

news +++ DS Printech China
Shanghai New International Expo Centre, 21 – 23 November 2023

DS printech

CHINA

DS Printech China 2023 wraps up in Shanghai, setting new standards in digital and screen printing

Shanghai, 5 December 2023. DS Printech China successfully closed its doors on 23 November at the Shanghai New International Expo Centre. Over the course of three days, the fair hosted 249 digital and screen printing exhibitors hailing from China, Germany, Hong Kong China, Italy and Japan. Drawing 12,380 global buyers from 65 countries and regions, the exhibition provided a platform to connect with the industry's leading suppliers, fostering collaborative relationships. The fringe programme brought together key industry players, promoting a deeper understanding of trends and innovative ideas for future development.

Cementing its position as one of the most comprehensive platforms for the industry in Eastern China, the fair attracted a wide variety of industry players to showcase their latest innovations and seize valuable opportunities. Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, commented: "China is globally recognised for its substantial investments in cutting-edge textile technologies. The fair serves as an ideal place for industry peers to explore emerging technologies and drive the evolution of the industry. With the accelerating demand for personalisation and sustainable practices, and the growing trend of applying digital printing in embroidery, this edition witnessed suppliers making further advancements in their printing techniques, technologies, and raw materials to meet these evolving needs."

The influential digital and screen printing fair hosted prominent suppliers from around the world, presenting a range of distinguished products to engage buyers. Product groups spanned machinery and accessories; consumables and substrates; inks and additives; industrial, personalised, 3D printing and production. Key exhibitors included Bihong, Brother, Changlian, Decai, Great World Ink, Huayin, Kenzel, Machine Elements, Juist, Saati, Shanghai Smart (Nittoku).

In addition, exhibitors unveiled their latest printing technologies and consumables. Many expressed optimism regarding the outlook for the textile printing markets, highlighting the potential for continued growth and opportunity.

Exhibitors' feedback

"The visitor flow has met our expectations, with a significant presence of agents who are our target customers. Each edition, we have managed to meet new quality buyers, and this year has been no exception. I believe the industry requires further innovation in the future, and one example of this is the steel screen printing technology we have introduced this edition. The fair serves as an excellent platform for us to showcase new technologies

and products, allowing industry professionals to experience them in one stop.”

Ms Meichun Zhang, Sales Manager, Shanghai Wanghan International Trade Co Ltd

“Our company produces screen printing inks, which can be applied on umbrellas, shoes, footballs and other products. Our target customers are printing plants, and we have received numerous inquiries from them on site. The fair has been running for many years, holding a strong influence in the industry. Therefore, we are confident that we can find new high-quality customers. Personally, I am quite optimistic about the prospects of the screen printing industry. While digital inkjet is becoming more common now, some items cannot be produced through this method, which makes screen printing irreplaceable, ensuring its relevance as a viable printing option.”

Mr Zhiyong Wang, Sales Manager, Great World Ink Paint

“Our company specialises in textile printing materials and equipment, as well as environmental purification materials like silicone gel. We aim to promote our brand and allow buyers to explore our products on site. Shanghai is an ideal host city given its reputation as an international hub. We have connected with many overseas buyers including traders from India, who represent exporters, manufacturers and wholesalers. Additionally, there were also agents and end customers.”

Ms Alice Xu, Sales in charge, DongGuan ChangLian New Materials Technology Co Ltd

“Our main product is digital apparel printers, also applicable to ready-to-wear items like shoes, hats, and towels. Traditionally, printings must be in large quantities due to the high cost of plate production. However, customisation is in high demand. New technologies now allow us to undertake small batch production without requiring inventory or storage. Our buyers include mainly fashion brands, printing factories, and e-commerce platforms such as Taobao, Tmall and Amazon. Customers only need to provide a photo and we can directly print it onto the product, which is very convenient. In fact, many customers are not familiar with digitalisation so we hope to introduce new technologies through fairs like this.”

Mr Yi Zhang, Sales Manager, Brother Machinery Shanghai Ltd

Trade visitors and buyer delegations appreciated the broad coverage of leading brands at the fair, allowing them to stay updated on the latest technology trends in one-stop. Buyers came from around the world, including 10 top visiting countries of Bangladesh, China, India, Indonesia, Korea, Malaysia, Pakistan, Russia, Thailand and Vietnam.

Visitors' comments

“My company is an undergarment manufacturer in India and we do all kinds of t-shirts. We are here to source for new technologies, machines and automation. Our focus is mainly on new types of chemicals, sustainable ink and processes. The exhibitor quality here at DS Printech China is excellent. I managed to source for many less hazardous chemicals at the fair and intend to place orders. I will definitely return again next year.”

Mr Udai Kumar Agarwal, Managing Director, Anaadih Vincom Pvt Ltd

“Our company specialises in printing technology, and we intended to explore new high-end technologies at the fair. There were quite a lot of exhibitors on site at this edition, including many familiar brands in the industry. I was also very impressed with the Golden Mesh Awards, as I managed to see all the new printing technologies in one place. I was

able to engage with on-site exhibitors about processing issues, which is a rewarding sourcing experience. I come to this exhibition every edition as it is recognised for its professionalism within the industry.”

Mr Jialong Qin, Technical Director, Jiangsu Changjing Jinboyun Garment Accessories Processing Co Ltd

Parallel to the exhibition, the fair offered a series of seminars, forums and workshops covering a range of topical industry issues. Both attendees and speakers were impressed with the insightful information delivered as well as the valuable opportunity to network and exchange views.

Speaker's insight

“Customised patterns are very popular nowadays. AI can now be applied in design processes as it can efficiently generate high-quality patterns before printing. Exploring how the latest AI technology applies with traditional printing aligns with today's seminar theme of "Integration + Future". Speaking here is an opportunity for me to discover how AI can be applied in diverse industries. I think each discussion at the seminar demonstrated expertise in its field.”

Mr Jason Wang, CEO, Tourfly AI

Fringe programme attendee's comment

“One of the speakers discussed the growth rate of the digital industry and its future development directions. I agree with their perspective that the industry requires technological advancements. It is important for the industry to have a clearer understanding and to establish connections between artificial technology and traditional equipment.”

Mr Shaoxin Lu, Project Engineer, Shishi Decai Chemical Technology Co Ltd

DS Printech China is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service. For future information, please visit www.dsprintech.com.

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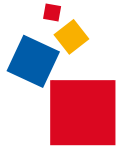
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Newsroom

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability.
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