

### **1. An Introduction to Beijing International Packaging Fair 2010**

In the 21st century, China with 1.3 billion people will walk out of a low-income country and step into a medium-income country. The experiences demonstrate that it will be the prime time for the international cooperation in economy & trade fields, thus China packaging industry (a sunrise industry) will encounter unprecedented opportunities and challenges. Most of China packaging enterprises are small-sized and of low industry density, besides there are few well-established large packaging enterprise groups, most of which are small & medium-sized processing plants. From this point, we can find that there is a huge potential for the development of China packaging industry.

The fair is proposed by Mr. Shi Wanpeng, president of Asian Packaging Federation and China Packaging Federation. The proposal has been widely accepted by entrepreneurs in packaging & printing industry. The fair involves in goods trades, investment consultations, service trades, investment forums and so on. It will present advantageous products from different nations. It will also help to provide brilliant platforms of trades, investment and services.

The Beijing International Packaging Fair 2010 will be a grand meeting for the world packaging industry. The exhibition halls cover 60,000 square meters and there will be nearly 1000 packaging enterprises and tens of thousand professional visitors gathering. So it is the best stage for all enterprises to demonstrate their images. China market with stable increase has attracted mainly global packaging and printing enterprises to gather in the Beijing International Packaging Fair 2010, which will set up an effective platform of information and trade for exhibitors and visitors at home and abroad. At present, China is the largest country that produces and exports commodities in the world. It has a huge market, so it has become a most potential packaging market that has the fastest development speed and the largest scale in the world and it makes China the third largest powerful packaging country behind America and Japan. Based on the strong strength of China manufacture, the total value of china packaging industry amounted to RMB 860 billion in 2008 and China will become the development center of world packaging industry and its marketing. In the late period of 2010, the total value of China packaging industry is expected to rise to RMB 1.2 trillion. The China packaging industry has a huge potential. Let's gather in Beijing CHIPF in 2010.

## **2. International Situation**

Global economic crisis had some impacts upon world economy, however, in the early 2010, it is predicted that some industrial countries including China will develop fast again. And packaging will be one of industries that firstly escape from financial crisis in the world. According to prediction from World Packaging Organization, world packaging consumption amounted to 560 billion US dollars (RMB 3824.8 billion) in 2009. It has an increasing rate of 3.79 percent, so there will be a huge prospect.

## **3. Domestic Markets**

In recent years, China industry has developed fast. As an important part of China economy, China packaging industry has developed a lot. According to sketchy statistics, total values of China packaging industry amounted to RMB 860 billion (about 126 US dollars) in 2008 except Hong Kong, Macau and Taiwan. It has increased at an annual rate of 18-20 percent in past five years. According to the developing speed, total values will exceed RMB 1.2 trillion (about 176 US dollars) in 2010. Packaging industry occupied over 4 percent of GNP (Gross National Products) in 2008. It is apparent that packaging industry has become an important part of China national economy. And packaging markets developed more quickly and dynamically than other industries.

Huge market needs a large-scale exhibition where economic energy can be released well. There will be an international large-scale exhibition in 2010---Beijing International Packaging Fair 2010.

## **4. Beijing International Packaging Fair 2010**

Beijing International Packaging Fair 2010 is different from other small professional exhibition, because its exhibits cover various links of packaging industry, such as machinery manufacturing, printing machinery, raw and auxiliary materials, packaging production lines, packaging design and service. At Beijing International Packaging Fair 2010, you will not only meet professional visitors, but also a large number of upstream & downstream exhibitors. So it is more efficient to reach different deals.

## **5. Market Demands**

China markets with fast development not only has brought out lots of reasonable and fine packaging products, but also stimulate a huge demand for new packaging technology, large packaging machinery and green environmental protection packaging materials in China packaging markets. Therefore we define "Innovation & Development, Technology & Environmental

Protection” as exhibition theme. So the best way to enter into China markets is to demonstrate some products with environmental protection and high technology at Beijing International Packaging Fair 2010.

## **6. City**

Beijing is the capital of People Republic of China. As a center of national politics, economy, culture, scientific research, education and international exchange, it has impressed lots of visitors. Also it is the transportation hub of land and air. Beijing has a history of over 3000 years and has the largest number of world cultural heritage in the world. 2008 Beijing Olympic Games had been held successfully in Beijing. Besides it has convenient infrastructure and transportation. It attracts 147 million visitors annually, so it is depicted as “One of the World’s Great Cities” in the British Encyclopedia.

## **7. An Introduction to NCIEC**

The New China International Exhibition Center (NCIEC) is located in the Tianzhu Airport Industrial Zone in Shunyi District of Beijing, neighboring the Beijing Capital International Airport in the east and the Wenyu River ecological passage in the west with beautiful sceneries. The exhibition district is surrounded by first class highway net, such as Jingmi Road, the Fifth Ring Road, the Sixth Ring Road, Airport Highway and Jingcheng Highway, and public transportation, such as subway, public bus, airport shuttle bus and taxi.

NCIEC occupies an area of 155.5 hectares. Its total construction area will amount to 660, 000 square meters and its first construction session covers 355, 000 square meters including 200, 000 square meters of exhibition halls and accessorial facilities and 155, 000 square meters of service facilities such as hotels, office buildings and other business facilities. The exhibition halls cover 100, 000 square meters and the temporary exhibition halls cover 20, 000 square meters.

NCIEC can disperse the flow of the people from the goods. The width between the halls is over 18 meters and the width between the goods passages is over 38 meters. The width of the municipal roads outside the exhibition center is over 40 meters. It is designed by the standard not only the most advanced exhibition hall in China, but also meeting the world leading technology in exhibition business. It provides the top-level exhibition facilities. Every hall is pillar-free with high ceiling and allows hanging of promotion signs. All halls are installed by internal corridors to provide a comfortable exhibition environment.

NCIEC will become an international-oriented, synthesized and modernized new exhibition venue, which will provide a large number of exhibitors and professional visitors with more

comfortable, convenient and better services. Besides it will rewrite a new chapter for China International Packaging Fair at the brand-new stage.

#### **8. Sponsor: China Packaging Federation**

China Packaging Federation (CPF) is one of the national industry federations with the approval of the State Council, its predecessor China Packaging Technology Association (CPTA) was established in 1980, and in Sep. 2nd, 2004, with the approval of the Ministry of Civil Affairs, CPTA formally changed its name to CPF. CPF holds 22 professional committees, and a national-wide industrial network has been set up consisting of the local associations from provinces, autonomous regions, municipalities, cities specifically designated in the state plan and major cities all over China, and there are approximately 6000 group members of various levels.

China Packaging Federation has established contact and cooperation relations with packaging organizations in more than 20 countries and regions. It represents the People's Republic of China in the World Packaging Organization (WPO), Asia Packaging Federation (APF) and international packaging organizations such as International Corrugated Case Association (ICCA), Asian Corrugated Case Association (ACCA), Asia-Pacific Steel Drum Association (AOSD) and European Aerosol Federation (FEA). In Jan. of 2009, Shi Wanpeng, the president of China Packaging Federation, was inaugurated as president of Asia Packaging Federation.

China Packaging Federation is an autonomic industrial organization in China's packaging industry. The purpose of CPF is to focus on China's economic construction, promote sustained, rapid, healthy and harmonious development of China's packaging industry and contribute to making China a strong packaging country under the direct administration of the State-owned Assets Supervision and Administration Commission (SASAC), following the Three-Service Principles (i.e. to serve enterprises, serve industry and serve the government), and relying on the local packaging sub-associations and packaging enterprises all over China.

#### **9. Organizer: Beijing Sunsource Expo Co., Ltd.**

Beijing Sunsource Expo Co., Ltd. specializes in organizing and arranging large commercial fairs and conferences at home and abroad as well as providing exhibition-related services. In the meanwhile, it's a close cooperative organization of China Packaging Federation and the sole organizer designated by the fair.

Our company has dedicated to developing domestic and overseas markets based on the ideas of professional planning and spirits of excellent services. In addition, it aims at forming sales strategies conforming to marketing laws , intensifying purchasers' invitation, deepening the

matching of trades, making the investment and invitation of exhibition well-planned and improving standards of marketing services. Moreover, it plays an active role in propelling various fair projects to achieve specialization, brand and globalization. Our ultimate goal is to become an important partner and information advisor for all our clients and business counterparts.

Our company has outstanding senior designers and a professional team. We are delighted to organize and arrange steady customer groups and form a service system of a high standard with our good occupational quality. In the meanwhile, we can offer best designing plans and the most perfect systematical services to customers within our nation and even around the world at any time.

## **10. Exhibit Categories**

### **1. Packaging material and products:**

Paper packaging material and products, plastic packaging material and products, metal packaging material and products, composite packaging material and products, auxiliary packaging material, glass packaging products, wooden material packaging and products, wood packaging material and products.

### **2. Packaging machinery and equipment:**

Packaging machinery, packaging printing machinery, packaging material and products production line and packaging test equipment.

### **3. Packaging technology and others:**

Resources recycling technology and products, packaging high-tech and products, RFID products, packaging printing technology and design, packaging presentation of education and scientific research projects, typical client presentation of packaging products and packaging service products.

## **11. Participation Procedures**

1、The companies that intent to participate in the exhibition fill in the application forms and fax them to 86-10-51026893.

2、The organizer should contact with the application companies and confirm their exhibition within an week after their receipts of the application form. After the exhibitors confirm the exhibition districts and prices, they should pay 30% of the total costs of exhibition pavilions as a down payment in 15 days. Besides, after the organizer receives the down payment, they

should confirm the pavilions. Rest of the payment should be paid before the deadline of registrations (Mar.31<sup>st</sup>, 2010). In addition, the exhibitor should fax immediately the receipts of payments for later references. In special situations, the organizer has the right to adjust the pavilions in exhibition districts.

3、 Online registration, please login in [www.chipf.com.cn](http://www.chipf.com.cn)

4、 Deadline of registration: Mar. 31<sup>st</sup>, 2010

5、 Price: A district: RMB 2,200/sq.m    B district: RMB 1,800/sq.m

6、 Pavilions (Raw space) are rented based on 36 square meters, and package stands are rented based on 9 square meters. The cost of package stand construction is RMB 80/sq.m. The raw space has no exhibition frames or facilities.

7、 Pavilions in A district are located in the main entrance to the exhibition halls and near the main passage of the exhibition halls. Pavilions in B district can be deduced in the same way.

8、 At first, exhibitors hand over application forms, and then, the organizers will arrange the exhibition pavilions according to the submitting time of application forms.

More details, please visit the website: [www.chipf.com.cn](http://www.chipf.com.cn)

Beijing Sunsource Expo Co., Ltd. has the right of final interpretations.

## 12. **Beijing International Packaging Fair 2010 (CHIPF 2010)** **Application Form**

June 2-4<sup>th</sup>, 2010 The New China International Exhibition Center, No. 88 Yuxiang Road, Tianzhu, Shunyi District, Beijing. Deadline of Registration: Mar.31<sup>st</sup>, 2010

You can login in the website: [www.chipf.com.cn](http://www.chipf.com.cn) to download the application form.

Thank you for your participation in this fair. Please fill in the application form in regular scripts and seal it. Then fax or post it to the organizer. The staff of the organizers will contact with the exhibitors in one week after their receipt of the application forms so as to confirm the exhibition.

### **Company Information:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Website: \_\_\_\_\_ Contact person: \_\_\_\_\_ Position: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Region: \_\_\_\_\_

Mobile phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### **Exhibit Categories:**

**Packaging material and products:**  paper packaging material and products  plastic packaging material and products  metal packaging material and products  composite packaging material and products  auxiliary packaging material  glass packaging products  wooden material packaging and products  wood packaging material and products

**Packaging machinery and equipment:**  packaging machinery  packaging printing machinery  packaging material and products production line  packaging test equipment

**Packaging technology and others:**  resources recycling technology and products  packaging high-tech and products  RFID products  packaging printing technology and design  packaging presentation of education and scientific research projects  typical client presentation of packaging products  packaging service products

**Size of Your Company:**  Below 100  100 ~ 199  200 ~ 499  500 ~ 999  Above 1000

**Intention of Participation**

The District of Pavilions:  A District  B District

Classification of Pavilions:  Package Stand  Raw Space inside

The Size of Pavilions \_\_\_\_\_ m<sup>2</sup> ( \_\_\_\_\_ m × \_\_\_\_\_ m )

**Purpose of participation:**  promote new products  business order  
 promote enterprises' image  extend overseas markets

**The objective clients you wish us to invite for you:** \_\_\_\_\_

Beijing Sunsource Expo Co., Ltd.

Address: Room 208, No. 6 Building, No. 3 Dong Binhe Road, Dongcheng District, Beijing

Investment Office: 86-10-51026890/91/92-104/105/106 86-10-51026893

Fax: 86-10-51026890-111 86-10-51026893

E-mail: [shangyuanec@chipf.com.cn](mailto:shangyuanec@chipf.com.cn) Postcode: 100031

Contact person: Harber

Exhibitor's Seal: \_\_\_\_\_

Website: [www.chipf.com.cn](http://www.chipf.com.cn)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**13. Floor Plan**

**14. Strategic Partners**

Tetra Pak Group

Nanda (Zhejiang) EP Technology Co., Ltd.

Zhejiang Chancing Packaging Materials Co., Ltd.

Zhejiang NewEast Printing Ink Group Co., Ltd.

Asia Packaging Center

Xiamen Hexing Packaging Printing Co., Ltd.

Tianjin Changrong Printing Equipment Co., Ltd.

**15. Supporters**

1. Packaging Committee of China Council for the Promotion of International Trade
2. China Taipei Products Packaging Association



Professional Media:

	6	7	8	9	10	11	12	1	2	3	4	5
Guangdong Packaging				√					√		√	
Plastic Packaging		√		√				√		√		
China Packaging		√		√		√		√		√		√
Packaging Engineering				√				√				
Metal Packaging				√		√		√		√		
China Packaging Industry		√	√	√	√	√	√	√	√	√	√	√
China Packaging News	√	√	√	√	√	√	√	√	√	√	√	√
Pack pack		√	√	√	√	√	√	√	√	√	√	√
China Packaging Federation		√	√	√	√	√	√	√	√	√	√	√
HC 360		√	√	√	√	√	√	√	√	√	√	√

Mass Media:

Sina, Sohu, Tencent, Xinhua Net, Capital Economic Channel (BTV2), Fortune China of Hunan

Satellite TV, Hubei Satellite TV, CCTV1, CCTV2, BTV1 and Oriental Satellite TV.

Finance Media:

China Joint Business News, Today Fortune, China Economic Times, China Industry Economy News, China Business, International Business and New Height.

Government Media:

Sub-website of Department of Commerce, People Republic of China and Packaging Committee of China Council for the Promotion of International Trade.

### **Parts of Exhibitors**

Participation Groups

China Packaging Industry Base

Beijing Packaging Enterprises

China Taipei Enterprises

Sweden Enterprises

Participation Enterprises

At present, about 100 packaging enterprises have booked their large booths. The below is the exhibitor's list:

Shenda Group Co., Ltd.

China Zhejiang Great Southeast Group Corp.

Haining Changhai Packing & Printing Co., Ltd.

Tian Hong Paper Plastics Colour Print Co., Ltd.

Shenda Group Co., Ltd.

Zhejiang Jinxing Paper Co., Ltd.

Shangfeng the Group Limited Company

Shanghai Jielong Group Co., Ltd.

Zhejiang Dahua Packaging Group Co., Ltd.

Zhejiang Tongtianxing Group Joint-stock Co., Ltd.

Overseas Chinese Town (Asia) Holdings Limited  
Shanghai Chung Hao Paper Co., Ltd.  
Xiamen Hexing Packaging Printing Co., Ltd.  
Zhejiang Rongsheng Paper Co., Ltd.  
Wuhan Yadu Chaoda Packaging Printing Co., Ltd.  
TaiZhou Forest Color Printing Packing Co., Ltd.  
Fujian Wellfit Packaging Co., Ltd.  
Changzhou Timespackage Co., Ltd.  
Dalian Rengo Packaging Co., Ltd.  
Inpac International Packaging Group  
Hexin Packing and Printing Co., Ltd.  
Nanjing Tianyin Packaging Corporation  
Dongjing Holdings Group  
Nanda (Zhejiang) EP Technology Co., Ltd.  
Yuanxing Package Co., Ltd.  
ZhengYe Industry Group of Zhongshan city  
Beijing Carton Factory  
Meadwestvaco Packaging Material (Shanghai) Co., Ltd.  
ORG Can Making Group  
Bao Steel Metal Co., Ltd.  
COFCO Packing Co., Ltd.  
Shanghai Ziquan Packaging Co., Ltd.  
Sealed Air (Shanghai) Corporation  
Shanghai Skylong Aseptic Packaging Material Co., Ltd.  
Shanghai Zijiang Enterprise Group Co., Ltd.  
Zhejiang NewEast Printing Ink Group Co., Ltd.  
Shaanxi Beiren Printing Machinery Co.,Ltd.  
Sotech Packaging Machinery Co., Ltd.  
Wuxi HongChang Precision Machinery Co., Ltd.  
Beiren Group Corporation  
Tianjin Changrong Printing Equipment Co., Ltd.

Qingdao Meiguang Machinery Co., Ltd.

Guangzhou Tech-Long Packing Machine Co., Ltd.

## **18. Visitors**

We will invite domestic large enterprises and business organizations to visit Beijing International Packaging Fair 2010.

### Industry Associations

China Federation of Industrial Economics, China Canned Food Association, China Council for the Promotion of International Trade, China Machinery Industry Federation, Dairy Association of China, China Light Industry Federation, China Daily-Using Chemical Industry Association, China Dairy Industry Association, China National Food Industry Association, China Pharmaceutical Packaging Association, China Beverage Industry Association, Print and Print Equipment Industries Association of China, China Printing Technology Association, China Export Commodities Packaging Research Institute, China The Investment Association of China, China Packaging Technology Association, Beijing Industrial Design Promotion Center.

### Chambers

China-Italy Chamber of Commerce, Invest in Sweden Agency, Italian Institute for Foreign Trade, Korea Environmental Resources Agency, Korea Trade-Investment Promotion Agency, Brazilian-China Chamber of Commerce, Atlantic Canada Chamber, Singapore Chamber of Commerce and Industry in China, Nanning Commodities Exchange, Beijing-Zhejiang Enterprises Chamber, Beijing-Anhui Enterprises Chamber, Beijing-Fujian Enterprises Chamber, Beijing-Chongqing Enterprises Chamber, Beijing-Guangdong Enterprises Chamber, Beijing-Jiangsu Enterprises Chamber, Beijing-Shanxi Enterprises Chamber, Beijing-Henan Enterprises Chamber.

### Enterprises

Hangzhou Wahaha Group Co., Ltd., China Huiyuan Juice Group Co., Ltd., Beijing Sanyuan Group Co., Ltd., Inner Mongolia Mengniu Dairy (Group) Co., Ltd., Guangzhou Wanglaoji Pharmaceutical Co., Ltd., Hebei Lolo Co., Ltd., The Yanjing Beer Group, Tianjin Huaming Carton Factory, The Shineway Group, Beijing Kinghey Food Co., Ltd., Zishengtang Liyuan Cosmetics

Co., Ltd., Colgate (China) Co., Ltd., HP (China) Co., Ltd., P&G (China) Co., Ltd., L'Oréal China, Sony (China) Co., Ltd., International Business Machines Corporation (China), Pacific Can-making (Beijing) Co., Ltd., Beijing Double-Crane Pharmaceutical Co., Ltd., Furubayashi (Shanghai ) Printing & Packaging Co., Ltd., Liaoning Zhongwang Group.

### **Concurrent Activities**

2010 World Packaging Conference

China International Packaging Forum

The exhibition is strongly supported by World Packaging Organization. Such large activities as 2010 World Packaging Conference and China International Packaging Forum will be held during the exhibition. At that time, about thousand people including representatives from world leading packaging enterprises, international packaging organizations and relevant industry as well as experts, scholars and political dignitaries will participate in World Packaging Conference, forum and exhibition.

Beijing International Packaging Fair 2010, 2010 World Packaging Conference and China International Packaging Forum will be held at the same time. So they will create an unprecedented grand meeting among world packaging industry as a team. Both appeal of World Packaging Conference and professionalism of China International Packaging Forum will become a strong safeguard for exhibitors' effectiveness.