



The World's
Professional
Corrugated
Manufacturing
Show



BROCHURE

SINOCORRUGATED 2021

Re-Pack for A New Future

July 14-17, 2021

Shanghai New International Expo
Centre (SNIEC), Shanghai, China

In Conjunction With



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Organizer



Organizers



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Chinese Market

China's total retail sales of consumer goods is growing steadily

In August 2020, the retail sales of consumer goods in China totaled RMB 3.36 trillion, a year-on-year increase of 0.5%. Statistics show, though the YoY growth rate of total retail sales of consumer goods was severely affected by the COVID-19 pandemic in January and February (at -20.5% YoY), China's effective prevention and control measures have enabled the figure to rebound in February to August, when it turned to positive. People's life has gradually returned to normal, leading to continued increase of market sales.

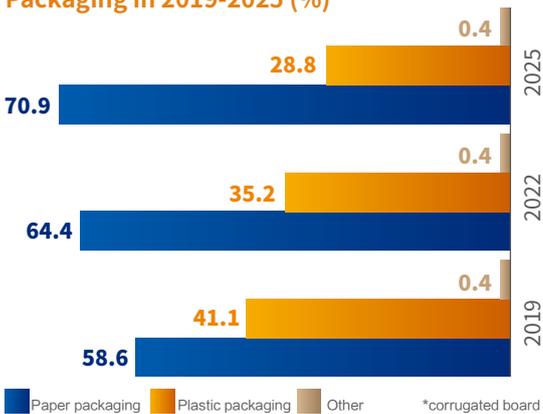


Source: National Bureau of Statistics of China

China's "plastic restriction and reduction" initiative has spurred the growth of carton demand

On January 16, 2020, the Opinions of National Development and Reform Commission and Ministry of Ecology and Environment on Further Strengthening the Control of Plastic Pollution was issued, which proposed to further strengthen the control of plastic pollution, and stated that by 2022, plastic packaging for express delivery in key provinces and cities across the country will be prohibited, and by 2025, a national ban will become effective on non-degradable plastics used in express delivery. As a replacement, paper packaging (mainly corrugated paper) will be used.

Estimated Proportion of Paper/Plastic Packaging in 2019-2025 (%)

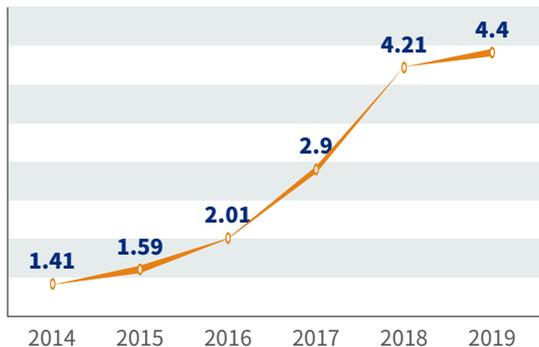


*corrugated board

The mega trend of industrial integration will benefit the leading players

In the past two years, China's policies on supply-side reform and stricter environmental protection have led to heightened industry concentration. SMEs have lost their former luster as backward production capacity is being eliminated as a natural process. They are now facing a life-and-death situation amid the mega trend of industrial integration, which will eventually benefit the leading players.

Concentration Ratio (CR5) of the Paper Packaging Industry in 2014-2019 (%)



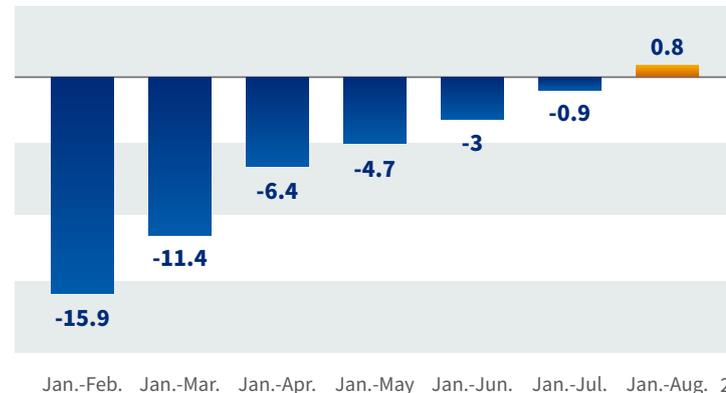
Source: Qianzhan Industry Research Institute

As the pandemic undermines the global economy as a whole, China's exports somehow show an upward trend

On September 22, the UN Conference on Trade and Development issued the Trade and Development Report 2020, in which the global economy is projected to shrink by more than 4%, and global trade by about one-fifth this year. China's export trade has achieved positive growth after eight months of sluggish performance due to the pandemic. From January to August, 2020, China's national exports of goods totaled RMB 11.49 trillion, an increase of 0.8%, and the cumulative growth rate of the year turned positive for the first time.

According to Eurostat's data released on September 16, in the first seven months of 2020, China surpassed the United States as the EU's largest trading partner for the first time. From January to July, the EU's imports from China increased by 4.9% year-on-year.

YTD Growth Rate of China's Exports of Goods (%)



Jan.-Feb. Jan.-Mar. Jan.-Apr. Jan.-May Jan.-Jun. Jan.-Jul. Jan.-Aug. 2020

Global Market

Manufacturing facilities are relocated on a global scale

The fourth wave of global manufacturing relocation has begun. After more than 30 years of development, China's secondary industry is losing its labor cost advantage, leading to the transfer of manufacturing facilities to South Asian and Southeast Asian countries. According to experts, Vietnam has benefited the most from this wave and become one of the fastest-growing economies. Although the COVID-19 pandemic has affected Vietnam's economy, whose growth rate is expected to be merely 2.7% this year, rapid rebound is expected to happen in the coming year, when its GDP growth rate is expected to reach 7.5%.



The impact of the pandemic on international trade will not diminish the huge business opportunities in the "Belt and Road" countries.



	Vietnam ↑ GDP 7.02%		Philippines ↑ GDP 6.04%
	Thailand ↑ GDP 2.37%		Indonesia ↑ GDP 5.02%
	India ↑ GDP 5.02%		Egypt ↑ GDP 5.56%
	Malaysia ↑ GDP 4.33%		Poland ↑ GDP 4.15%

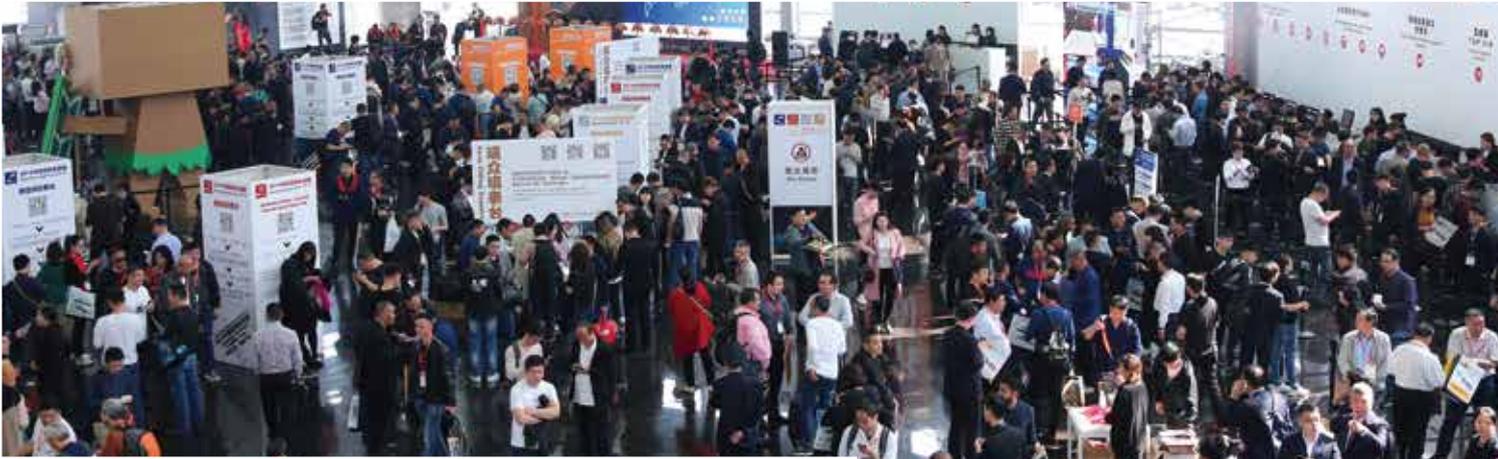
Source: Annual GDP Growth Rate by Country in 2019



Q2 and Q3 of 2021 might be a peak purchasing season

The remarkable results achieved in the prevention and control of the pandemic have enabled the rapid and robust recovery of the Chinese economy. Packaging, as a supporting service industry, will be injected with new vitality. Meanwhile, the pandemic coincided with a critical watershed period for the restructuring of the industry. According to industry insiders, many large factories are preparing for equipment upgrades in hopes of reaping long-term benefits in the competition. Meanwhile, as the global manufacturing industry tilts towards South Asia and Southeast Asia, and countries along the "Belt and Road" grow economically, a substantial increase has been seen in the demand for packaging. Many foreign carton manufacturers are in dire need of cost-effective equipment to increase their production capacity.

At this juncture, manufacturing companies need to seize the opportunity and implement target marketing to be able to lay a solid foundation and stand firm in the industry!



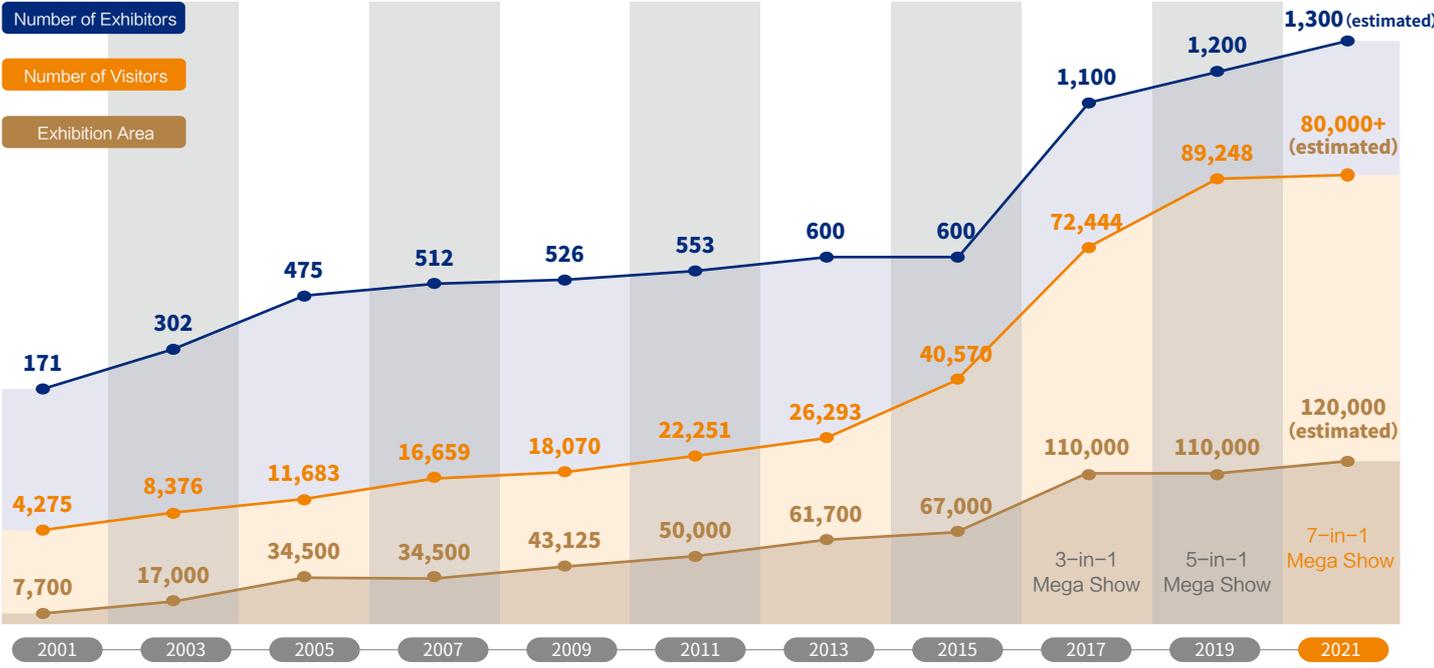
About SinoCorrugated 2021

SinoCorrugated, hosted by Reed Exhibitions, is a 20-year-old global professional show dedicated to corrugated equipment, consumables and technologies, and an influential annual event in the corrugated packaging industry in China and beyond. SinoCorrugated 2021 and six other concurrent shows to be held in Shanghai will gather more than 1,300 renowned brands at home and abroad in a 120,000sqm exhibition venue, where more than 1,800 pieces of cost-effective equipment and more than 1,000 types of consumables will be exhibited. The 7-in-1 Mega Show is expected to attract more than 80,000 buyers with high purchasing power to the venue.

As the flagship platform for displaying new trends and innovative technologies in the global corrugated industry, SinoCorrugated 2021 will provide an extraordinary opportunity for corrugated packaging equipment and technology suppliers to promote their new products and technologies to the Chinese market and beyond, showcase their brand prowess, seize emerging markets, and expand their connections. Reed Exhibitions has launched the Target Audience Program (TAP), which is aimed to identify the procurement needs of core buyers and help exhibitors to accurately match with global buyers with high purchasing power. Meanwhile, SinoCorrugated 2021 will enable live streaming as a way to match exhibitors with buyers who will not be present at the physical show. All these measures are designed to help exhibitors break through the current bottleneck and embrace a fresh start towards the future!

- Quality**
 Twenty years of dedication to the packaging and printing industry, with influence covering Asia and beyond
- Authority**
 Endorsed by 200+ industry associations at home and abroad
- Professionalism**
 Covering every link of the entire value chain of the packaging and printing industry, with shows and forums held simultaneously for exploring future directions of the industry.
- Innovation**
 A platform dedicated to the exchange of innovative ideas, scientific research, technologies and products
- Influence**
 A world-renowned show covered by 300+ global media for all-around exposure throughout the year

A branded professional show with 20 years of experience





Why Exhibit?



1 | Resources of global packaging shows pooled for sharing

Backed by a robust internal database, Reed Exhibitions has integrated resources from the global packaging industry chain, including renowned packaging shows hosted in Thailand, India, Vietnam, Turkey, Brazil, Germany, Argentina and other countries, to support SinoCorrugated 2021. We capitalize on our international influence to attract overseas audience and brands to participate in the show through building a marketing platform, both online and offline, to help our exhibitors steadily increase their international influence and market share.



2 | Massive global resources, allowing you to communicate with professional buyers across the world

Boasting a wealth of overseas resources and channels, we have collected near 100,000 effective data entries covering 196 countries on 5 continents. We have established cooperation with more than 30 travel agencies in 13 countries around the world to identify major target buyers. We have launched the ISG system in 26 countries to provide professional services in local languages. We have built in-depth cooperation with more than 40 national industry associations around the world, and partnered up with more than 50 media in the packaging and printing industry to share Information, reach target markets in different countries, and ensure that more professional buyers with high purchasing power and high willingness to buy will visit the show for business matching.

130,000 industry data entries, enabling targeted marketing to attract massive potential customers

Since its inception, SinoCorrugated has accumulated more than 130,000 quality data entries in the packaging and printing industry over the past 20 years, covering target customers in China, and updated in a timely manner to ensure data effectiveness. The data collected are further collated, segmented, and tapped into through visualized and predictive analysis, to make them into an effective professional database that can be relied upon. Besides, DM, EDM, SMS, live broadcast, among other marketing approaches, will be leveraged to boost brand influence and exposure across the board, enable your brand and product information to reach potential customers in the fastest way possible, so as to achieve targeted marketing and increase your ROI.



250,000 DMs delivered to the leadership of carton factories throughout the year



Daily post plus campaigns on Facebook to **45,000+** followers



2.5 million reminder SMS sent throughout the year



3 million multilingual EDMs published in **110** issues throughout the year



In-depth cooperation with **130** industry media and organization of more than **5,000** professional buyers to visit the physical show

New media platforms employed to attract more professional buyers

Chinese Platforms

- **Carton Micro World**
100,000+ followers
2,000+ views daily
- **Moments ads**
expected to have 4 campaigns with 500,000+ impression
- **Toutiao**
total view of 2 million+
- **Douyin**
- **WeChat Video Channel**
- **official website**

Overseas Platforms

- **WeChat public account**
5,000+ followers
- **Facebook**
46,000+ followers
- **Twitter**
2,000+ followers
- **Linkedin**
- **Youtube**
- **official website**



A more productive business environment for professional business matching

SinoCorrugated 2021 will provide exhibitors with business match-making services. Through the list of exhibitors and links contained in the recommendation email sent to the preregistered audience, the list of recommended exhibitors on the WeChat registration page for audience who will go to the site, the recommendation of exhibitors in Reed Exhibitions' APP, and one-to-one TAP match-making meetings, business match-making guides, and exhibitor inquiry and printing services provided on-site, we will make it easier for buyers to get to know you, contact you, and meet you at the show.

-  **Recommendation in emails sent to the preregistered visitors**
-  **Recommendation on WeChat registration page**
-  **Recommendation in Reed Connect**
-  **On-site one-to-one TAP meetings**
-  **On-site business guided tours**
-  **On-site exhibitor inquiry and printing services**

Aside from that, video conversations via Teams or WhatsApp will be arranged to match our exhibitors with overseas buyers who will not be able to appear at the physical show for different reasons. We will assist you in your online business communication in a targeted and effective manner, and boost your efforts to increase international influence and market share at this time of difficulty.



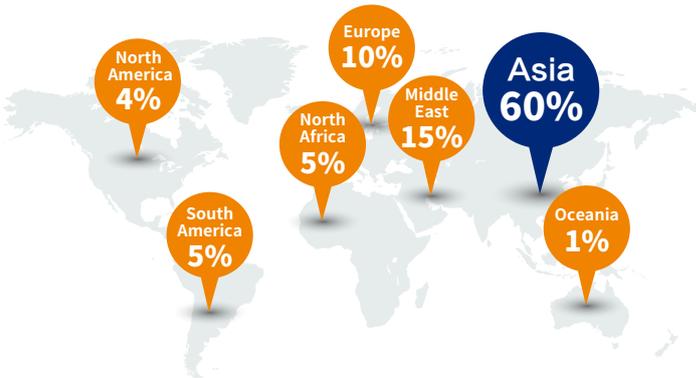
Global industry activities, setting a benchmark for the industry

During SinoCorrugated 2021, the Corrugated World Forum and World Corrugated Awards, among other activities will be held. We also plan to hold overseas road shows and study tours in Vietnam, South Korea, Thailand, Chile, Argentina and other countries before the show, to establish the brand image of SinoCorrugated by working closely with industry associations in the localities.

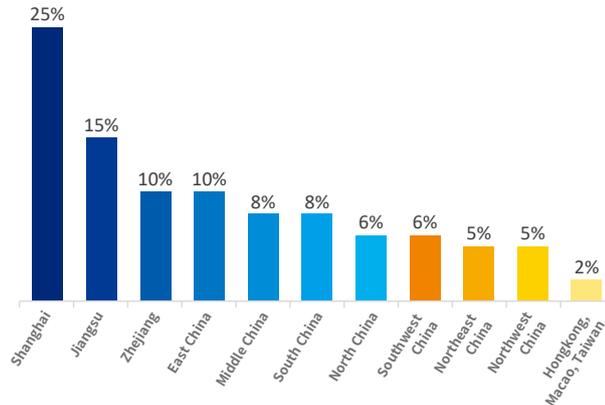
SinoCorrugated 2021 Expected to Have

- Estimated number of visitors: **80,000+**
- including overseas visitors: **8,000+**

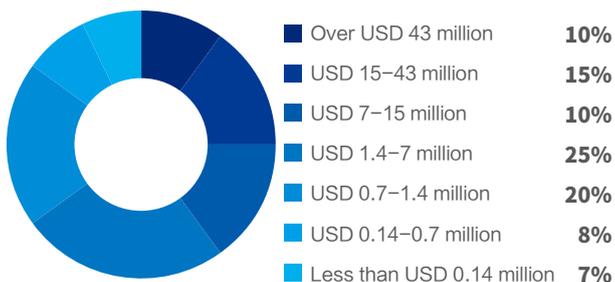
International visitors by region



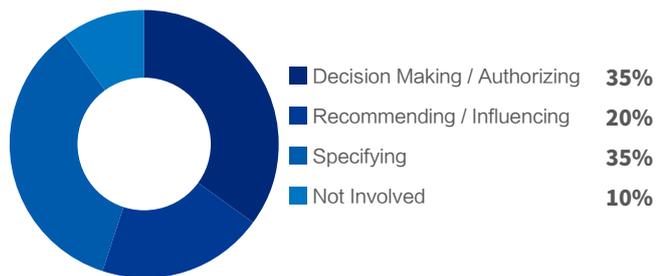
Chinese visitors by region



Annual output of visitors' company



Visitors' role in making purchasing decision



Exhibitors' Comments

We were there at every SinoCorrugated show. This year, we displayed our corrugated rollers and prospective exhibits in intralogistics. The 2020 show was an extraordinary one in terms of both the number of on-site visitors and that of exhibitors. We are looking forward to the show in 2021. By then, we will present our more cutting-edge production technologies and products to our customers.

—Wu Wenjin, Sales Director, Bokai Machinery (Shanghai) Co., Ltd.

Jingshan Corrugating participated in every SinoCorrugated show. In doing so, we have got access to a lot of potential buyers at home and abroad, many of whom have shown great interest and are talking with us for cooperation. We would like to express our thanks to the organizer, and look forward to the next show.

—Han Guang, Vice General Manager, Hubei Jingshan Corrugating Machinery Co., Ltd.

Visitors' Comments

TAP is an important service of SinoCorrugated. The organizer has provided a lot of business opportunities for us through TAP and one-to-one matching services, which are very convenient for us who come from outside China and improve the efficiency of participation. I would like to thank the TAP team for the extraordinary support in Shanghai, and look forward to seeing you again in 2021.

—Mr. Semih Celebi, General Manager, Olmuksan International Paper

SinoCorrugated provides a big platform for us to select and compare suppliers. Aside from that, this year's World Corrugated Awards and Corrugated World Forum impressed me a lot. They will play a great role in promoting the industry and outstanding companies. We will definitely be a part of the 2021 show.

—Huang Zhengkan, General Manager, Shanghai Branch of Shanying International Holdings Co., Ltd.

What SinoCorrugated 2019 impressed the most were the wide range of products, the number of participating brands, and the cutting-edge equipment. In 2020, we were invited to the WCA Awarding Ceremony, where we saw many cases of outstanding peers and were greatly inspired. We hope that Reed Exhibitions will hold more activities like this to help companies and the industry as a whole. We will definitely be there at the 2021 show.

—Zhang Heping, General Manager, Xiamen Jihong Printing Co., Ltd.

7-in-1 Mega Show A World-class Platform and a Grand Gathering of Industry Insiders

Covering every link of the packaging and printing industry, seven shows, i.e. SinoCorrugated 2021, SinoFoldingCarton 2021, PACKCON 2021, SinoFlexPack 2021, SinoPaper 2021, InMAT 2021, and DPrint 2021, will be held simultaneously to generate a synergistic effect that will enable you to directly reach more final purchase decision-makers.

Exhibition Hall Plan



Nearly **120,000** sqm
of exhibition area



More than **1,300**
renowned exhibitors
from China and beyond



80,000+
trade visitors from
China and beyond

Corrugating and Ancillary Equipment

- ◆ Corrugators
- ◆ Single Facers
- ◆ Single Facers
- ◆ Double Facers
- ◆ Thin-Blade Slitter Scorers
- ◆ Cutters
- ◆ Stacker
- ◆ Splicers
- ◆ Glue System
- ◆ Preheating Cylinder
- ◆ Mill Roll Stand
- ◆ Corrugator Rolls
- ◆ Woven Belts
- ◆ Rotary Steam Jointers
- ◆ Clutch
- ◆ Brake
- ◆ Web Guiding Systems
- ◆ Steam / Condensate Processing Systems
- ◆ Corrugated Line Noise Reduction System
- ◆ Other

Software/Automation

- ◆ Color Management System
- ◆ Box Structure Design Programs
- ◆ ERP
- ◆ Manufacturing Managers
- ◆ Motion Control Software
- ◆ Other

Converting service

- ◆ Plate-Making Services
- ◆ Mold Factory
- ◆ Business Consultant and training
- ◆ Equipment Upgrades and Rebuilds
- ◆ Used Equipment
- ◆ Financial services
- ◆ Other

Honeycomb/Pulp Molding Equipment

- ◆ Honeycomb Paperboard Production Lines
- ◆ Stack-Up Paper Core Production Lines
- ◆ Stack-Up Paper Core Production Lines
- ◆ Paper Angle/Edge Protector Machines
- ◆ Pulp Molding Machines
- ◆ Vertical Corrugated Machine
- ◆ Other

Converting and Ancillary Equipment

- ◆ Plate Making Systems
- ◆ Mounting Tables
- ◆ Sample-Makers
- ◆ Sleeves
- ◆ Plate Mounting Machine
- ◆ Anilox Roller Washing Machines
- ◆ Automated Plate Washers
- ◆ Pre-Feeders
- ◆ Feeder System
- ◆ Printer Slotter Die Cutter
- ◆ Printing Slotter Die Cutting interlocking production line
- ◆ Digital Printing
- ◆ Large Format Offset Printing
- ◆ Gravure Printing Machines
- ◆ Inline flexographic printing machines
- ◆ Central Impression Flexo Printing Machines
- ◆ Stack Flexo Printing Machines
- ◆ Die Cutters
- ◆ Stripping Machines systems
- ◆ Litho Laminators
- ◆ Laminators
- ◆ Stitchers
- ◆ Gluers
- ◆ Case Erectors
- ◆ Strappers
- ◆ Paper Cutters
- ◆ Scorers
- ◆ Cutting template maker
- ◆ Hot Melt Glue Applicators
- ◆ Anilox Rolls
- ◆ Balancer
- ◆ Doctor Blade Chamber System
- ◆ Diaphragm pump
- ◆ Belts & Wheels
- ◆ Accessories of Stitcher / Folder Gluer
- ◆ Other

Plant Facility Equipment

- ◆ Waste Paper Handling Systems
- ◆ Air Conditioning & Humidification Systems
- ◆ Forklifts
- ◆ Sewage Treatment Systems
- ◆ Boiler
- ◆ Other

Paper Board/Converting Consumables

- ◆ Cut-off/Slitting Knives
- ◆ Adhesives
- ◆ Additives
- ◆ Plates
- ◆ Anvil Cover
- ◆ Grinding Wheels
- ◆ Pressing Wheels
- ◆ No-Crush Wheels/ Feeder Wheels
- ◆ Inks
- ◆ Varnish
- ◆ Doctor Blade
- ◆ Wire
- ◆ Plate
- ◆ Lubricants
- ◆ Die Cutting Knives
- ◆ Die Cutting Board
- ◆ Pads
- ◆ Strapping
- ◆ Tearing Tape
- ◆ Rewinder Belts
- ◆ Double-Side Tape
- ◆ Other

Conveyor Systems & Material Handling Systems

- ◆ Raw Paper Conveyor System
- ◆ Cardboard Handling Conveyor System
- ◆ Corrugated Box Handling Conveyor System
- ◆ Pre-Feeder & Palletizing System
- ◆ (MES) Management Execution System
- ◆ (DC/ESCADA) Equipment Data Collection (Acquisition)
- ◆ (WMS) Warehouse Management System
- ◆ Stereo Warehouse (Raw Paper/ Finished Goods)
- ◆ Whole Plant Planning (Corrugated board manufacturer/Corrugated box manufacturer)

Corrugated Base Papers

- ◆ Kraft liner
- ◆ Test liner
- ◆ white top liner
- ◆ Other

Corrugated Testing Machines

Part of the Exhibitors



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