



The World's  
Leading  
Corrugated  
Manufacturing Show



# SinoCorrugated South 2013

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**April 8 - 11**  
**Shanghai New**  
**International Expo**

2345 Longyang Road, Shanghai, China

# Shino Corrugated Shanghai 2013



**SinoCorrugated is one of the world's largest business platforms for the global corrugated manufacturing industry. This event not only showcases the latest global corrugated equipment and consumables on the market, it also helps carton box manufacturers to make informed purchasing decisions by alerting them to new products, the latest technologies and emerging market trends. Carton box manufacturers can also gain valuable new insights to inform their purchasing decisions. There will be an abundance of choice in terms of the equipment and technologies on-site. SinoCorrugated is the business platform on which buyers and exhibitors can communicate directly and freely.**

Following the success of SinoCorrugated South 2012, the local and international corrugated cardboard manufacturing community is turning its attention to SinoCorrugated 2013, which will be held at the Shanghai New International Expo Center from April 8 to April 11. The biggest global event in the corrugated paperboard and packaging industry next year, SinoCorrugated 2013 will bring world renowned suppliers of corrugated manufacturing equipment and consumables together with important buyers, agents and trade organizations. As it does each year, the event will mark the beginning of a new round of development in corrugated equipment manufacturing.

While SinoCorrugated 2013 steps up its drive to attract exhibitors, the organizers have expanded the exhibition area by 20% over 2011. Nevertheless, estimates are that demand for exhibition space is sure to again exceed supply. To date, already 80% of available booths have been sold. Of these

Of these confirmed exhibitors, 12% will be participating in SinoCorrugated for the first time. Over 600 high profile companies are expected to exhibit products at SinoCorrugated, across a record high exhibition area of 61,700sqm.

In recent years, the Chinese packaging industry has become one of the world's most important. In 2011, China's packaging industrial output value reached RMB1.3 billion (USD 20.4 million), making it the world's second largest packaging producing nation, just behind the United States. During the same period, the corrugated paperboard industry has grown at a rapid rate of between 18 and 20%. With China becoming a global manufacturing hub, the resultant diverse market demand represents a deep pool of opportunity for local suppliers. As the most advanced exhibition for corrugated equipment, consumables and technology, SinoCorrugated 2013 is expected to attract about 26,000 visitors from across the corrugated

26,000 visitors from across the corrugated cardboard manufacturing industry, 20% of them from abroad. The international visitors will come from countries like Germany, the US, Britain, France, Italy, Russia, Ukraine, Spain, Brazil, Australia, Mexico, India, Vietnam, Indonesia and Malaysia.

A post-exhibition survey of visitors to SinoCorrugated 2011 showed that the majority of the 4,330 international visitors, from 96 countries and regions, had visited the event and were pleased with the results. They pledged to return for SinoCorrugated 2013.

Thanks to its growing international influence, in 2013, SinoCorrugated will work even more closely with foreign and local industry associations and media. The organizers of the event, Reed Exhibitions, will use multiple channels to invite targeted buyers and promote the SinoCorrugated brand. At the 2011 show, many high-end buyers including senior trade delegates, organized by 48 international trade associations, attended. Connecting and communicating with such key industry personnel is vital to market expansion.

SinoCorrugated 2013 will surpass the 2011 event in terms of content and quality. At the same time as running seminars and facilitating numerous opportunities for company representatives and trade association delegates to interact, the organizers will ensure that, while on-site, participants have access to the full range of powerful technical and informational support. SinoCorrugated 2013 will be a convenient, highly efficient commercial platform for exhibitors, visitors and buyers. The show will also drive international trade, cross-border communication and sustainable development.

## Venue

Shanghai New International Exhibition Center (SNIEC) is one of the world's most attractive exhibition and activity venues. The hall is situated in Shanghai's Pudong New Area, a vibrant financial and commercial hub. It is adjacent to Century



Park and about 35km from Pudong and Hongqiao International Airports.

SNIEC has 17 single-storey, column-free exhibition halls, covering a total indoor space of 200,000sqm and outdoor space of 100,000sqm. Since it opened in November 2001, the venue has hosted hundreds of high profile events. Today, it holds over 80 exhibitions a year and attracts an increasing number of local and international shows. Thanks to its convenient traffic links, unique column-free structure and world class facilities, SNIEC has established itself as a powerful international exhibition platform through which domestic and foreign commercial activity thrives. A multifunctional location, SNIEC also lends itself to social, as well as corporate, activities. The venue is fully equipped with the ideal facilities for SinoCorrugated 2013.

**Venue Address** : 2345 Longyang Road, Shanghai, China.

## Transport

Shanghai New International Exhibition Center (SNIEC) is situated in Pudong Development Zone: the "Manhattan of the Orient". Nestled among Lujiazui Finance & Trade Zone, Jinqiao Export Processing Zone and Zhangjiang Hi-Tech Industry Park, the center also lies next to the beautifully lush Century Park and Shanghai International Friendship Forest. Access to the venue is easily gained via Longyang Road Metro Station, which lies a mere 600m from the center. This station is also where the magnetic levitation train to the airport arrives and departs. Several buses also serve routes that run past the center. On foot, it is a 10-minute walk from Longyang Road Metro Station to SNIEC.

## From Pudong Int'l Airport

1. By taxi: 45 min (RMB90).
2. By subway: From 6:30 in the morning, you can take Line 2 from the airport to Longyang Rd Station. The trip takes 50 mins and costs RMB 6.
3. By maglev: The maglev runs from Pudong

International Airport to Longyang Rd Station, between 07:00 – 21:30. Maglev tickets: RMB50/ one way, RMB80/return.

## From Shanghai Railway Station

1. By taxi: 30 min (RMB 50)
2. By subway: Take Line 1 (the red one) and change to the eastbound Line 2 (the green one) at People's Square. Longyang Rd Station is seven stops on. The trip takes 45 mins and costs RMB 4 each way.

## Free shuttle bus

The organisers will arrange air-conditioned 45-seater buses to shuttle visitors between Longyang Rd Subway Station and the North and South Entry Halls, from 8:30 to 17:30 on show days.

## Travel

Shanghai is a fascinating city which combines elements of old-style China with those of a modern metropolis. This huge city – China's largest - has a population of 16.5 million and a land area of nearly 3,000 square miles. Shanghai is known by several nicknames – the Paris of the East, the City on the Sea – and is a series of charming contradictions. Vibrant and sleepy, provincial and international, progressive and retro – all at the same time. Visitors face an embarrassment of riches when looking for ways to keep busy and sights to view around the town. Whether you are into shopping, museums, people-watching, sight-seeing, theater-going - there's something in Shanghai for you. Below are five of the city's most popular spots. Don't leave without checking them out!

## Tourist Spots

### The Bund (rhymes with "fund")

The Bund is a stretch along Shanghai's city-splitting Huangpu River. The architecture of the buildings on the Bund is reminiscent of Old Shanghai in its 1930s heyday. Row upon row of classically

designed structures line a three-mile stretch along the river. In the evenings, with the lights dancing on the water, the Bund cruise is a romantic delight. Very popular amongst tourists, the cruise gives you a breathtaking view of Shanghai at night.

### Yuyuan Gardens

The garden is over 400 years old and feature arts and sculptures from both the Ming and Qing dynasties. Featuring smoothly worn rocks, gleaming waters and various halls full of classic Chinese architecture, the gardens are a favorite amongst tourists and locals alike.

### The Oriental Pearl Tower

New York has the Statue of Liberty. London has Big Ben. Shanghai has the Oriental Pearl Tower. This monument to progressiveness has become the international symbol of Shanghai. You will see it on maps, postcards and all sorts of promotional ads for the city. With good reason. The tower is awesome – in the truest sense of the word. Located in Shanghai's business district of Pudong, it is a column of shimmering pink spheres of varying sizes which, from a distance, seem to hover over each other, giving the effect of rose-colored pearl drops falling from the sky.

### Shanghai Museum

China has four main museums – one in each of Shanghai, Beijing, Nanjing and Xi'an. Of the four, the Shanghai museum is particularly impressive. It has a floor area of 12,000 square meters and houses over 120,000 cultural relics which are divided into 21 categories. Mirroring the Chinese philosophy of "round heaven and square earth" the museum is designed with a dome-shaped roof and a square base.

### Nanjing East Road Pedestrian Mall

A shopper's paradise and a budgeter's nightmare - Nanjing Dong Lu is the epicenter of Shanghai's shopping culture and a place where fantastic bargains for fabulous purchases can be made. Hundreds of stalls line the street for a mile-long stretch from the Bund to Xizang Zhong Lu (Xizang Middle Road). Al fresco cafés, designer stores, bars, shopping stalls, big chain fast food restaurants, jewelers, trams, neon lights - Nanjing Dong Lu has it all. If you don't mind the hubbub, make sure you visit this microcosm of Shanghai – you'll be glad you did!