

news +++ DS Printech China

China Import and Export Fair Complex, Guangzhou, 11 – 13 November 2024

DS printech

CHINA

‘Gravitating towards customisation’ – technological advancements to drive new business prospects at November’s DS Printech China 2024

Guangzhou, 20 February 2024. As demand for high-quality and personalised printing solutions increases, the domestic digital and screen printing markets are set for further growth, offering opportunities to international and domestic players alike. With exhibitor registration already gathering momentum, DS Printech China, Asia’s influential digital and screen printing platform, will take place at the China Import and Export Fair Complex in Guangzhou from 11 – 13 November 2024. Utilised by a number of key suppliers and buyers yearly, the fair serves as an ideal meeting point to embrace new developments and promote industry evolution.

Commenting on changing buying patterns in the textile printing market, Ms Wilmet Shea, General Manager of Messe Frankfurt (HK) Ltd, said: “The digital and screen printing markets have both experienced substantial growth over the last few years. With consumer behaviour gravitating towards customisation, the new trend has opened up even further potential for the domestic market. To meet these evolving needs, suppliers are making advancements in their printing technologies and raw materials. DS Printech is the go-to event for industry players to find these innovations, and capitalise on new business opportunities.”

The flexibility offered by digital textile printing is anticipated to bolster its market growth, expected to see a CAGR of 18.5% in the coming eight years¹, as consumers demand prints on clothing, banners, and household items such as bedsheets and curtains, and on different fabrics including cotton, polyester and silk. Inkjet printing technology offers the advantage of creating personalised designs in multiple colour patterns and small order quantities.

Speaking at the previous edition in November, Mr Yi Zhang, Sales Manager of Brother Machinery Shanghai Ltd, said: “Our digital apparel printers are applicable to ready-to-wear items like shoes, hats and towels. Traditionally, printing needed to be in large quantities due to the high cost of plate production. As customisation is now in high demand, new technology allows us to undertake small batch production without requiring inventory.”

Personalisation and technological innovation are also accelerating opportunities for the screen printing market. Recent developments include direct-to-garment screen printing, automation and the integration of digital printing technologies. In the face of rising

¹ <https://www.expertmarketresearch.com/reports/digital-textile-printing-market>

disposable incomes, fashion has become an integral part of consumer identity, particularly for the individualistic younger generations. With the global market expected to grow at a CAGR of 7.8% by 2030², textile manufacturers and retailers are utilising screen printing technologies to fill a creative niche.

Showcasing at the same edition, Mr Zhiyong Wang, Sales Manager of Great World Ink Paint, said: "I am optimistic about the prospects of the screen printing industry. While digital inkjet is becoming more common now, some items cannot be produced through this method, which makes screen printing irreplaceable, ensuring its relevance as a viable printing option."

The fair always attracts prominent suppliers from around the world to present their latest innovations. The 2023 Guangzhou edition attracted 11,000 visitors from 50 countries and regions and 318 exhibitors from seven countries and regions.

DS Printech China is co-organised by Messe Frankfurt (HK) Ltd, China Screen Printing & Graphic Imaging Association (CSGIA) and Guangzhou Teyin Exhibition Service. For future information, please visit www.dsprintech.com.

DS Printech China – Guangzhou will take place from 11 – 13 November 2024.

Press information and photographic material:

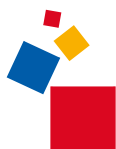
<https://dsprintech-shanghai.hk.messefrankfurt.com/shanghai/en/press.html>

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² <https://www.coherentmarketinsights.com/industry-reports/industrial-screen-printing-market>

Newsroom

The banner features a world map with a network of colored dots (red, blue, yellow, grey) connected by lines. In the center, the text reads "TEXPERTISE the textile business network" with the website "www.textpertise-network.com" below it. On the left, two white circles contain the text "12 Countries" and "50+ Trade fairs". At the bottom, there are four colored bars representing different textile sectors: "Apparel Fabrics & Fashion" (red), "Interior & Contract Textiles" (green), "Technical Textiles & Textile Processing" (blue), and "Textile Care" (grey).

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. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

With its headquarters 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

* Preliminary figures for 2023