

Press release

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Debut DS Printech China's in-person and online platforms conclude

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DSPSZ20 FR en

Providing a much needed boost to the domestic digital and screen printing industry, the first edition of DS Printech China successfully concluded last week. 200 exhibitors presented the full spectrum of the digital and screen printing supply chain at the Shenzhen World Exhibition & Convention Center. The three-day fair attracted 8,853 visitors from 28 – 30 October, while there were over 130,000 online participants.

DS Printech China is a rebranding of two existing events: the 30 year-plus CSGIA and Textile Digital Printing China. Messe Frankfurt (HK) Ltd is a new co-organiser for this year's event, and Senior General Manager Ms Wendy Wen commented: "We are very pleased with the outcomes of the first DS Printech China. The reputation in the local industry of our partners, the China Screen Printing & Graphic Imaging Association and Guangzhou Teyin Exhibition Service ensured many of the big domestic players participated this week, while a number of international brands partook through their local offices. Having both the in-person and online events this year provided a much-needed opportunity for the industry to get together, and from the feedback from exhibitors and buyers, the fair has injected a sense of positivity into the industry for the future."

Ms Wen continued: "Holding the fair in Shenzhen, at the heart of China's Greater Bay Area, was a strategic decision to ensure exhibitors could capture the business opportunities in the booming South China market. And from the positive comments from participants, we can say that this was the right decision. Exhibitors in particular were pleased with the buyer quality, and reported how many of them were looking for new innovations. Furthermore, we implemented a new online platform this year to ensure international companies could still participate in the fair, while we also held digital printing forums at our Intertextile Shanghai events in August and September to provide more exposure for our stakeholders. While the pandemic has undoubtedly affected the global industry this year, we also see increased opportunities in the near future. Especially in China as many exhibitors have reported continued strong demand throughout the year, and especially for the digital printing sector as the demand for smaller MOQs and customised products has grown."

Exhibitors' experiences

"When we knew that the fair would be held in Shenzhen, we decided to

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

join as we wanted to explore the market in Guangdong province. This time we brought our new equipment that especially caters to smaller MOQs and customisation, which are the two trends that are growing in the market. Our products have been popular with visitors, and some have already placed orders. We met with garment printing manufacturers who work with big domestic brands like Li Ning and Anta. This is our first time to participate in a physical exhibition since the pandemic, so we are pleased to have face-to-face communication with potential customers and establish new relationships. The fair being held in Shenzhen is a convenient location for buyers from all over the country, especially as it is close to nearby major textile manufacturing hubs.”

Mr Chen Liang, General Manager, Tianling Intelligent Technology (Suqian) Co Ltd, China

“The main goal for us here is to establish new sales channels, especially in the major apparel manufacturing province of Guangdong. The fair has helped us grasp the exciting opportunities in South China, especially when Shenzhen itself focuses on technological innovation. DS Printech has acted as a catalyst for the industry's recovery. It is more efficient for us to promote our machines in person than online, as customers can learn about the operation of the equipment and the printing effects.”

Mr Denis Sun, Sales Manager, Stahls' Trading (Shenzhen) Co Ltd, China

“This fair is very important for us to reach our Chinese customers. We are displaying heat press machines which are French-made, and I think the results are quite good. We had quite a lot of people yesterday afternoon and today – a lot of people are showing interest in different solutions. This fair is a good way to display our range in China so we join every year, and we have some quality leads this edition. It's still an expanding market with new kinds of technology for textile prints – people are looking to personalise more and more. So we believe the market will continue to grow and there are still a lot of opportunities.”

Mr Nicolas Becherel, Sales Manager, Asia Pacific, Chemica HK Ltd, Hong Kong

“We're excited to launch a new product here at DS Printech China. We were very busy yesterday, and all of the customers we met were our target customers. Some of them even placed orders. The fair is an influential platform that attracts many industry players. It is an invaluable opportunity for the industry to meet up and exchange information, and a positive message has been sent out about its future.”

Mr Liang Wenjian, CEO, Guangzhou Cnding Robot Co Ltd, China

“DS Printech China is an ideal platform for us to promote our latest technology which follows the market trend of shorter lead times, as many of the customers we met share this same vision. 20-30 visitors have expressed interests in our products. We also joined the seminar to share our experience, and I think it's an effective way to form connections with our peers. South China is full of potential so I think the fair can help us capture the possibilities.”

Mr Liu Canjun, General Manager, Guangzhou Elephant Digital Technology Co Ltd, China

DS Printech China
Shenzhen World Exhibition and
Convention Center
Shenzhen, China, 28 – 30 Oct 2020

“Thanks to our newly launched digital printing products, we have gained a lot of new customers at this fair. This is the first time we’ve joined DS Printech China, and we discovered that the fair is full of high quality customers which match our targets.”

Ms Polly Wu, Sales Manager, Polytech (Shenzhen) Inc, China

The next edition of DS Printech China will take place in Shanghai in August 2021. The fair is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service.

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Notes to editors

Download press release and picture:

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press/press-releases/2020/DSPSZ20-FR.html#download>

Further press information and picture material:

<https://dsprintech.hk.messefrankfurt.com/shenzhen/en/press.html>

Follow the fair on social media:

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