About The Organizer

Reed Exhibitions is the world’s premier exhibitions company and has a growing portfolio of over 500 events in over 30 countries and a staff of 4,200 exhibition specialists. Today, Reed events are held across Americas, Europe, the Middle East, Asia Pacific and Africa, serving 43 sectors. It is part of the RELX Group, a provider of information solutions for professional customers. Currently, Reed Exhibitions Greater China has over 550 employees to serve 11 industries: Automotive Manufacturing & Aftermarket, Electronics Manufacturing & Assembly, Entertainment & Professional Services, Food & Hospitality, Gifts & Homeware, Marine, Energy, Oil & Gas, Medical, Pharmaceuticals & Healthcare, Metalworking & Industrial Materials, Printing, Converting & Packaging, Property & Travel. In 2018, Reed Exhibitions Greater China hosted over 1.15 million visitors, more than 500 events, and over 30,000 exhibitors with over 1.8 million square meters of show floor space.

Co-located Exhibitions

PackCon Asia

PackAsia 2020

Asia-Pacifc’s Professional Corrugated Manufacturing Show

Sinoccorrugated South 2020

Enabling Value through Innovation

Brochure

SinoCorrugated South 2020

April, 2020

corrugated@reedexpo.com.cn

www.sino-corrugated.com
**About SinoCorrugated South 2020**

SinoCorrugated South 2020 is an Asia-Pacific's professional trade show for corrugated equipment and consumables with over 16 years history. Located in South China, the biggest corrugated and carton market in China and radiating through Asia, SinoCorrugated South 2020 targeting at fast-growing emerging markets along the Belt and Road including Southeast Asia, South Asia, Middle East and North Africa. It is expected to attract over 60,000 influential buyers including more than 5,000 international buyers. As massive manufacturing have relocated to Southeast Asia, local packaging enterprise are hard to meet explosive demands for equipment. SinoCorrugated South 2020 is a great opportunity for exhibitors to tap into overseas emerging markets.

5-in-1 Mega Expo Scale:

- **Near 90,000** Exhibition Space
- **700+** Domestic and International Exhibitors of Equipment and Consumables
- **60,000+** Providers of Packaging Container, Material Design and Services
- **1,400+** Processing Equipment for Corrugated, Carton, Flexpack and Paper Box
- **1,000+** Consumables
- **200+** Professional Media and Associations

**EXHIBITION FLOOR PLAN**

- HALL 3 & 4
- HALL 3 & 5
- HALL 6
- HALL 7

**MARKET BACKGROUND**

Reinforced by the great changes and trends of global trade, increasing manufacturers have relocated to Southeast Asia, leading surge of investment.

**ECONOMIC CLIMATE**

- Great Changes Have Taken Placed in Global Trade
- Investment Surge in Southeast Asia
- Growing Demands for Package
- Poor Facility Conditions of Local Packaging Industry

**CHALLENGES**

**FOLLOW MARKET TRENDS, GRASP THE OBOR OPPORTUNITY**

**SILK ROAD ECONOMIC BELT**

**21ST CENTURY MARITIME SILK ROAD ECONOMIC BELT**

Data Source: GDP Growth in 2018, NETEASE MONEY
Relying on Reed Exhibitions’ Powerful International Business Networking Resources
Reach the Great Opportunity to Tap into Southeast Asian Market

DIG INTO MARKETS ALONG OBOR ROUTE

Upheld by International Networking Resource Advantage
Achieve Brand Impact Radiating Fast-growing Economics Along OBOR Route

16 Countries in Central and Eastern Europe:
Poland, Czech Republic, Slovakia, Hungary—

18 Countries in Western Asia:
Turkey, Saudi Arabia, Egypt—

8 Countries in Southern Asia:
India, Pakistan, Bangladesh, Sri Lanka—

International Visitors To Be Invited (Part Countries)

Turkey
- Road Show/ Expo: Reed Exhibitions co-organizes 2019 Turkey Corrugated Industry Summit with local associations
- Turkish EDM

Saudi Arabia
- Road Show/ Expo: Reed Exhibitions co-organizes 2019 Saudi Arabia Packaging and Printing Industry Summit with local associations (co-organized event to Saudi Print & Pack, Jan. 13–16)
- Arabic EDM & DM
- Media: 1 mass media

Egypt and Other North African Countries
- Road Show/ Expo: Reed Exhibitions co-organizes 2019 North Africa Packaging and Printing Industry Summit with local associations (co-organized event to Print 2 Pack, September 5–7)
- Multiple languages EDM & DM
- Association: Egypt Printing Industry Association
- Media: 2 Industry Media

Market Influence:

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SinoCorrugated South 2020 Starting from Corrugated and Carton Industry Sets up different exhibition halls to meet visitors’ real needs and attract quality buyers with strong procurement power

Exhibits: As per CSC 19 onsite survey, international buyers’ procurement needs mainly come to 6 products: smart logistics and management software, automated manufacturing equipment, digital printing and customized cutting machine, factory facilities and raw material management systems, packaging and strapping production line as well as raw paper.

Top Six Most–mentioned Products As Per Visitor Survey

- Smart logistics and management software
- Automated manufacturing equipment
- Digital printing and customized cutting machine
- Factory facilities and raw material management systems
- Packaging and strapping production line
- Raw paper

Set up Three Pavilions- Future Potential Pavilion, Advanced Pavilion, Smart Factory Pavilion by GDP; Five Special Zones to display innovative packaging solutions as per end user needs. Precisely targeted visitor invitation and customized and matchmaking bring more benefits to exhibitors.

SinoCorrugated South 2020 will launch 5 Special Zones to display innovative carton equipment solutions

5-in-1 Mega Expo Synergy Effects Reach to More Potential Buyers

SinoCorrugated South 2020 will concurrently hold with China Packaging Container Expo 2020, SinoFoldingCarton 2020, SinoPaper South 2020 and SinoFlexPack South 2020, connecting the whole packaging industry chain. A golden opportunity to connect face-to-face with procurement decision-makers and turn them to your clients!

SinoCorrugated South 2020 Visitor Estimate

International Visitor Breakdown

- Asia 66.70%
- Middle East 12.50%
- Africa 6.70%
- Europe 3.30%
- South Africa 6.70%
- North Africa 2.50%
- Oceania 1.70%

Domestic Visitor Province Breakdown

- Guangdong 39.02%
- Fujian 9.50%
- Zhejiang 8.12%
- Shandong 7.01%
- Jiangsu 6.90%
- Hubei 3.65%
- Hunan 3.45%
- Guangxi 3.30%
- Jiangxi 3.13%
- Sichuan 2.76%
- Hebei 1.80%
- Shanghai 1.78%
- Henan 1.54%
- Anhui 1.22%
- Beijing 0.95%
- Other 5.91%

Annual Turnover of Visitors’ Company

- 300 million – 500 million: 1.20%
- 100 million – 300 million: 6.80%
- 50 million – 100 million: 13.53%
- 10 million – 50 million: 23.81%
- 1 million – 10 million: 17.04%
- Less than 1 million: 10.11%
- Less than 1 million: 7.51%

Visitors’ Role in Making Procurement Decision

- Decision-Making / Authorizing: 48%
- Recommending / Influencing: 25.3%
- Specifying: 21.69%
- Not Involved: 5%