understanding about this market in the region as well as knowing more targeted customers.”

**Patsy Ng, Tradeally:** “Labelexpo has been one of the few exhibitions that Tradeally has handpicked to participate and **the response is overwhelming**. The event’s visitors are our target audience and potential leads who knows what they want and came with a clear agenda. We have secured orders from this show and have managed to bring much publicity to our machinery, thank you so much.”

**Rajesh Babu Dora, Esko (on the Shrink Sleeve Technology workshop):** “Organizing this type of workshop is really important to **increase the awareness in the industry** and share the knowledge. Especially from the experts sharing the knowledge and using real life examples are priceless.”

**Neeraj Thappa, Monotech Systems:** “Labelexpo Southeast Asia, as being the first show in the region, went as per our expectation. We enjoyed talking to visitors and they also have shown **great interest in our products**. Monotech Systems already has its footprints in that market, the event helped us to reach more people, not only from Thailand, but the complete ASEAN region. We learnt the market trends, new technologies and the market acceptance to technologies displayed throughout the show. With the latest addition of Labelexpo Southeast Asia, we expect to increase brand awareness and reach in the region.”