



THE 9th ALL IN PRINT CHINA

China International Exhibition ALL about Printing Technology & Equipment

2023.11.1-4

SNIEC · Shanghai China



The Oriental Window of World Printing Industry

All in Print China

// An integrated platform for exchange and promotion of new technology, products and materials in printing and packaging industry.

// A bridge between upstream and downstream printing and packaging enterprises.

Concurrent Events



60+

Forums and Seminars

Personal Excellence

87.90%

were decision makers or involved in the decision making

NO.1

Trade Show for Printing Industry in the World in 2023



1,003

EXHIBITORS

FROM **14**
COUNTRIES /
REGIONS

110,000m²

EXHIBITION SPACE

7 THEMATIC
PAVILIONS

2 FEATURED
ZONES

1 SPECIAL ZONE

www.allinprint.com

108,136

TRADE VISITORS

FROM **126**
COUNTRIES/REGIONS

112

DOMESTIC
BUYER DELEGATIONS

39

INTERNATIONAL
BUYER GROUPS

10,164

INTERNATIONAL BUYERS



BEST FEEDBACK

Excellent Trade Fair Results for Exhibitors and Visitors

91.48%

Exhibitors were satisfied

98.66%

Exhibitors would consider to participate in next edition

97.74%

Visitors were satisfied

99%

Visitors would recommend All in Print China



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Visitor Structure

Origin Countries / Regions	
China	97,972
-East China	64.03%
-South China	17.40%
-North China	8.31%
-Central China	5.10%
-Northwest China	1.11%
-Northeast China	1.47%
-Southwest China	2.18%
-Others	0.40%
Overseas	10,164

Overseas Origins	
Asia	59.89%
Europe	20.48%
Africa	6.27%
Others	6.04%
South America	4.01%
North America	2.44%
Oceania	0.87%

(Basis: All Overseas Visitors Excluding China.)

Company Size	
1-100 Staff	62.51%
101-500 Staff	21.27%
501-1000 Staff	7.94%
1001-5000 Staff	5.05%
5,001 Staff or Above	3.23%

Industry Nature	
Packaging Printing	22.30%
Commercial Printing	21.12%
Label Printing	11.50%
Post-press, Paper Converting	9.88%
Newspaper Printing	5.83%
Booklet Printing	5.73%
Advertising and Design Agencies, E-commerce	3.92%
Flexible Packaging	3.88%
Consumer Goods Manufacturing	3.83%
Plant and Equipment Suppliers	2.71%
Corrugated Container Factory	1.99%
Associations and Institutions, Training and Certification Bodies	1.69%
Government Agencies and Financial Institutions	1.51%
Publishers	1.49%
Specialist Media Organizations	1.37%
Others	1.25%

Interest in Product Ranges	
Printing Equipment	19.28%
Post-press and Packaging Converting Equipment	14.03%
Prepress Equipment	13.61%
Paper and Substrates	9.95%
Printing Ink	9.94%
Other Consumables	8.97%
Components and Infrastructure	7.76%
Services and Software	5.47%
Innovative Technologies	5.23%
Others	5.76%

Department	
Sales / Distributor / Trade / Import & Export	43.14%
Top Management (CEO, Chairman, President, GM etc.)	19.48%
Manufacturing / Producing / Processing / Equipment	6.56%
Marketing / PR	6.16%
Purchasing	5.96%
Business Development	3.38%
Others	3.38%
Engineer / Technician	3.18%
R&D	2.58%
Design / Creative	1.59%
Quality Control / Check	1.39%
HR / Admin / Finance	1.19%
Consultancy	0.60%
Packaging	0.41%
Stock / Logistics / Transport / Material	0.40%
Education & Training	0.40%
Government	0.20%

Purchasing Budget	
\$0-140,000	47.12%
\$140,001-700,000	44.93%
\$700,001 or Above	7.95%

Visit Next Edition	
Yes or Considering	99%

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See You Again!

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Organized by:



International Supporter:

