DS Printech China 2021 to be staged in Shanghai, catering to rising demand for tailored solutions

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After the successful conclusion of the debut edition in Shenzhen, DS Printech China 2021 will take place in Shanghai, where a number of related industry clusters can be found in nearby cities. The trade platform will continue to serve the digital and screen printing sectors in their recovery from the COVID-19 disruption. Meanwhile, the developing trends of customisation and lower minimum orders in the domestic market are expected to present new opportunities at the fair which will be held from 6 – 8 August at the Shanghai New International Expo Centre.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd discussed the rationale behind the strategic shift of fair location: "Currently, businesses from the digital textile printing, 3D printing and packaging sectors, amongst others, form several clusters across the Pearl River Delta and the Yangtze River Delta regions, and account for over 50% of the domestic printing and packaging market in China. Therefore, after DS Printech China wrapped up its launch in Shenzhen we decided to hold the next fair in Shanghai, ensuring both areas that are important to the industry can be covered for maximised business outcomes."

As a rebranded fair of two existing events, the 30 year-plus CSGIA and Textile Digital Printing China, the inaugural DS Printech China welcomed 200 exhibitors and 8,853 visitors, while there were over 130,000 online participants. The 2020 edition received wide recognition for providing a much needed boost to the domestic digital and screen printing industry as it looks to recover from the effects of the pandemic. Ms Wen commented: "Despite the general downturn in the overall economy, the consensus from exhibitors and buyers was that the event offered valuable opportunities for rebuilding connections and relationships, and as a fair organiser we will strive to offer the same successes for both domestic and international players at the 2021 edition too."
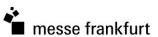
"DS Printech China has acted as a catalyst for the industry's recovery. It is more efficient for us to promote our machines in person than online, as customers can learn about the operation of the equipment and the printing effects," Mr Denis Sun, Sales Manager of Stahls' Trading (Shenzhen) Co Ltd shared at last year's edition.

Increased appetite for personalisation and smaller quantities

As an influential platform dedicated to the digital and screen printing industry, the 2020 fair revealed the growing demand for customisation and smaller MOQs, especially in the digital printing sector. The event will continue to help industry practitioners grasp the growth potential in the Chinese market, supporting the development of technologies that are brought to the forefront to cater to consumer needs in the current climate.

Mr Chen Liang, General Manager of Tianling Intelligent Technology (Suqian) Co Ltd commented on the new business opportunities at DS Printech China: "This time we brought our new equipment that especially caters to small quantity orders and customisation, the two emerging market trends in China. Our products have been popular with visitors, and some have already placed orders. We met with garment printing manufacturers who work with big domestic brands like Li Ning and Anta."

DS Printech China is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service.

For more details on the fair, please visit: www.dsprintech.com. Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: www.texpertise-network.com.

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Notes to editors

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Information from the international textiles sector and Messe Frankfurt's textiles fairs worldwide can be found at: www.texpertise-network.com.

Background information on Messe Frankfurt
Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by

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* preliminary figures 2020