

LABELEXPO SOUTH CHINA

POST SHOW REPORT



8 - 10 December • Shenzhen

LABELEXPO
SOUTH CHINA 2020

www.labelexpo-southchina.com

OVERVIEW

130



Exhibitors

8,778



Attendees

11,000



Square meters

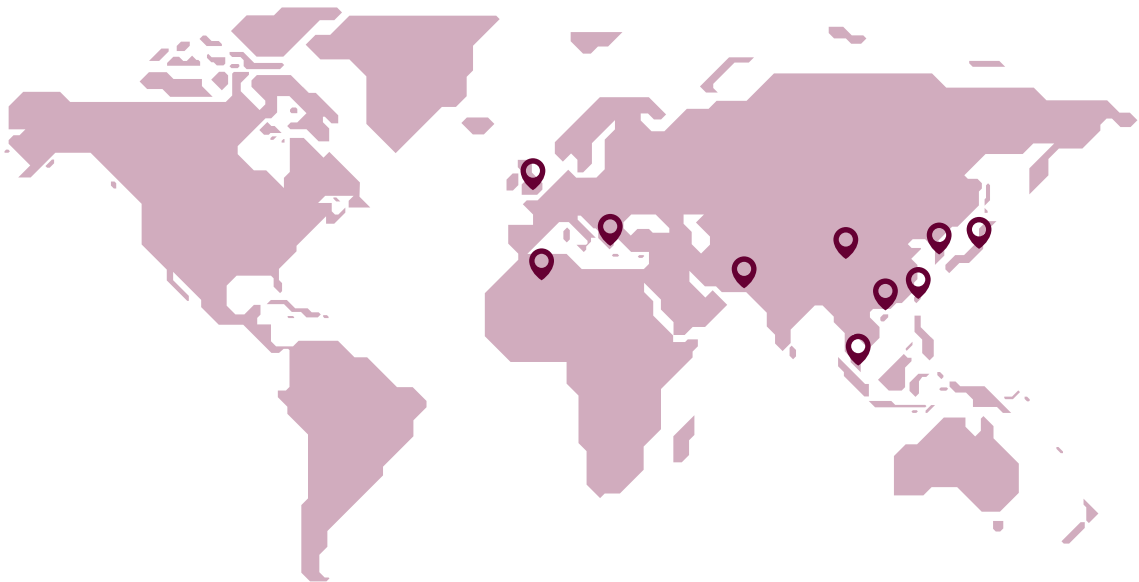
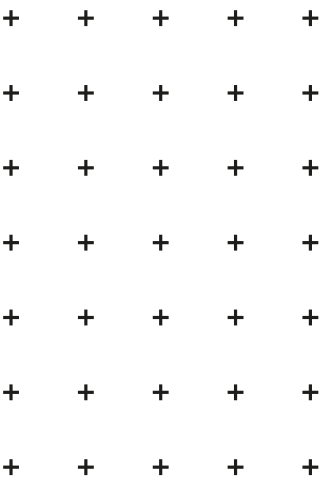
97%



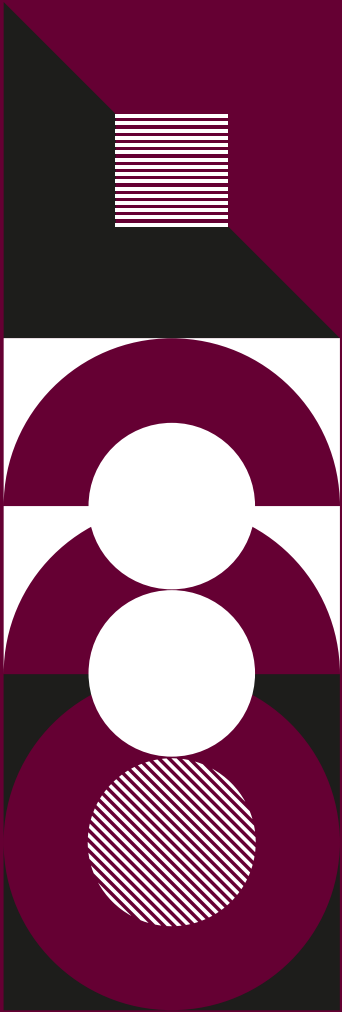
Of visitors were involved in the purchasing decision process

VISITOR COUNTRIES AND REGIONS

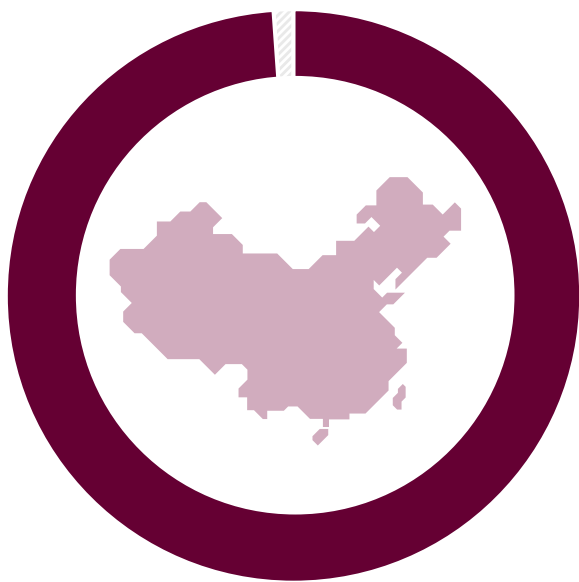
25 countries and regions attended



- // China
- // Taiwan Region
- // United Kingdom
- // Greece
- // Pakistan
- // Hong Kong SAR
- // Japan
- // Korea, Republic
- // Malaysia
- // Algeria



DOMESTIC
VISITORS



99.52%



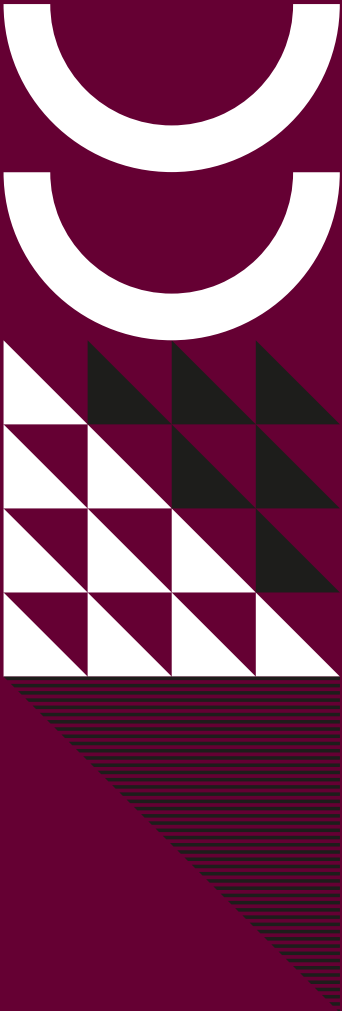
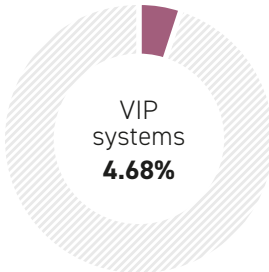
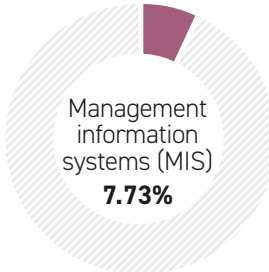
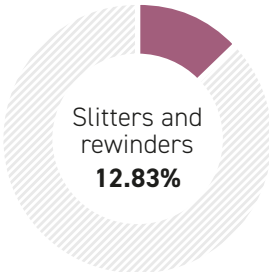
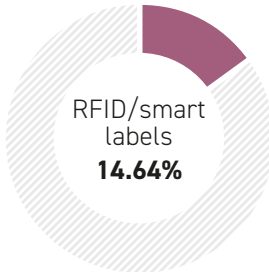
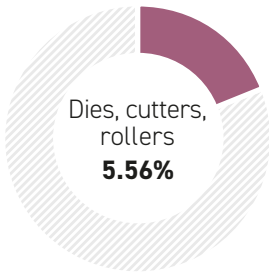
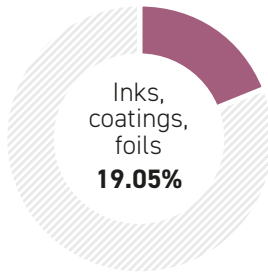
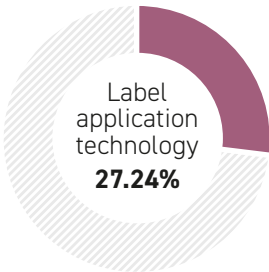
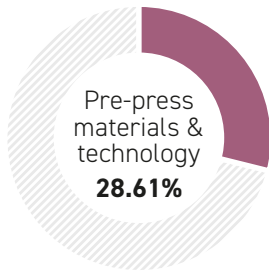
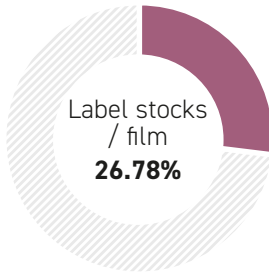
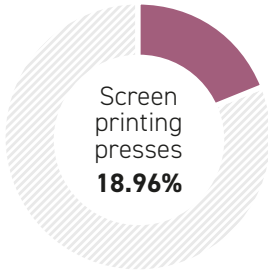
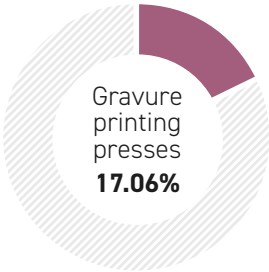
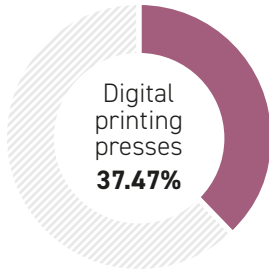
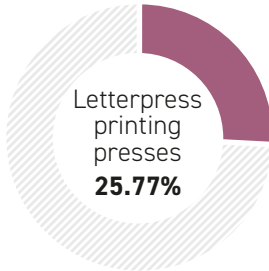
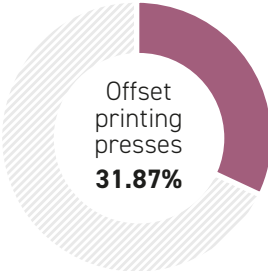
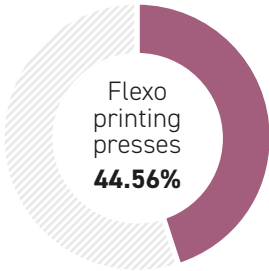
Visitors from China

PROVINCES		TOTAL	%
安徽	Anhui	34	0.46%
北京	Beijing	110	1.49%
福建	Fujian	94	1.27%
甘肃	Gansu	2	0.03%
广东	Guangdong	5896	79.64%
广西	Guangxi	54	0.73%
贵州	Guizhou	16	0.22%
海南	Hainan	5	0.07%
河北	Hebei	42	0.57%
河南	Henan	78	1.05%
黑龙江	Heilongjiang	12	0.16%
湖北	Hubei	77	1.04%
湖南	Hunan	116	1.57%
吉林	Jilin	5	0.07%
江苏	Jiangsu	153	2.07%
江西	Jiangxi	79	1.07%
辽宁	Liaoning	24	0.32%
内蒙古	Neimenggu	8	0.11%
宁夏	Ningxia	0	0.00%
山东	Shandong	87	1.18%
山西	Shanxi	10	0.14%
陕西	Shaanxi	48	0.65%
上海	Shanghai	198	2.67%
四川	Sichuan	34	0.46%
天津	Tianjin	32	0.43%
新疆	Xinjiang	5	0.07%
云南	Yunnan	10	0.14%
浙江	Zhejiang	152	2.05%
重庆	Chongqing	22	0.30%



VISITOR PROFILE:
AREAS OF
INTEREST

+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +



PRINT
AUTOMATION
4.0 HUB



A 'smart factory' featuring a number of industry leading suppliers, with a SmartFAB management system at the command center.

Featuring products from:



DIGITAL LABEL
AND PACKAGE
PRINTING
MASTERCLASS



Components: technologies and processes compared • inkjet technology • pre-press systems • substrate selection • digital print finishing

Presenters included:

- | | | |
|-------------------|-----------|---|
| // Avery Dennison | // Domino | // Konica Minolta |
| // Brotech | // ESKO | // Meteor Inkjet Ltd |
| // CERM | // HP | // Shanghai Publishing and Printing College |

SHRINK SLEEVE
WORKSHOP



Components: 3D design and origination • substrates • printing ink technologies • ensuring the best results

Presenters included:

- | | | |
|----------------|------------------------|-----------|
| // Flint Group | // Hybrid Software | // Luster |
| // HP | // Klöckner Pentaplast | |

+ + + + +
+ + + + +



MARKETING
CAMPAIGN
OVERVIEW

220,000



Mobile SMS

31



Media partners

91,000



Flyers

45



Articles sent from official Wechat accounts

12,000

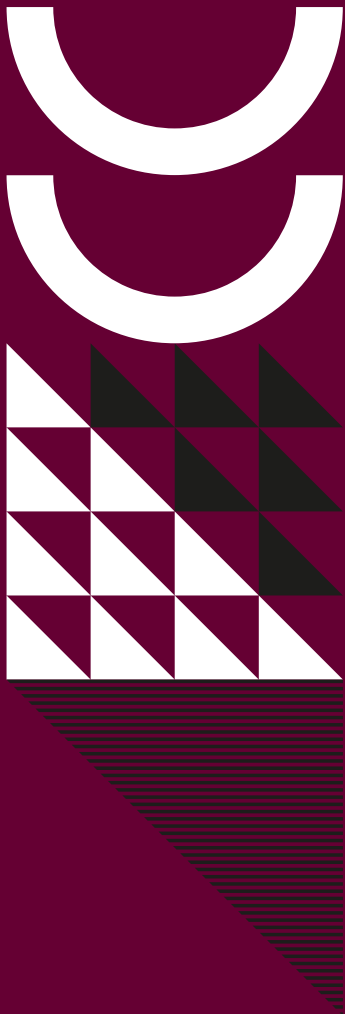
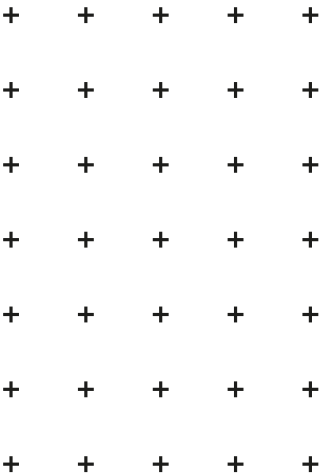


Targeted through telemarketing

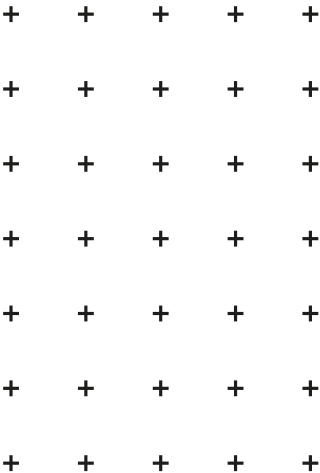
12



Visitor emails sent



ASSOCIATION
PARTNERS



FEEDBACK

Under the severe situation of Covid-19, it is not easy for Labelexpo South China 2020 to be held successfully as scheduled. We see the digitization process of the label industry has accelerated under the new normal and those ideals proposed by HP Indigo more than ten years ago, are slowly unfolding themselves. The very first Indigo 6K digital printing machine in China was signed up on-site. Thanks again to the organizer for building such a professional platform, connecting suppliers and printers, to drive the industry forward.

Eve Cai
MARKETING MANAGER, HP INDIGO GREATER CHINA

The three-day Labelexpo South China 2020 came to a successful conclusion, at which Luster demonstrated its LabelMan-F series label inspection system equipped with the new generation of PrintingPlus 6 software, and sent product experts to introduce the SmartFAB Smart Factory Management System to people who visited the Print Automation 4.0 Hub. Many thanks to Tarsus Group for providing this perfect platform and Luster will continue to be committed to playing its part in contributing to a digital, intelligent future of the label industry.

Neal Li
GENERAL MANAGER, SURFACE INSPECTION BUSINESS UNIT,
LUSTER LIGHTTECH

As the sister show of Labelexpo Asia, Labelexpo South China is the only show in the label industry after the epidemic, and has received undiminished enthusiasm from the industry professionals. Each and every visitor to our booth showed great interest in the Durst Tau 330 RSC digital label printing machine. This is the second public appearance since the Durst Tau RSC series first entered the Chinese market at Labelexpo Asia 2019 last year. The show has given us a valuable opportunity to deepen our communication with the label printers in South China. We expect to achieve more at Labelexpo Asia 2021!

Jianhai Yan
GENERAL MANAGER, SHANGHAI HAOXI TECHNOLOGY

As the only label show of this year, Labelexpo South China held great appeal for the label industry and it will become a very popular label exhibition in South China. Let me say thanks to Tarsus, in this tough year, they held a very successful exhibition.

Johnson Lin
MARKETING DIRECTOR, ANTAC LABEL MATERIAL

