

Press release

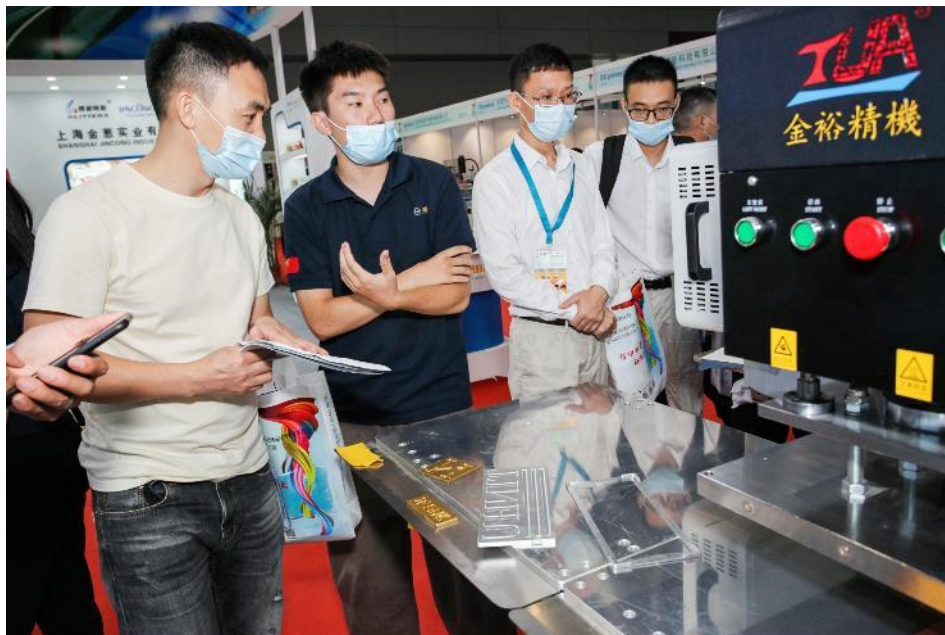
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Screen printing industry eyes post-pandemic market growth at DS Printech China 2021

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Following the impacts of the COVID-19 pandemic, the screen printing market in China has shown strong growth prospects. DS Printech China, running from 6 – 8 August, will continue to assist the industry to seize the business opportunities in this sector as it continues on its road to recovery. A series of digital solutions will also be on offer to complement the physical event and reach buyers who cannot attend in-person, providing added benefits to exhibitors. The three-day fair will take place at the Shanghai New International Expo Centre.



Screen printing industry players at the 2020 edition of DS Printech China

Market research by Reportlinker¹ suggests that the screen printing market size in China is projected to reach USD 1.2 billion by 2027, growing at a CAGR of 21% from 2020. Meanwhile, automation in screen printing has reached new heights especially as the pandemic has increased the need for unmanned production and improved efficiency.

As such, the screen printing industry has shown keen enthusiasm for DS

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

¹ Global Screen Printing Industry, Reportlinker, https://www.reportlinker.com/p06032841/Global-Screen-Printing-Industry.html?utm_source=GNW

Printech China, with many leading domestic suppliers having already confirmed their participation to capture the market potential. These exhibitors and their main products include:

- **Guangzhou Bihong Printing Equipment** (automated screen mesh stretcher)
- **Shanghai Ketchview Printing Machinery** (automatic cylinder press)
- **Shanghai Fengtai Precision Machinery Manufacturing** (automatic rotary screen printing machine)

Other highlighted exhibitors from China such as Dongguan Dopsing Machinery Technology, Guangzhou Chenghelong Printing Machinery, Shenzhen Boyan Commercial Machinery, Shenzhen Linchuang Precision Machinery and Lingtie (Xiamen) Machinery will also feature their screen printing equipment and technologies at the fair.

“Exhibitor recruitment has been in full swing since the beginning of the year and we are extremely grateful for the support of our exhibitors, particularly from the local screen printing sector,” Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained. “As the domestic market forecast has shown considerable and steady growth, DS Printech China will present opportunities for these exhibitors to capitalise on the post-pandemic rebound. And we will also provide enhanced virtual solutions to support our international exhibitors who may struggle to attend the show due to ongoing travel restrictions, allowing them to stay connected and move their business forward, whenever they are in the world.”

Value adding services for maximised business outcomes

The main Chinese messaging app WeChat will be employed once again as a digital business platform to allow exhibitors unable to travel to China to showcase their products and explore business opportunities prior to the fair. In addition, exhibitors can have access to digital marketing solutions including webinars and livestreams, together with a business matching service for further networking and brand exposure.

DS Printech China, an influential platform dedicated to the screen and digital printing industry, is a rebranded fair of two events: CSGIA and Textile Digital Printing China. The fair 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

DS Printech China
Shanghai New International Expo Centre
Shanghai, China, 6 – 8 Aug 2021

Download this press release and picture:

<https://dsprintech-shanghai.hk.messefrankfurt.com/shanghai/en/press/press-releases/2021/DSPSH21-PR2.html#download>

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Newsroom

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 the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020