

新智造
新边界
新动能

*New Manufacturing
New Boundary
New Power*



THE 8th ALL IN PRINT CHINA
第八届中国国际

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

2020.10.12-16

上海新国际博览中心
SNIEC, Shanghai, China

招展书

Brochure

www.allinprint.com

中国国际全印展

— 世界印刷业的东方之眼

中国国际印刷技术及设备器材展（简称：中国国际全印展）是中国印刷行业最具影响力的专业展览会之一。该展会由中国印刷技术协会、中国印刷科学技术研究院和杜塞尔多夫展览(上海)有限公司共同主办，自2003年创办至今已成功举办了七届。

经过十几年的培育发展，全印展已成长为高专业度、高国际化的综合性展会，不仅为全球印刷企业搭建贸易平台，同时也为行业人士提供国际高端交流机会。通过全印展，行业同仁可以深入了解行业发展态势，前瞻印刷未来，可谓是“世界印刷业的东方之眼”。

全印展致力于打造成为印刷包装新技术、新产品和新材料交流与推广的立体化一流平台，推动印刷产业技术升级，引领中国印刷业发展。同时，也期待加强中国与世界印刷的紧密联系，为全球印刷的发展贡献力量。



All in Print China — The Oriental Window of World Printing Industry

China International Exhibition for All about Printing Technology & Equipment (All in Print China) is one of the most influential exhibitions in China's printing industry. The exhibition, co-organized by the Printing Technology Association of China, China Academy of Printing Technology, and Messe Düsseldorf (Shanghai) Co., Ltd, has been seven successful sessions since 2003.

After more than 10 years development, All in Print China has already grown into a comprehensive exhibition with high professionalism and internationalization. It not only creates an exhibition platform for the global printing enterprises to promote trade between suppliers and buyers, but also provides prime opportunities for printing professionals to make international exchanges. At All in Print China, industry colleagues can grasp the trend and foresee the future of printing industry. Hence, it is praised as “The Oriental Window of World Printing Industry”.

All in Print China is dedicated to building an integrated platform for exchange and promotion of the new technologies, products and materials in the printing and packaging industry, which will promote the upgrading of printing technology and lead the development of China's printing industry. Meanwhile, it is expected to strengthen the contact between China and world's printing industry, and make contribution to global printing's development.

110,000⁺

平米
sqm

1,000⁺

展商
Exhibitors

150,000⁺

观众
Visitors

展会布局 Exhibition Layout

近年来印刷业面临着诸多挑战，但得益于数字化、智能化、大数据等信息技术的高速发展，全球印刷市场也同时存在无限机遇。在未来，印刷企业应该如何利用这些高新技术进行转型升级，并使印刷成为消费者的核心工具？您将在本届全印展中找到答案。

In recent years, the global printing industry is faced with many challenges. However, thanks to the high-speed development of some information technologies, such as digitization, intelligence, big data and so forth, there are also infinite opportunities. In the future, how can printing enterprises take advantages of these high technologies to realize upgrade and make printing become the key tool of consumers? You will find the answers at All in Print China.

作为覆盖印刷全产业链的专业展会，2020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。

As an exhibition covering the whole printing industry chain, All in Print China will not only display the latest products and technologies in every area of the industry, but also focus on industry popular topics and provide customized solutions to printing enterprises.





2

大亮点展区，呈现印刷未来

Highlight Zones – Present the Future of Printing

智能印刷专区

国内首创，专区将集中展示智能印刷生产线、智能解决方案、智能印刷示范工厂等，近距离感受印刷向“智造”的蜕变

Intelligent Printing Zone

A first in China, this special area will focus on the display of intelligent printing production lines, intelligent solutions, intelligent printing demonstration factories, etc. Get a closer understanding of the printing industry as it undergoes a transformation to become an "intelligent production" industry

印刷梦工厂

集中展示“网络印刷”、“创新应用”、“绿色方案”、“3D打印”、“VR/AR互联应用”、“印刷文化传承”，共同关注印刷业的最新科技、应用和未来

Innovation Factory

Display “Web-to-Print”, “Innovation Application”, “Ecological Solution”, “3D Printing”, “VR/AR Internet Application”, “Printing Cultural Inheritance”, and focus on the latest technology, application and future of printing industry



多

个应用场景，诠释跨界融合

Multi-theme Scenarios

-Show you the Cross-border Integration

横跨行业边界，结合广告、设计、终端品牌商的应用需求，打造如商超、书店、画廊、博物馆等多主题场景，为上游产业链提供身临其境的应用场景体验，促进印刷行业与其他行业的融合发展。

Across the boundaries of the industry, combined with the application needs of advertising, design, and end-users, to create multi-theme scenarios such as supermarkets, bookstores, galleries, museums, etc., to provide an immersive application space experience for the upstream industry chain, and to promote the integration of the printing industry with other industries.

7

大主题馆覆盖全领域

Thematic Pavilions – Covering the Whole Industry



数字印前馆

了解数字印刷最新趋势、触摸数字印刷最新应用

Digital Pre-press Pavilion

Get acquainted with the latest trend in digital printing and try its new application



综合印刷馆

出版印刷和商业印刷的最新成果将联合亮相

Comprehensive Printing Pavilion

Display the latest achievement of publishing printing and commercial printing together



印后加工馆

带您步入印后加工4.0时代

Post-press Converting Pavilion

Lead you to the Era 4.0 of post-press converting



包装设备馆

集中展示国际国内包装设备精品

Packaging Equipment Pavilion

Showcase international and domestic high-quality packaging equipment



油墨/创新材料馆

发现各类创新/环保的纸张、板材、油墨

Ink / Innovative Materials Pavilion

Discover all kinds of innovative and environmentally friendly paper, plates and ink



标签产业馆

展示全球标签印刷最新技术和成果

Label Industry Pavilion

Display the latest technology and achievements of global label printing industry



综合/包装主题馆

领略先进的印刷包装技术解决方案

Comprehensive / Packaging Pavilion

Learn about the latest printing and packaging technology solutions



展品大类 Exhibit Categories

- 印前设备
 - 印刷设备
 - 印后及包装加工设备
 - 纸张和承印物
 - 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 and Packaging Converting Equipment
 - Paper and Substrates
 - Printing Ink
 - Other Consumables
 - Components and Infrastructure
 - Services and Software
 - Innovative Technologies

观众类型

- 商业印刷、报业印刷、标签印刷、商务制表、书籍印刷
- 复印、出版、后加工、纸制品加工公司
- 零售业与生产商
- 广告和设计公司、直邮和公关公司
- 平面艺术及平面艺术专家
- 纸张与信封制造商
- 纸包装、软包装和瓦楞纸箱厂
- 多媒体及网络出版商
- 专业杂志
- 政府机构和金融机构
- 教学及专业机构
- 相关协会



Visitor Profile

- Commercial Printing, Newspaper Printing, Label Printing, Business Form, Book Printing
- Repro House, Publishing, Finishing, Paper Converting Companies
- Retailing and Manufacturing
- Advertising and Design Firms, Direct Marketing and PR Agencies
- Graphic Arts and Graphic Arts Specialists
- Paper and Envelope Manufacturers
- Paper Packaging, Flexible Packaging and Corrugated Carton Factory
- Multimedia and Internet Publishers
- Trade Publications
- Government Agencies and Financial Institutions
- Educational Establishments and Professional Bodies
- Relevant Trade Associations



2018 展会回顾

Show Review

展商

Exhibitor Analysis

1,030 家展商
Exhibitors

来自于 **17** 个国家/地区, 其中
From **17** Countries/Regions including **304** 家国际展商
International Exhibitors

国际展商比例达
International Exhibitor Percentage: **30%**

83.23% 展商对展会整体效果非常满意
Exhibitors were very satisfied with the overall effect of AIP 2018.

展商评语

Exhibitors Statements

从展会第一天起, 惠普展位上一直都是人头攒动、摩肩接踵, 我们对展台人数、大家的反馈和签单成功率都很满意!

Since the first day of the exhibition, the HP booth was always very crowded. We are very satisfied with the number of visitors to our booth, feedback from everyone and the rate of signing contracts!

—— 李鹏, 中国惠普有限公司
Indigo/PWI数字印刷事业部中国区总经理
LI Peng, Country Manager of Great China,
HP Indigo & PWI

我们已连续三届参加全印展, 一次比一次更加令人兴奋, 我们每一次比上次准备的时间都更长, 超过100位同事服务本届盛会。

We have participated in All in Print China for three consecutive times, and we feel more excited year after year. This time we spent more preparation time than ever before, and more than 100 colleagues participated in this edition of the event.

—— 高方志, 理光(中国)投资有限公司
生产型打印事业部总经理
GAO Fangzhi, General Manager, Production Printing Division,
Ricoh China Co., Ltd.

我们相信全印展一年会比一年好, 今年我们看到了很多人来参加并且也有很多现场成交量。总而言之, 全印展是反映市场情况的一个很好的平台。

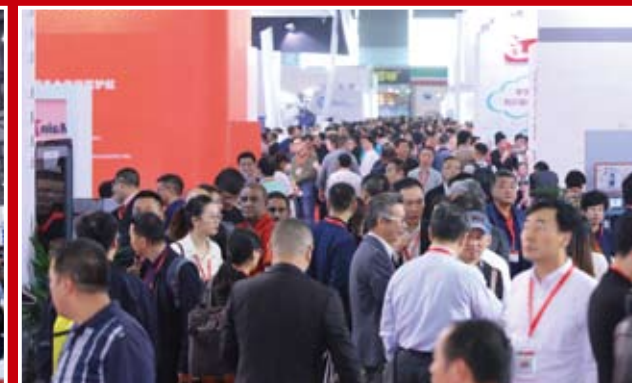
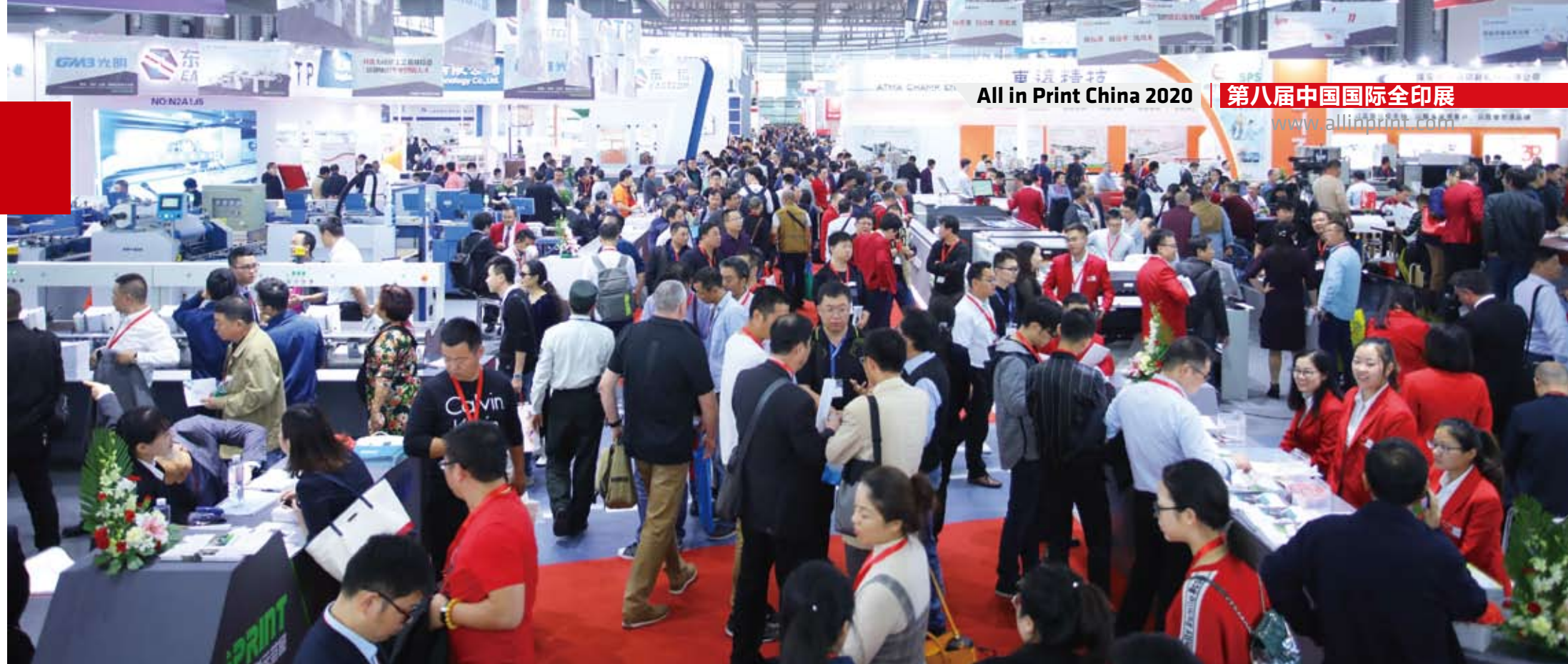
We do believe that the exhibition is getting better year after year. We see more people attending, more offers be presented. Overall it reflects very well evaluation of the markets.

—— Cyril Ruiz Moise
博斯特(上海)有限公司总经理
Cyril Ruiz Moise, General Manager,
Bobst (Shanghai) Co., Ltd.

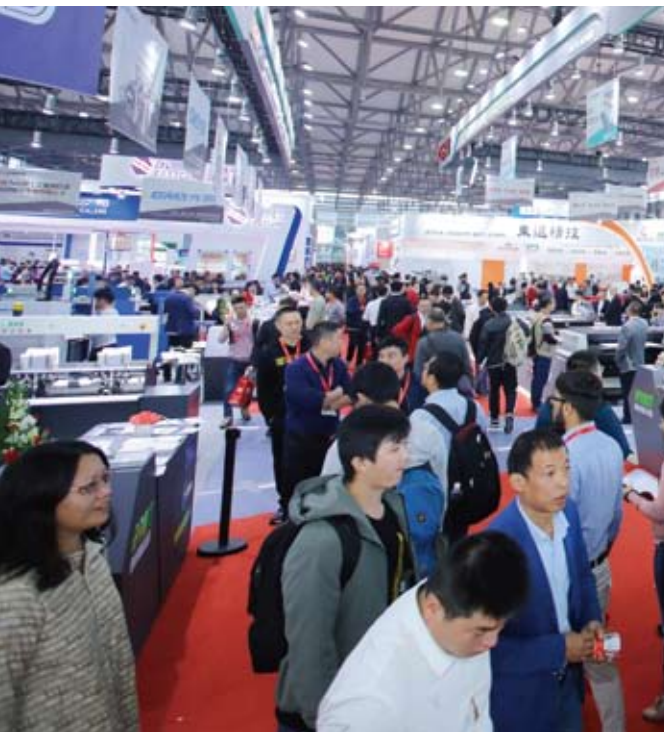
全印展是行业内非常具有影响力的展会。本届展会海外客户数量增加了很多, 从观众质量来说有很大提升, 总体来说我们很满意。

All in Print China is a very influential exhibition in the industry. The number of overseas visitors in this exhibition increased considerably and the quality of the visitors have improved significantly. Overall, we are very satisfied.

——蔡连成
天津长荣科技集团股份有限公司CEO
CAI Liancheng, CEO, Masterwork Group Co., Ltd.

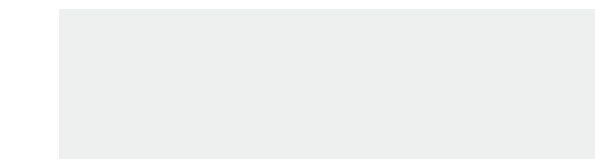


观众 Visitor Analysis



部分专业观众 Part of Trade Visitors

买家团风采 Buyer Groups



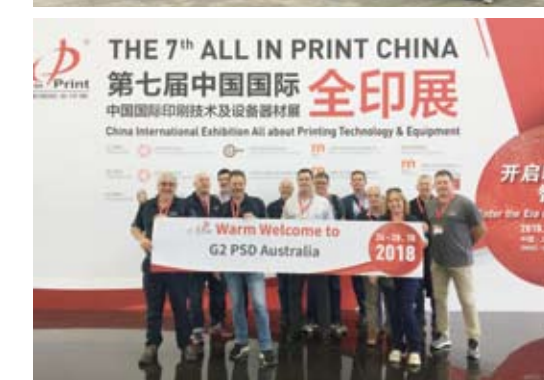
112 个国内买家团
Domestic Buyer Groups

53 个国际买家团
International Buyer Groups

来自 **23** 个国家 / 地区
From Countries/Regions

澳大利亚、加拿大、法国、日本、韩国、葡萄牙、俄罗斯、印度、菲律宾、马来西亚、泰国等

Including Australia, Canada, France, Japan, South Korea, Portugal, Russia, India, Philippines, Malaysia, Thailand, etc.



为何选择全印展？

Why Attend All in Print China

主办强强联手，整合全球印刷资源

Organizers join hands to integrate global printing resources

- 中国印刷技术协会、中国印刷科学技术研究院扎根中国，通过其在国内强大的号召力和行业影响力，为全印展奠定强而有力的本国基础。
- 杜塞尔多夫展览依靠其全球营销网络，尤其通过德国德鲁巴展会的鼎力支持，稳步开拓全印展的国际品牌力和市场份额。
- The Printing Technology Association of China and China Academy of Printing Technology, based in China, exert their appeal and influence in the field to lay a strong foundation for the exhibition.
- Messe Düsseldorf, through its global marketing network, especially with full support of drupa, has steadily fostered the international reputation and market share of All in Print China.



全球推广 参展价值最大化

Global promotion for maximum exhibition value

精准营销和精致展会是全印展未来发展的不二方向，主办方将利用以下资源和渠道为全印展构建线上线下无缝对接的营销平台：

- 超20万条庞大精细化的数据库
- 覆盖30多个国家和地区的数百家专业媒体及大众媒体，高质量的内容投放
- 全球知名印刷、包装行业协会的关注和支持不少于100场的线下推广活动
- 官网线上展览频道365天不间断展示，助展商实现线上贸易配对
- 精准买家邀约及组织近150个国内外专业买家团

Precision marketing and exclusive exhibition will definitely be the future direction for All in Print China. The organizers will utilize the following resources to build a platform for seamless connection of online and offline exhibition marketing.

- A refined database of over 200,000 records
- Hundreds of specialized and mass media - covering more than 30 countries and regions, with quality content delivery
- Support from world renowned printing and packaging associations
- No less than 100 offline promotion activities
- Online exhibition in the official website all day long and all year round, helping exhibitors make online match making
- To invite targeted buyers and organize about 150 domestic and foreign professional buyer groups

All in Print China 2020 | 第八届中国国际全印展

www.allinprint.com

印刷业创新的风向标，新技术和产品发布的首选平台

Trend setter of the printing industry's innovation and preferred platform to launch new technologies and products

中国国际全印展已被业界认可为新技术和新产品的发布平台，是印刷企业更新设备和学习新技术的参考坐标，在全印展您可以将产品和技术资讯更加有效地传递给目标合作伙伴。

All in Print China has been recognized by the industry as a platform for new technologies and new product launches. It is the one stop point for printing companies to update equipment and learn new technologies. At All in Print China, you can communicate your product technical information to your potential partners more effectively.

“展+会”模式，开启印刷业的未来

The "exhibition + summit" model, opening the future of the printing industry

专业展览会+印刷产业峰会将主办方、媒体、设备生产企业、印刷企业凝聚为一体，携手构建印刷业信息传递，趋势分享及合作共赢的平台。

The professional exhibition & printing industry summit will bring together the organizers, media agencies, equipment manufacturers and printing companies; to build a platform for information exchange, trend sharing and win-win cooperation's within the printing industry.

功能升级，印刷包装连接全生态产业链；助力企业跨越“新边界”，孕育新动能

Functional upgrades, printing and packaging connects the entire industry supply chain; help enterprises to cross "new boundaries", nurturing a new dynamic energy

中国国际全印展不仅仅是一个行业展览会，更是一条有活力的生态链。通过全印展印刷包装企业可以连接到终端应用行业及智能制造行业，企业既可以获得生产加工所需的智能支持，还可以充分地向终端应用行业展示新产品、新理念。

All in Print China is not only an industry exhibition, but also a dynamic ecological chain. Through All in Print China, printing and packaging enterprises can connect with end-users in industry and other intelligent manufacturing players in industry. Enterprises can get the intelligent technology support they require during production and processing; and can also fully demonstrate new products and ideas to the end-users in the industry.

同期活动 Concurrent Events

据不完全统计，共有近100场印刷论坛、技术交流会、发布会及其他活动贯穿全印展。为行业同仁深度解读市场趋势，传递产业动向。

More than 100 printing forums, technical seminars and news conferences were held during All in Print China 2018 and provided numerous opportunities of information and idea exchange for visitors.

中国印刷论坛暨全球印刷高峰论坛
China Printing Forum and Global Printing Summit

全印展创新技术主题发布会
Innovative Technology Theme Conference

国际包装印刷包装论坛
International Packaging Printing Forum

数码印刷高峰论坛
Digital Printing Summit

全球标签技术高峰论坛
Global Label Technology Summit

数码印刷大奖颁奖典礼
Digital Printing Competition Award Ceremony

“太阳杯”亚洲标签大奖颁奖典礼
Sun Cup Asia Label Competition Award Ceremony

以上为部分现场活动
only part of the activities

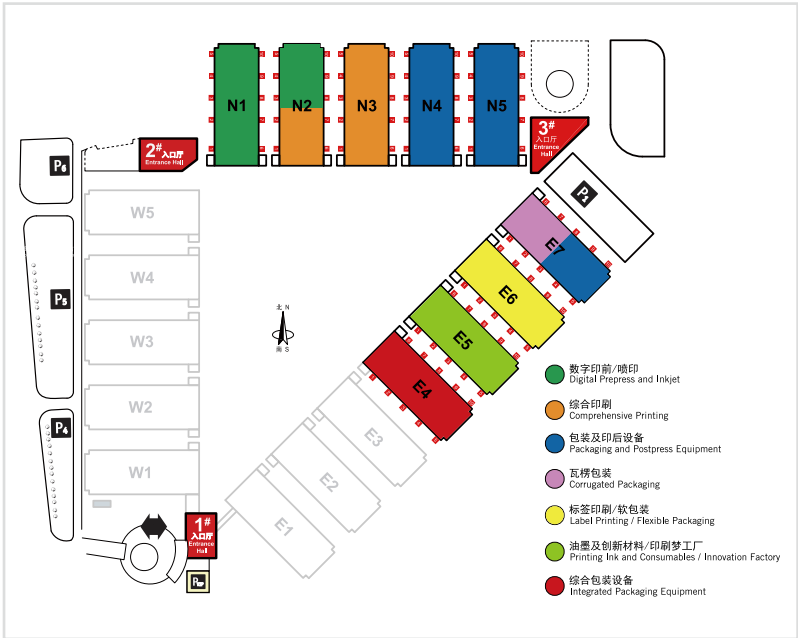
参展费用 Participation Cost

展区 Exhibitor Zone	光地展位 Raw Space (Min.36 sqm)	标摊展位 Shell Scheme (Min.12 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%)



国际展商请联系:

Contact Information for Overseas Exhibitors

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

顾燕 女士 Ms. Evian Gu
电话 Tel: 86-21-6169 8357
传真 Fax: 86-21-6169 8301
电邮 Email: allinprint@mds.cn

杨俊 女士 Ms. Jun Yang
电话 Tel: 86-21-6169 8334
传真 Fax: 86-21-6169 8301
电邮 Email: jun.yang@mds.cn

顾怡然 女士 Ms. Kathy Gu
电话 Tel: 86-21-6169 8323
传真 Fax: 86-21-6169 8301
电邮 Email: kathy.gu@mds.cn

国内展商请联系:

Contact Information for Domestic Exhibitors

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

尹航 先生 Mr. Hang Yin
电话 Tel: 86-10-8827 5766
传真 Fax: 86-10-8827 5733
电邮 Email: yinhang@keyin.cn

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

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

王赫然 女士 Ms. Heran Wang
电话 Tel: 86-10-5936 1480
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微信 Wechat



官网 Website

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:



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



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



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

协办单位
Co-organized by:



上海市印刷行业协会
Shanghai Printing Trade Association