



APPP EXPO 2021

JULY 21st-24th
NECC SHANGHAI

National Exhibition and
Convention Center (Shanghai)

www.appexpo.com

“ APPP EXPO

APPPEXPO, the best market place of advertising, print, packaging, paper industry in the world, has a history of 29 years and is also a globally famous brand certified by UFI.

APPPEXPO congregated a wide range of innovative products and cutting-edge technologies in the fields of printing, cutting, engraving, materials, signage, displays, retail, lighting, textile printing, quick print, and packaging.



APPPEXPO is always a wonderful arena for advertising creativity and technological innovation to spark.

NEW NORMAL NEW DRIVE

— PROSPECTS OF APPPEXPO 2021

1.The Industry leads to new normal

COVID has changed many things in the world, and the "new normal" won't be the same as it was before COVID. The pandemic has caused a great deal of uncertainty among exhibitors and visitors in terms of their attendance at the trade show. Travel restrictions and budget constraints have further exacerbated the situation in the sign industry.

2.Tradeshow APPPEXPO gets new drive

APPPEXPO 2021 will take place as scheduled from 21 July to 24 July, 2021, the theme of which is create digital era to share sign & print future.APPPEXPO has always been close to our heart as a way to connect with customers and prospects and we are sparing no effort in organizing the the trade show in next seven months.

3.APPPEXPO goes virtual, APPTRADE is born

Virtual platforms will be another tool in our sales and marketing toolbox, and we're excited to invite you as the first batch of participants to the virtual stage that looks and feels like a trade show. Therefore, APPTrade has been created to provide meaningful ideas and actions that may help you re-shape or refocus your sign business.

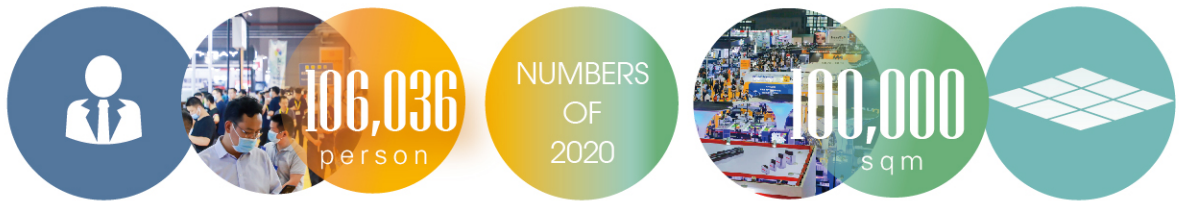
DATA ANALYSIS



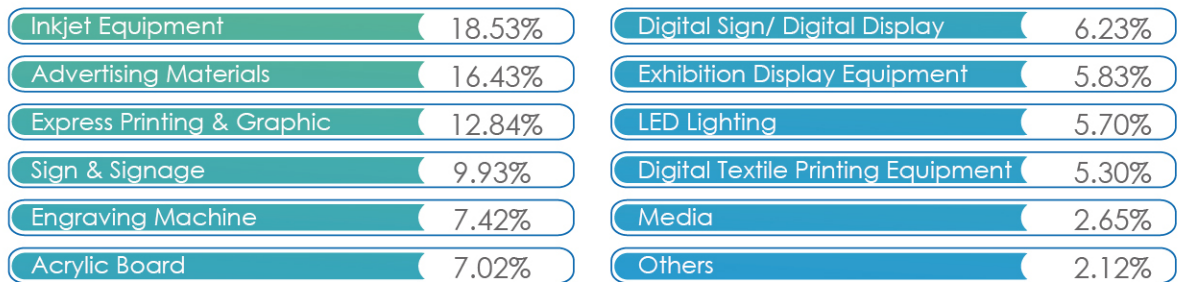
TOTAL NUMBER OF VISITORS

2020

EXHIBITING AREA

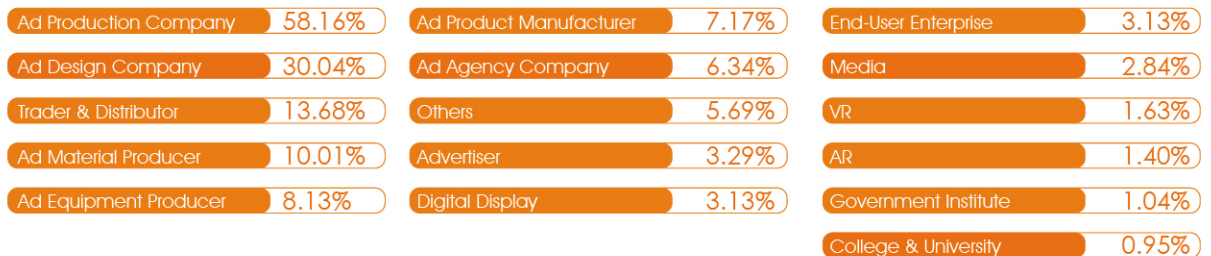


EXHIBITORS BREAKDOWN BY FIELD



VISITOR BREAKDOWN BY SECTOR

Advertising Exhibition



Digital Textile Printing Exhibition



Express Printing & Graphic Exhibition



Lighting Exhibition



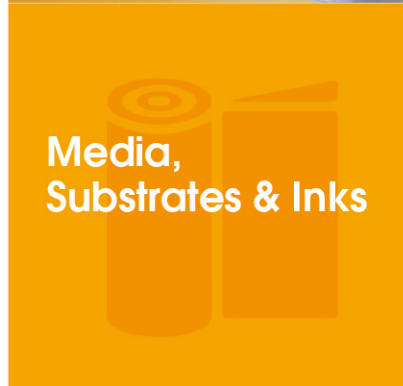
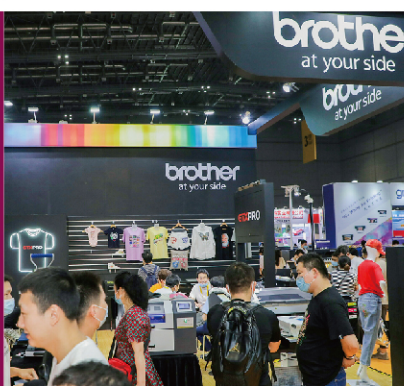
HIGHLIGHTS OF APPEXPO



Digital Printing
Equipment
& Supplies



Digital Textile
Printing



Media,
Substrates & Inks



Engraving
Machines



Signs and
Digital Signage



New Retail &
Design of
Consumption
Scene

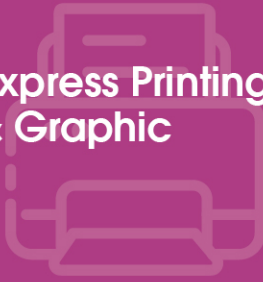
Exhibition Displays



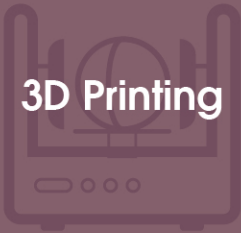
LED & Lighting



Express Printing & Graphic



3D Printing



Creative Design & Corrugated Color Box



Intelligent Ad



APPP TRADE

GLOBAL LINK, PRECISE REACH

www.appptrade.com



ABOUT APPP TRADE

APPPTRADE, a B2B platform that proudly presented by APPPEXPO team, dedicated to creating infinite business opportunities for people. As an industry leader, we are committed to supporting all industry insiders to achieve success in their fields.

BUSINESS SCOPE

Thus, we create this platform to bridge the gap between demand and supply sides. With a huge database and unbeatable brand influence across the globe, APPPTRADE will be a reliable integrated solution provider for any business to flourish in an arena where competition grows tougher.

WHAT YOU CAN GET FROM APPPTRADE:



Think Tank

We also formed an overseas consultant team, in which you will see those top global experts from leading firms such as InfoTrends, FLAAR-REPORTS and Large Format Review.

Join APPPTRADE to see how we can accelerate your business.



 KEYPOINT INTELLIGENCE | InfoTrends



 lfr news
LARGE FORMAT REVIEW

 FLAAR-REPORTS
MULTIMEDIA | VISUALIZATION | ANALYTICS

ASIA ADVERTISEMENT ASSOCIATION

AAA

Asia Advertisement Association (AAA) was founded in 2015 by China Sign Association of Equipment Suppliers (Shanghai), Korea Outdoor Advertising Association and Kinki Outdoor Advertising Association. With the aim of enforcing the Belt and Road Initiative, AAA absorbed 35 full members from 26 countries and regions.

Goal

The core purpose of the Asia Advertisement Association is to strengthen exchanges and cooperation among AAA's members, to promote the interest of the Asian sign industry for the betterment of our members and form an organism to find a best way to open the international market.

Mission

The mission of the Asia Advertisement Association is to contribute to the prosperity of our members by promoting and representing the interests of stakeholders involved in the sign industry in Asia. In the next decade, AAA will be a sign association with full of vigor and vitality and powerful anti-risk ability.

Work

- Holding the annual conference for full members during every APPPEXPO, the marketplace of ad & sign industry in Asia and even in the world
- Holding the semi annual meeting by members in turn
- Writing the yearbook of ad & sign industry of each member
- Bringing the buyer delegations to the ad & sign industry among the members



TECHeart COMPETITION



TECHeart Competition, organized by APPPEXPO Shanghai Committee and China Sign Association of Equipment Suppliers (CSA), is one of the critical components of the Shanghai International Advertising Festival (SHIAF), aiming to explore and reward those innovative technologies and successful cases that helped to enhance brand value. TECHeart Competition covers diverse segments including R&D, Packaging, Retail, Marketing, CRM etc. For many years, TECHeart Competition can be regarded as an unmissable chance for industry insiders to learn the latest technological achievements and discover new possibilities for their business.



NEW RETAIL & DESIGN OF CONSUMPTION SCENE



**STILL WONDERING
WHAT DOES THE FUTURE
OF RETAIL LOOK LIKE?**

**STILL STRUGGLING ON
CREATING A WOW EXPERIENCE
FOR YOUR CUSTOMERS?**



In an era of constant change, customers become more demanding and sophisticated than ever before. The technology in the retail sphere is also evolving at a rapid rate, which makes it an incredibly challenging and exciting time for retailers to thrive.

In 2021, APPPEXPO will unveil its new chapter and proudly present you the “Shanghai International New Retail & Design of Consumption Scene Expo (A⁺ Shop)”. A⁺ Shop will give you new retail integrated solutions to redesign the entire customer journey, offering you insights to embrace a new future of retail. Whether you are discovering the latest innovations or new technologies for your brand, A⁺ Shop will be your ultimate resource to advance in the industry evolution.

This July, come and dive deep with us to explore this fantastic retail world!



EPG EXPO



EPG EXPO

Your Best Choice of
Quick Print Business



Whether you need a new corporate identity, a rebrand, or just the finishing touch added to your ideas, just come to our expo to find the most suitable solution for your business of quick print.

- *We will make the printing process as simple and efficient as possible for you.*
- *For all your quick print needs, think of EPG first.*
- *Let us show you why EPG is different!*

Forum on Quick Print

Since March 2019, we have delivered year-round quick print education, product demonstration and insight from industry experts and big names in different cities in China such as Shanghai, Jinan, Changzhou, Hangzhou and Jiaxing. Once launched, the forum was an instant hit among the industry.



DIGITAL TEXTILE, VIBRANT ACTIVITIES

? WHY ARE BRANDS MAKING THE CHANGE TO DIGITAL TEXTILE PRINTING?

? HOW IS DIGITAL TEXTILE PRINTING CHANGING ON DEMAND PRODUCTION?

Textile Printing Expo 2021 will once again welcome key players from digital textile printing industry to see how technological advance can accelerate your business.

- ◆ Positive Environmental Impact
- ◆ Production Efficiency
- ◆ Quality Assurance
- ◆ Endless Creativity

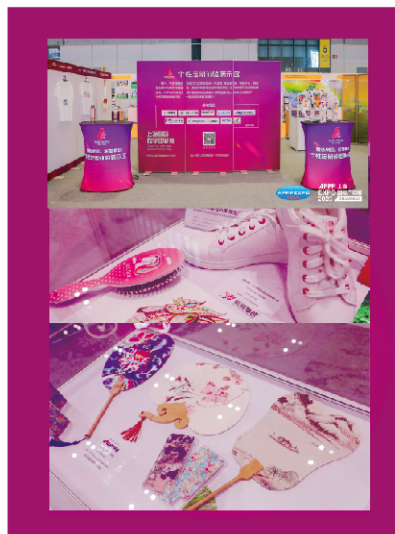


Concurrent Activities

Digital Textile Printing Industry Forum



Personalized Experience Zone



One-stop Garment Customization Experience





1.1H Engraving Machines

- | Engraving Machines | Laser Engraving Machines |
- | CNC Engraving System | Tools and Fittings |
- | Sign Production Equipment | Vacuum Forming Machines |
- | Acrylic Equipment | Cutting Machines |
- | Cutting Plotters | Bending Machines |
- | Polishing Machines etc.

2.1H Signs and Digital Signage/LED

- | Signs | Signage Products | Tri-vision and Multi-vision Billboards |
- | New Media | Digital Signage | LCD Advertising Machines |
- | 3D Products | LED Advertising Light Source | LED Module |
- | Light Boxes | Luminous Products | UVLED Germicidal Lamp |
- | Neon Light • Lighting Installation | Outdoor Lighting |
- | LED lighting | LED Display Screens | LED/LCD TVs etc.

3H Creative Design & Corrugated Color Box

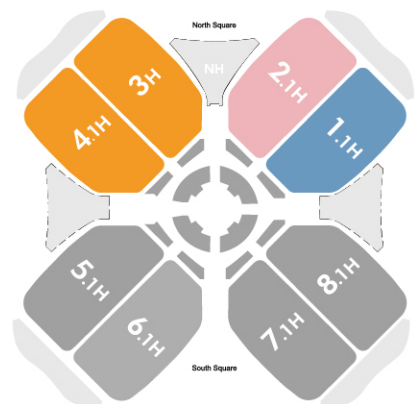
- | Chinese and Foreign Work of Art & Replication of Famous Painting |
- | Creatively Designed Printing & Packaging Products |
- | Advertising Creative Design |
- | Creative Design of Digital Textile Printing |
- | Specialty Paper, Wrapping Paper and New Materials |
- | Digital Printing Consumables, Software and Color Management System |
- | Corrugated Color Box Equipment |
- | Digital trademark & label equipment etc.

3H International Brands

- | Digital Inkjet Printing Equipment |
- | Digital Image Technology Output Equipment |
- | Digital Textile Printing Equipment |
- | Advertising Consumables etc.

4.1H Digital Textile Printing

- | Digital Inkjet Textile Printing Equipment |
- | Digital Inkjet Textile Printing System |
- | Textile Printing Products |
- | Digital Textile Printing Consumables etc.





4.1H Express Printing & Graphic

- | Pre-printing Equipment | Post-printing Equipment |
- | Related Accessories and Consumables |
- | Personalized Printing Equipment |
- | Materials | Application Software etc.

5.1H Media, Substrates & Inks

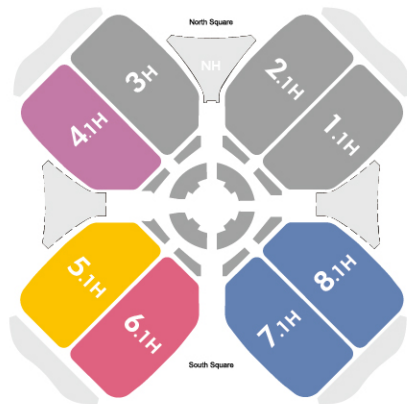
- | Flex Banner Fabrics | Glue Products |
- | Reflective Materials | Photographic Paper and Outdoor & Indoor Digital Printing Consumables |
- | Inks | Printing Inks | Acrylic Plates | PVC Foam Boards |
- | Aluminum Co mposite Panels etc.

6.1H New Retail & Design Of Consumption Scene , Exhibition Displays

- | Exhibition & Display Equipment | Portable Exhibition Equipment | Display Stands and Other POP Products |
- | Commercial Art Display | Consumption Scene Design & Equipment | New Shop Technology |
- | Equipment for Sales Promotion | Holographic Projection | Interactive Multimedia |
- | Augmented Reality | Virtual Reality | 3D Display etc.

7.1H/8.1H Digital Printing Equipment & Supplies

- | Digital Inkjet Printing Equipment | Indoor and Outdoor Digital Photo Printing Equipment | UV Flatbed Printer |
- | UV Printer for Coiled Material | UV Coil Printer | Digital Image Technology Output Equipment |
- | Banner Machines | Cold Laminating Machines | Feeder Machines | Hot Laminating Machines |
- | Printing Equipment Related Consumables and Accessories etc.





Organizers

Shanghai Modern International Exhibition Co., Ltd
Shanghai Gray Exhibition Co.,Ltd.
Shanghai Advertising Association
China Sign Association of Equipment Suppliers

