



WEPACK
WORLD EXPO OF PACKAGING INDUSTRY
世界包装工业博览会

A Super Gala Specializing in Global Label Processing

**WEPACK (World Expo of Packaging Industry)
SERIES PACKAGING EXHIBITION**



**NEW
LABEL INDUSTRY
EXPO**

上海国际新标签技术展览会

NEW Label Industry Expo

Innovative Labels, Intelligent Future

Exhibition Brochure

Organiser

RX In the business of
building businesses

Joining Hands With

LANJING
揽境传媒

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Shanghai New International Expo Center

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In Conjunction With



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PACKCON
中国包装容器展
CHINA PACKAGING EXHIBITION

Organiser



In the business of
building businesses

Organisers



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building businesses

About NEW Label Industry Expo

NEW Label Industry Expo, organized by RX, showcases cutting-edge technologies, processes, high-tech equipment, materials, and specialized services in label production under one roof. A series packaging exhibition under the WEPACK World Expo of Packaging Industry, it taps into the synergistic advantages of industrial chain to open up the global market in a more extensive and comprehensive manner and helps participating enterprises directly reach label, flexible packaging, paper packaging printing, brand owners, designers, and supply chain enterprises. It also assists exhibitors in obtaining precise domestic and international purchase orders in the traditional label industry, and grasping broader international trade resources from upstream and downstream label industrial chain.

Participation Reason

01

• Global market enablement assists brands in going abroad

The organizer, relying on its global resource database, precisely invites 300 overseas label industry buyers and 50 overseas label industry agents to the exhibition. In addition, through the overseas influence of the WEPACK industrial chain, it also invites 500 non-traditional label industry buyers with label equipment purchase demands and 100 international agents interested in entering the label agency business, for face-to-face business match-making with exhibitors.

02

• Industrial chain enablement makes an inroad into a larger market in the industrial chain

In today's cut-throat domestic market with a trend of industrial integration, many enterprises face the demand for transformation or urgently need to expand new tracks and blaze a trail in new markets. Supported by the WEPACK industrial chain, the exhibition will open up new markets for participating enterprises, and swiftly expand non-label market enterprises. Apart from 3,000 label enterprises for onsite docking, there will be nearly 80,000 packaging enterprise visitors constituting a massive prospect base. Furthermore, around 30,000 end-users will become key influencers and referrers for orders.

03

• TAP match-making services guarantee participation effects for enterprises

Investing a fortune to launch the million-yuan purchase direct allowance program, the organizer collaborates with financial institutions to provide accommodation allowance and financing lease services to domestic and international buyers having clear purchase intentions, so as to enhance buyers' visit experience and expedite purchase decisions. Committed to inviting 300 Chinese and international buyers having clear purchase intentions to the exhibition, it arranges dedicated personnel to lead buyers to onsite face-to-face match-making with exhibitors to directly raise the ROI of participation.

04

• Expertise enablement, join LANJING in building a new trend-setting platform in the industry

RX and LANJING, two powerful organizers in the packaging and label industries, work together to build this exhibition with resources reaching global industry practitioners. Pinpointing new technologies and new trends, they enhance brand competence and exhibitor influence in the industry through specialized exhibitions, events, and trade match-making.

Visitor Scope

Trade visitors:



Label printing enterprises and processors

Industrial-transformation visitors:



Flexible packaging product printing enterprises

Business-influence visitors:



Manufacturers of terminal consumer goods



Color printing & folding carton enterprises



Supply chain enterprises



Corrugated box printing enterprises



Packaging and label design companies



Processing enterprises of food container such as paper bags, paper cups, and paper cans

Exhibit Scope



Label printing equipment (flexo printing/digital/offset printing/rotation, etc.)



Label identification printing



Digital printing equipment suppliers



RFID intelligent label



Intelligent label and application solutions



Digital printing consumables



Anti-counterfeiting and traceability solutions



Label pre-press equipment and system



Label printing accessories



Label post-press & facility equipment and system

About WEPACK (World Expo of Packaging Industry)

A global commercial and trade display platform that spans the whole packaging industrial chain, WEPACK integrates series packaging exhibitions in seven major sectors, covering products, technologies and services involved in the complete packaging industrial chain from upstream to downstream of raw paper & raw materials, packaging processing equipment, packaging processing course, and end packaging products. Leveraging resources accumulated over the past 20-odd years, WEPACK "links to and drives" the development of the global packaging industry, while creating significant value that promotes upstream and downstream "symbiosis" in the industrial chain, through the globalization scale effects and industrial deployment. Furthermore, it helps every packaging supplier in the industrial chain break traditional patterns, shatter competition constraints, gain access to new markets, resources and tracks, and head for a new sustainable development ecosystem that is more benign.

WEPACK Series Packaging Exhibitions



NEW Label Industry Expo



SinoCorrugated



SinoFoldingCarton



SinoPaper



DPrint



Food Pack & Tech



PACKCON



Scale of Seven Concurrent Exhibitions



140,000m²
exhibition area



1,500+
renowned exhibitors at
home and abroad



1,600+
labelling and packaging
processing equipment



1,000+ types
of relevant consumables



100,000+
Chinese and International
trade visitors



7,000+
International



2,000+
international trade agencies



30,000+
brand owner enterprises



150+
groups and associations
all over the world

About Organizer RX



After 40 years of rapid growth, reputed as a specialized exhibition organizer in Greater China, Reed Exhibitions Greater China (RXGC) is composed of multiple member companies and joint ventures, serving 12 industries while spotlighting seven major industry clusters, including auto manufacturing, electronics manufacturing, material manufacturing gifts & retail, medical & health, printing & packaging, and catering & foods. Meanwhile, RXGC stages over 100 online events and operates digital tools throughout the year, smashing temporal and spatial boundaries and providing 24/7 product exposure, business connections and transactions, insights sharing and knowledge learning services for industry communities.

Joining Hands with | LANJING



A specialized company serving as the organizer or co-organizer for various kinds of activities such as exhibitions, conferences and sport events, and offering targeted industry integrated marketing, overseas marketing promotion and high-quality overseas travel services, and a senior specialized media in the printing & packaging advertising and signage industry, Shanghai Lanjing Exhibition Service Co., Ltd has formed its own media, community, platform, alliance clusters of Lanjing Expo (Blue Whale Expo) after seven years, with rich resources, diverse channels, and integrated business, learning and entertainment, and has presented a 3D, multi-dimensional, and cross-industry promotion platform with extensive coverage. What Lanjing provides to the industry is by no means merely one or two exhibitions. It not only offers its own practices, schemes, and resources for exhibitions, events, branding, promotion, or learning trips, but also renders corresponding services even for outdoor and recreational activities.



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