



## THE FIRST EDITION OF WEPACK ASEAN DEBUTS IN KUALA LUMPUR, SPARKING A CRAZE FOR PURCHASING PACKAGING EQUIPMENT IN SOUTHEAST ASIA



Organized by Reed Exhibitions, WEPACK ASEAN 2023, along with its Corrugated ASEAN, FoldingCarton ASEAN, Dprint ASEAN and Paper ASEAN, is held at the Malaysia International Trade and Exhibition Centre in Kuala Lumpur today!

Delegates from Malaysian National Trade Promotion Institute, MyCeb (Malaysia Convention and Exhibition Bureau), MIDA (Malaysia Investment Development Authority), ACCA (Asian Corrugated Federation), MACCMA (Malaysian Corrugated Machinery Association), MPA (Malaysian Printers Association), and the Selangor State and FT Chinese Printing Presses' Association (SFTCPPA) attended the opening ceremony.

### **Southeast Asia ushers in its first large-scale packaging industry exhibition, with great popularity at various booths**

As the largest packaging exhibition in Southeast Asia, WEPACK ASEAN 2023 covers an area of nearly 10,000 square meters and boasts a total of nearly 200 exhibitors. Quality suppliers in the industry such as Fosber Asia, Wonder, Chongqing Hsieh Hsu, Wanlian Precision, XHL, and Fuli flock to the Exhibition. The first day of the Exhibition witnesses group visits by local carton manufacturers and packaging manufacturers in Southeast Asia, electrifying the onsite purchase atmosphere.

### **To delve into industry opportunities in Southeast Asia, WEPACK ASEAN Conference kicks off officially**

This afternoon, the WEPACK ASEAN Conference, co-organized by the MACCMA and RX, was officially launched in the exhibition site conference area. The Exhibition pools

together multiple parties such as key industry associations, carton color printing enterprises, industry experts and equipment suppliers from 10 Asian countries in a bid to analyze changes in the carton packaging industry with industry peers, gain insights into global industry trends, and exchange the latest industry technologies and achievements.

Meanwhile, CMVU Machine Vision Technology Enabling Automation in Malaysia Exchange Meeting is also convened concurrently in Conference Room My11.

### **The exhibition site presents ceaseless spotlights, industry association groups visited and countless good news of TAP match-making**

Apart from various supplier booths and conference areas, the Exhibition's organizer has also set up a TAP buyer match-making area on site to provide present trade visitors with buyer match-making service, as well as happy moment areas, visitor lounges, and VIP lounges for on-site visitors' activities and recreation. Numerous on-site visitors have quickly identified suppliers meeting their purchase needs through TAP, according to TAP match-making specialists.

In addition, industry associations such as ACCA, MACCMA, HKCPMA and AKKGI have organised groups to visit and exchange ideas today.

From November 23 to November 24, WEPACK ASEAN will continue in Kuala Lumpur, bringing about the last face-to-face purchase opportunity in Southeast Asia this year. We welcome more peers from packaging-related industries to visit us.

