SIEGWERK

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Big success for Siegwerk at China Print

Clear messages, expertise, and friendly faces – that's how Siegwerk presented itself at the China Print 2009. Over 160,000 visitor entries from more than 80 countries are a clear proof, that China Print has become the worldwide no. 2 printing trade fair behind drupa. Also for Siegwerk, the show was a huge success. "I am very happy with the results," says Ralf Hildenbrand, member of the Board and President Siegwerk Asia. "Our customers enjoyed visiting our booth and the discussions with our experts and we were able to make many new promising contacts."



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The Siegwerk booth design supported the main messages to the regional market: Siegwerk provides customized solutions and service with Ink, Heart & Soul; has above average HSE standards; incorporates high technology, performance and innovation. These messages were underlined by samples in showcases as well as participation in several forums, such as the "Label Summit and Forum" and a technical seminar on "Green Pack Printing". Additionally, Hildenbrand and Marco

Si, Head of the new Greater China region of Siegwerk, presented the company and its goals to the media.

The China Print itself has achieved a new peak in the history of printing trade fairs in China. In total, the number of exhibitors has increased by 30 percent: 1,284 exhibitors from 25 countries presented their latest technologies and products in the eight new halls of the New China International Exhibition Center in Beijing. A total show area of about 110,000 square meters was occupied, which meant an increase of 20 percent compared to China Print 2005.

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