



CCE SOUTH EAST ASIA

Corrugated & Folding Carton Exhibition

21-23 September 2016, BITEC Bangkok



CCE - SOUTH EAST ASIA 2016

It has been quite a long time we do not have a corrugated exhibition in South East Asia. Formerly Singapore held the exhibition every 2 years. As well as in Europe there were no Corrugated Exhibition since the last one in 2000. And finally CCE started the Europe Corrugated Exhibition again in Munich in 2013 and next March 2017 will be their 3rd Exhibition. With the success on Munich 2013 and 2015. Finally CCE enter Asia with CCE South East Asia, held in Bangkok last 21-23 September 2016. The event presents raw materials, consumables, corrugating line and equipment, corrugated and carton converting equipment, design and CAD/CAM, MIS and plant scheduling systems, printing equipment, cutting, creasing and die-cutting equipment.

Cardboard and carton demand in Thailand is increasing in very year such as Thai printing market has value of approximately \$100 million. Its

accounts for 3.5% of country's GDP. The overall paper export is \$112.83 million. However, the export of packaging products hit \$184 million.

Mr. Ravi Kasemsarn, President of Thai Corrugated Packaging Association and Managing Director of Sarnti Packaging Co.,Ltd making comment about the Corrugated Market in Thailand and SEA region. He believe in the strong grow of the industry though the challenge would be on innovation updates and apply them to our significant economies of scale. The Innovation of Technology will be a highlight all Corrugated Producers will need help with to enhance our business opportunities. We really need comprehensive tools improving our production for more efficiency and more productive economies of scale. Corrugated packaging is far beyond than an ordinary box. More value-added creates more applications i.e Corrugated Box can apply - ready on

shelf - with attractive design. Printing technology should help Corrugated Packaging as a strategic tool, apart from the design the quality of printing is a real matter to attract the end users when they see options on a shelf in a retail store. Therefore "Pre Print" technology should be one of the technical development to improve the quality and capacity."

He also added that the impact from the consumption of the growing young middle class and their varying lifestyles, plus the range of choices in each product selection creates a more challenging and wide ranging demand on corrugated packaging applications. It means all of the Thai Corrugated Producers need to improve their offer and become more competitive.

While Mr. Montri Mahaplerkpong President of Thai Pulp and Paper Industries Association and Corporate Marketing Director SCG Packaging PCL give his view where the industry will grow in the next 3 years. Corrugated packaging trend in the next 3 years is expected to grow at 3% in Thailand and 5% in ASEAN. The industry will grow together with the domestic manufacturing industries, which perform high growth rates and expansion potentials in food &

beverage, FMCG and automotive industries. It is highly likely that Thailand will be selected to be corrugated paper production base in the future as Thailand is the main raw material producer in the region with a promising production capability from the upstream to the downstream processes - a complete cycle.

Moreover, Thailand is also the origin of raw materials and able to manage them systematically. There are also an immense number of quality domestic packaging and corrugated paper producers with capacities to manufacture quality packaging and be able to address wide ranges of industrial needs and applications. In addition, the liberalization of ASEAN Community (AEC) contributes to the growth of border trades and development of infrastructures and land bridges to facilitate transportation of goods from Thailand to neighboring countries. All of these factors contribute to the growth and expansion of the commerce of Thailand, which will affect the corrugated packaging industry growth as well. Furthermore, the packaging paper manufacturers in Thailand and in Vietnam have also expanded their production capacity (0.4 million tons and 1.1 million tons, respectively). The incremental



production capacity is a part to support the growth of corrugated sheet and corrugated packaging paper factories in order to compete in the AEC market.

During the three days of the exhibition, visitors are able to gain comprehensive insights into the latest products and manufacturing technologies, industry trends and development. There were plenty of opportunities for establishing new business relations and for networking with other industry professionals throughout the show. Through seminars Lecture topics The workshops throughout the event, including three days in the name of "The CCE Industry Seminars" which holds the key concepts Building a Better Board to promote and develop the production of the packaging industry in Thailand and. ASEAN. The program of the seminar on the first day on Wednesday, September 21, 2559, held under the theme "The Significant of an Innovation Development", presented to the concept of innovation to increase efficiency of production is more like a seminar on CAD. Design for Packaging & POP Displays

The program of the seminar on the second day on Thursday, September

22, 2559, held under the theme "Industry Economic Outlook", which was released on the concept of developing a holistic corrugated packaging industry. Highlights along the way open forum driven by these corrugated packaging industry luminaries and leading corporations. Mr.Yao Hailun the International Department Manager of Xi'an Aerospace-Huayang Mechanical & Electrical Equipment Co., Ltd making his presentation on preprint. Afterward the audience who had registered got the opportunity to see the Xian Huyang preprint machine installation in Bangkok corrugated plant as well.

On 2nd day after the exhibition – there were a networking parties. This party not just to introduce the exhibitors and the visitors, it was also an introduction to the beautiful and yummy Thai Food Culture. Indeed Thai Food decoration as nice as the Thai people wellcome us.

The program of the seminar, the third day on Friday, September 23, 2559, held under the theme "New Century of Corrugated World" presents the concepts of development and further business opportunities for industrial corrugated packaging such as a seminar on Digital. Decoration of





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Corrugated for Display Purposes by Fujifilm and how to eliminate delamination on corrugated with the new products from SMS Corporation, while afternoon conference will host by Rodicut and Kiwiplan for process management on Corrugated Plant.

I also love the Thai Packaging Association booth. Meeting with all furniture from corrugated as well as they put innovative interactive products with Corrugated, too and thanks to the committee of the MacBrook who had made this event to successful and comfortable for all of us. Thanks dear Wendy and all her staff, too.

