

Press release

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DS Printech China 2023: new zones in Shanghai reflect industry's eco-friendly advancement

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With smart and IoT technology growing in intelligence amid the world's call-to-action for sustainable development, key players in the textile printing industry are continuously innovating to gain an edge. China's market has a strong reputation for investing in the latest textile technologies, and exhibitors will be well-placed to capture its potential at DS Printech China, set to take place at the Shanghai New International Expo Centre from 21 – 23 November 2023. The halls will be conveniently structured, showcasing both traditional products and new developments, to increase sourcing efficiency for buyers from across East China and further afield.

The global textile printing market is evolving rapidly, with smart manufacturing and green development quickly becoming the key ingredients. Speaking about the fair's role in the industry, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd said: "With sustainability being a major topic, the textile printing industry is integrating smart, eco-friendly manufacturing methods to increase its productivity and improve its efficiency, creating more with less. The market is showing great potential, and DS Printech China is the to-go event for exhibitors to promote their latest innovations and connect with forward-thinking buyers. We look forward to welcoming all fairgoers to Shanghai later this year."

Technological advancement has a pivotal part to play in the industry's efficient and sustainable future. According to Grand View Research, the global smart manufacturing market is set to register a CAGR of 13.4% from 2022 – 2030¹.

To cater for consumer needs in the new normal, special zones for two emerging product categories will be unveiled at this edition. The first is **apparel embroidery** - this technology uses digital techniques to print customised designs onto embroidered fabric, or to embroider a digitally printed fabric. Both variations provide countless structural and design options for the finished fabric. It has been used across the fashion industry, from fashion accessories to clothing, and opens up a range of opportunities for designers and retailers alike. The second new product highlight is **laser printing** – as the world focuses on sustainability, end-users' attention is drawn towards speed, longevity, low cost, stability,

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¹ <https://www.signchinashow.com/en/news/industry-information/236.html>

and high efficiency, resulting in the growth of this innovation. Laser printing on fabric is now one of the newest and fastest-growing digital printing methods.

In addition to the new product categories, innovations can be found at the fair's more traditional printing areas. The **textile printing zone** will feature a wide array of printing solutions, with an aim to promote sustainable textile printing practices at the same time. The **digital printing zone** will showcase digital textile, transfer textile and digital UV inkjet printing equipment; digital direct printing equipment; textile printing; inkjet printing; sublimation transfer ink; and sublimation paper. Lastly, the **screen printing zone** will display screen, textile and stamping printing equipment and materials; silk printing auxiliary equipment and materials; accessories; printing paste; pigment paste; heat press transfer materials; and heat transfer equipment.

DS Printech China is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service. The 2020 edition attracted 200 exhibitors and 8,853 visitors and over 130,000 online participants and received wide recognition from the domestic digital and screen printing industry.

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

Further press information and picture material:

<https://dsprintech-shanghai.hk.messefrankfurt.com/shanghai/en/press.html>

Follow the fair on social media:

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Newsroom

Texpertise, the textile business network, stands for Messe Frankfurt's entire textile commitment. With a unique portfolio currently comprising around 50 international trade fairs in 11 countries, the company is the world market leader in trade fairs for the textile industry. Texpertise Network covers the entire value chain of the textile industry and, as a central communication platform, provides valuable information on the textile trade fair brands.

<http://www.texpertise-network.com>

<https://www.linkedin.com/company/texpertise-network/>

DS Printech China
Shanghai New International Expo Centre
Shanghai, China, 21 – 23 Nov 23

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 2,200* 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 €450 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. With its headquarters 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 for 2022