



The Oriental Window of World Printing Industry

All in Print China

// an integrated platform for exchange and promotion of new technology, products and materials in printing and packaging industry.

// a bridge between upstream and downstream printing and packaging enterprises.

Concurrent Events



10+

Forums and Seminars

Personal Excellence

88.55%

were decision makers or involved in the decision making

Ufi Approved Event

All in Print
中国国际全印展

2020.10.12-16
SNIEC · Shanghai China

NO.1

Trade Show for Printing Industry in the World in 2020



687

EXHIBITORS

FROM **12**
COUNTRIES /
REGIONS

100,000m²

EXHIBITION SPACE

6 THEMATIC PAVILIONS

5 SPECIAL DISPLAY AREAS

3 HIGHLIGHT ZONES

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69,668

TRADE VISITORS
FROM **53**
COUNTRIES/REGIONS

107

DOMESTIC
BUYER DELEGATIONS

7,000+

VISITORS ATTENDED
ONLINE MATCH-MAKING
CONFERENCE

FROM **18**
COUNTRIES/REGIONS



BEST FEEDBACK
Excellent Trade Fair Results
for Exhibitors and Visitors

80.43%

Exhibitors were satisfied

99.61%

Exhibitors would consider to participate All in Print China 2022

91.28%

Visitors were satisfied

95.70%

Visitors would recommend
All in Print China

THE 8th ALL IN PRINT CHINA

China International Exhibition ALL about Printing Technology & Equipment
2020.10.12-16 SNIEC · Shanghai China



Visitor Structure

Origin Countries/Regions

China Mainland	68,696
-East China	72.9%
-North China	9.1%
-South China	6.7%
-Central China	5.3%
-Southwest China	2.4%
-Northwest China	1.5%
-Northeast China	1.6%
-Others	0.5%
Overseas	972

Overseas Origins

Asia	84.9%
Europe	5.8%
North America	5.0%
Africa	1.8%
South America	1.5%
Oceania	1.0%

(Basis: all overseas visitors excluding Mainland China.)

Buyer Delegations

Mainland China	107
Overseas	7,000
Number of Countries/Regions	18

(Overseas number above refers to the number of participants who attended online match-making conference)

Influence on Purchasing Decision

Co-decisive	31.06%
Advisory function	20.73%
Decisive	36.76%
Not involved	11.45%

Recommendation

Yes	95.70%
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Business Nature

Manufacturer / Producer	45.34%
Processors	15.70%
Trading Company / Importer / Exporter / Wholesaler / Distributor / Retailer	15.34%
Service	7.56%
Institution	5.72%
Association	3.92%
Government	3.79%
Media	2.62%
Others	0.01%

Industry Nature

Post-press processing, paper packaging, flexible packaging and corrugated carton factory	33.07%
Commercial printing, publishing printing, label printing, business forms	23.49%
Retailing & manufacturing	12.98%
Advertising & design houses, direct marketing & PR agencies	14.00%
Multimedia / Internet publishers	3.88%
Trade publications	3.83%
Relevant trade associations	3.71%
Government agencies & financial institutions	2.60%
Educational establishments & professional bodies	2.44%

Overall Assessment

Satisfied	91.28%
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Interest in Product Ranges

Printing Equipment	22.00%
Post-press and Packaging Converting Equipment	14.95%
Prepress Equipment	13.77%
Packaging and Printing Equipment	10.28%
Paper and Substrates	8.49%
Printing Ink	7.70%
Innovative Technologies	6.66%
Components and Infrastructure	4.43%
Services and Software	4.16%
Other Consumables	7.56%

Department

Manufacturing / Producing / Processing / Equipment	19.68%
Top management (CEO, chairman, president, GM etc.)	16.47%
Sales / Distributor / Trade / Import & export	14.04%
Purchasing	13.01%
Engineer / Technician	6.41%
R&D	5.92%
Marketing / PR	5.77%
Consultancy	3.39%
Design / Creative	3.37%
HR / Admin / Finance	3.37%
Business development	2.11%
Quality control / Check	1.82%
Stock / Logistics / Transport / Material	1.70%
Government	1.58%
Education & training	1.36%

Visit AIP 2022

Yes or Considering	95.70%
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THE 9th ALL IN PRINT CHINA

China International Exhibition All about Printing Technology & Equipment

2022.10.11-15

SNIEC · Shanghai China

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