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2021中国  
耗材专  
SINOFOLDING

SinoCorrugated 2021 | SinoFoldingCarton 2021

14 15 16 17 July 2021

SH New International Expo Centre  
Shanghai, China



PACKCON  
中国包装容器展  
CHINA PACKAGING CONTAINER EXPO

# A Great Success of Sino Virtual Show 2020!

Another brilliant achievement- Sino Virtual Show 2020 successfully wrapped up with a total number of 33,703 onsite visitors and 44,800 online audiences!



## First Ever Virtual Show in Printing and Packaging Industry

Given the special virus situation this year, Reed Exhibitions has pioneered to launch the 6-IN-1 Mega Sino Show- SinoCorrugated South, SinoFoldingCarton, SinoFlexPack South, SinoPaper South, China Packaging Container Expo (PackCon), and the newly launched IntraLogistics and Process Management Expo (InMAT), both physically in Dongguan, China and virtually online through Facebook and YouTube. Digital expo has been the trend in the post pandemic world. Though as an event organizer, Reed insists that digital expo can never replace the role of onsite shows, it is always willing to embrace innovation and seek for transformation. As Sino Virtual Show 2020 draws to an end, 44,800 global visitors joined us online during the three days, with a reach of more than 120,000 and more than 5,600 engagement. Average viewing time has been stated around 1 hour.



## Online Matchmaking & Groupon, most effective way to find potential suppliers

During the three days, over 1,300 sessions of online matchmaking have been completed, including 3 Groupon sessions. It involves nearly 300 buyers and 130 exhibitors. The online edition of Targeted Attendee Program (TAP), the star program of Reed Exhibitions, is aiming at providing business matchmaking service tailor-made for international visitors to find right partners and solutions based on their preference and needs.

## Online Guided Tours, bridge between online buyers and onsite exhibitors

During the three days, Online Guided Tours program displayed 11 themed lines to demonstrate the latest technologies and solutions in printing and packaging industry. The Online Guided Tours Specialists have helped nearly 500 overseas visitors and buyers to connect with 81 onsite exhibitors. More than 100 sessions of online meetings via WhatsApp, Teams, Facebook Messenger have been completed.



### Live Webinars, industry gathering co-organized with global associations

During the three days, co-organized with our global association partners including but not limited to Corrugated Benelux Association (CBA), Federation of Corrugated Box Manufacturers (FCBM), Camara Argentina de Fabricantes de Carton Corrugado (CAFCCO), Offset Printers Association of India (OPA), 7 live webinars have been held online where industry experts gathered to share insights about hot industry topics such as "High-efficient logistics and long-term service life in carton production", "Chances and Challenges of Corrugated packaging in India", "The Future Demand in Latin America Carton Industry", "Box Printing Industry of India: Current view and outlook".

### Live Exhibitors Interviews, case study and insights sharing by leading suppliers

During the three days, 15 leading Chinese exhibitors in the industry- J.S. Corrugating Machinery, Kaituo, Wanlian, Fuli, Wonderjet, Flora, Zhongde Group, ZENBO, Zhongke Packaging, Shending Group, Yongshun, Kingtao, Comauto, Hongming and DMS Intelligent Tech have gathered at the online studio to introduce their new machines and share



their future strategies to better cope with the in the post-virus period. Global industry media including but not limited to Printing Review, PrintPack Indonesia and PaperASIA have joined the interview sessions. Over 40 sessions of conferences themed around 19 industry hot topics were held onsite, which have attracted nearly 1,000 attendees. 2 sessions of conferences were live streamed online, which were joined by over 5,000 online audiences. Industry practitioners for the first time after the outbreak of the virus had a chance to discuss market trends, company management and latest technologies and products.

### Strict measures were taken for prevention and control of COVID-19

The health and security have always been Reed's top priority. Government health committee, convention office, police team and medical team worked together to ensure the onsite security. All attendees were required to wear facial mask. Public areas were disinfected every day. The maximum of overall attendee number at peak hours limited to 8,300.

### See you in Shanghai Next July

Look forward to seeing you at the next 7-IN-1 Mega Expo on July 22-24, 2021 in Shanghai. Click here to watch Sino Virtual Show playback:  
[www.sino-corrugated.com/en-gb/home/6-in-1-sino-virtual-show.html](http://www.sino-corrugated.com/en-gb/home/6-in-1-sino-virtual-show.html) For more information, contact us at +86 2231 7054 or email us at [info@reedexpo.com.cn](mailto:info@reedexpo.com.cn)