

Press release

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## DS Printech China announces Guangzhou edition with new zones echoing digital printing trends

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**With sustainability and efficiency becoming prominent focuses amongst digital and screen printing industry players, new themed zones addressing these thriving demands will debut at DS Printech China at the end of this year. The fair, an influential platform dedicated to the digital and screen printing industry, will be staged in South China after its inaugural edition in Shenzhen in 2020, and is scheduled to run from 16 – 18 November 2022 at the China Import and Export Fair Complex in Guangzhou.**



Industry practitioners can explore the latest digital and screen printing innovations at DS Printech China in November.

Growing awareness of sustainability in the market is propelling the digital textile printing sector to new heights, so much so the market in China is projected to reach USD 457 million in 2027, trailing a CAGR of 13.7% from 2020<sup>1</sup>. Meanwhile, the e-Commerce boom in the country has stimulated demands for efficient production, smaller print runs and personalisation, further boosting the development of the industry.

Ms Wendy Wen, Senior General Manager of Messe Frankfurt (HK) Ltd explained: “To assist exhibitors to take advantage of the ample

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

<sup>1</sup> Global Digital Textile Printing Industry, Reportlinker, [https://www.reportlinker.com/p05798375/Global-Digital-Textile-Printing-Industry.html?utm\\_source=GNW](https://www.reportlinker.com/p05798375/Global-Digital-Textile-Printing-Industry.html?utm_source=GNW)

opportunities presented by the trends that are accelerating advancements within the industry, DS Printech China will debut two zones at the Guangzhou edition. The conveniently structured areas can also help buyers find the right products they are looking for, in a more efficient manner.”

The zones making their first appearance at the Guangzhou show are as follows:

- **Textile printing zone:** recognising the increasing need for digitally printed textiles in the country, the area will feature a wide array of related printing solutions, with an aim to promote sustainable textile printing practices at the same time
- **Intelligent manufacturing and personalised printing zone:** will gather leading and emerging custom printing market players. What’s more, automation in screen printing will be in the spotlight, especially as the pandemic has increased the use of and demand for unmanned production

### **200 exhibitors expected to unveil South China’s success**

Alternating locations to cover regions that are important to the digital and screen printing sector is part of the event’s tradition. After the first edition in Shenzhen in 2020 and the following one in Shanghai, scheduled to take place this May, DS Printech China will once again be held in the south of the country in November. The new host city Guangzhou has long been a key trading hub for the domestic industry, and this will provide an access point for international exhibitors to explore the full potential of the Chinese market.

To illustrate, around 200 overseas and domestic exhibitors are expected to showcase their technological advancements that cover the full spectrum of the digital and screen printing supply chain on the show floor.

Mr Denis Sun, Sales Manager of Stahls’ Trading (Shenzhen) Co Ltd shared his experience of joining the 2020 show in Shenzhen: “Headquartered in the US, we are here to promote our heat transfer products and they have been well received by customers in general. The fair has helped us grasp the exciting opportunities in South China, especially as we have always wanted to establish new sales channels in the major textile and apparel manufacturing province of Guangdong.”

DS Printech China is a rebranding of two events: CSGIA and Textile Digital Printing China. The debut edition in Shenzhen in 2020 attracted 200 exhibitors connecting with 8,853 visitors, along with over 130,000 online participants.

The fair is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service.

DS Printech China  
China Import and Export Fair Complex  
Guangzhou, China, 16 – 18.11.2022

For more details on the fair, please visit: [www.dsprintech.com](http://www.dsprintech.com).

Information from the international textiles sector and Messe Frankfurt's textile fairs worldwide can be found at: [www.texpertise-network.com](http://www.texpertise-network.com).

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Notes to editors:

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**Newsroom**

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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300\* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140\* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are expanding our digital expertise with new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\* Preliminary figures for 2021

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