

Press Release

For Immediate Release

Successful seminar charts future of packaging and printing industries, sparks innovation and sustainability dialogue

Bangkok, Thailand, 27 August 2024 — The "Empowering the Future of Packaging and Printing Industries" Seminar, held last week at the S31 Sukhumvit Hotel in Bangkok, was a resounding success, bringing together more than 150 industry leaders, innovators, and professionals for a day of insightful presentations, engaging discussions, and valuable networking opportunities. The seminar served as the starting block for the Promotion Roadshow Circuit in anticipation of the upcoming PACK PRINT INTERNATIONAL and CorruTec ASIA exhibitions in 2025.

Jointly organised by Messe Düsseldorf Asia, Thai Corrugated Packaging Association, The Thai Packaging Association, and The Thai Printing Association, the event highlighted the dynamic nature of the packaging and printing industries. This seminar was also the first of a series of anniversary activities as PACK PRINT INTERNATIONAL celebrates its 10th edition next year.

Key Highlights:

Strategic insights on SME Business Outlook: The seminar began with a session on how SMEs can tap on packaging to drive eCommerce Growth, led by Varna Sudasna Na Ayudhaya, Advisor of the International Department in the Thai Corrugated Packaging Association, and Nichaya Anantawong, CEO & Co-Founder of LocoPack. "SMEs can use packaging not just as a protective measure but as a strategic tool to enhance their eCommerce success," said Na Ayudhaya. "In the global corrugated packaging market, Asia Pacific has the highest regional growth of over 4% CAGR and with the remarkable progress of the eCommerce industry, it means more boxes, faster response time and new designs to cater to industries such as electronics, food and beverages." Having worked with over 1,400 SMEs, Anantawong also shared tips on how to achieve business growth and the use of packaging to connect with customers, telling compelling brand stories and offering an open-box experience.

Industry insights from drupa 2024: Another significant segment of the seminar was the presentation on technology and trends review from drupa 2024, the world's leading trade fair for printing technologies, by Wiwat Utsahajit, the newly-appointed President of The Thai Packaging Association, and Pongthira Pathanapiradej, President of The Thai Printing Association. "Witnessing the innovations at drupa 2024 was truly inspiring and was relevant to all industry players," said Pathanapiradej. "Each letter of drupa represents a key aspect: D for Digital Transformation, R for Responsibility / Sustainability, U for Utilization, P for Printing & Packaging and A is for Automation," he added.

Sharing similar sentiments on the need for businesses to be future-ready, Utsahajit said: "Businesses should also be mindful of the five mega trends, namely aging population, sustainable development goals, rapid urbanisation, technological progress and innovation, economy and political shifts."



**PACK PRINT
INTERNATIONAL**

10th International Packaging and
Printing Exhibition for Asia



3rd International Corrugated
Technology Exhibition for Asia

17 – 20 SEP 2025

Bangkok International
Trade & Exhibition Centre (BITEC)
Bangkok, Thailand

Officially supported by :



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PACK PRINT INTERNATIONAL



CorruTec ASIA



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Focus on sustainability. The afternoon session delved into sustainability in the packaging and printing industries, featuring insights from industry experts. Keynote speaker Dr. Chanon Vinitchevit, Co-Founder of Smart Greeny, recommended that, “Companies can evaluate the Carbon Footprint for Organisation (CFO) and the Carbon Footprint for Product (CPF), to achieve carbon reduction and carbon neutrality.” Kongthong Homsuwan, Sales Development Manager for APAC of eProductivity Software echoed this statement, adding, “Effective ESG (Environmental, Social and Governance) reporting can build trust in stakeholders and investors and align with global sustainability efforts”.

Building on this theme of integrating sustainability with industry practices, Boonchai Laohateerapong, Managing Director of KURZ (Thailand) Ltd. highlighted that high-quality design can be compatible with sustainability, “INGEDE (International Association of the Deinking Industry) has suggested that finishing with KURZ transfer products is harmless to the recycling process and in most cases, has no disruptive effect.” Concluding the session, Chayanisa Ongarjphanchai, Business Development Manager of Lik Sang Machinery Thailand, reinforced that, “With efficient waste management, enhanced recycling efficiency and resource conservation, we can contribute to sustainability for our industry.”

Looking ahead to the future:

For industry attendee at the Promotion Roadshow Circuit, Kittisak Cholchalathan, Production Manager at Thavorn Labels, commented that the session proved to be an excellent update on the market situation for the printing and packaging sectors and how essential it is for companies “to be up to speed on trends, technology, and sustainability issues that every company will face in the future.”

As the seminar wrapped up, Beatrice Ho, Project Director of Messe Düsseldorf Asia, said the discussions have set the stage for future innovations in the packaging and printing industries. “We are excited about the opportunities that lie ahead and look forward to continuing our journey towards innovation and sustainability in these dynamic sectors.”

The 2025 edition has already secured bookings from a roster of esteemed companies, demonstrating strong industry confidence and anticipation. Notable early registrants include leading brands and key distributors such as Böttcher, Comprint, Docusys, ePS Software, Foilmaster, Goettsch International, High Engineering Solution, HPS Promachtech, J.S. Corrugating Machinery, K.W.S. Supply, KURZ, LabelSign Group, Lik Sang Machinery, Lishenq Machinery, M.D. Machinery, MBA International, Maxidea Intertrade and Holding, Nationwide, Sansin Printing Machine Material, Technology 2004, Tsukatani among several others.

Booth space applications for both exhibitions are open. Companies that sign up early will be invited to feature their solutions at the next Promotion Roadshow Circuit scheduled for Q1 2025.

For more information on how to exhibit, go to www.pack-print.de and www.corrutec-asia.com

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About PACK PRINT INTERNATIONAL

As the exhibition for the industry by the industry, PACK PRINT INTERNATIONAL is a tripartite collaboration between Messe Düsseldorf Asia, The Thai Packaging Association and The Thai Printing Association, and is modelled after the No.1 global trade fairs in their respective sectors – drupa and interpack, held in Germany. Since 2007, PACK PRINT INTERNATIONAL has been the trade platform of choice in the region for all those involved in packaging and printing, to conduct successful business transactions, secure deals, and network with relevant brand names from all over the world.

About CorruTec ASIA

CorruTec ASIA is a dedicated business platform for manufacturers and suppliers of machinery, accessories and services serving the corrugated packaging industry. A showcase of some of the best corrugated packaging innovations and technology, the 4-day exhibition is designed to optimise business opportunities at one central platform. CorruTec ASIA brings together buyers and decision makers from corrugated board plants and sheet plants, corrugated sheet feeders, folding carton converters, packaging designers, rigid carton manufacturers, trade agencies and more.

About Messe Düsseldorf Asia

Messe Düsseldorf Asia is a subsidiary of Messe Düsseldorf GmbH in Germany, one of the world’s leading trade fair organisers responsible for organising more than 20 global No. 1 exhibitions held in Düsseldorf, Germany. With extensive expertise in organising trade fairs in Southeast Asia since 1995, Messe Düsseldorf Asia’s diverse portfolio includes sectors such as medical and healthcare, workplace safety and health, packaging, printing, plastics, wine and spirits, and more. For more information, visit mda.messe-dusseldorf.com

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