

LABEL EXPO

2024上海国际标签印刷展览会

2024 Shanghai International Label Printing Exhibition

2024年08月07-09日

Aug. 07-09 , 2024

上海世博展览馆（浦东）

World Expo Exhibition & Convention Center



邀請函
Invitation



禾欣展览
HeXin EXPO

www.labelexpo.org





亚太地区领先的标签印刷展览会

LABEL EXPO 2024上海国际标签印刷展览会是亚太地区专注于标签及其加工业的国际专业展会。携手上海国际包装印刷展，全面覆盖标签、包装、印刷全产业链，打造一站式商贸平台。LABEL EXPO上海国际标签印刷展览会立足国内，面向世界，全面展示标签创新成果及应用，助力推动标签新材料、新产品和新技术迅速发展。自创办至今已成功举办了十六届，历届展会均获得参展商、观展商一致认可，展会规模逐年扩大，专业观众成倍增加，现已发展为亚太地区极具影响力及权威性的国际标签印刷贸易展览会。

展会面积：预计55,000平方米（上届50,000平方米）

Exhibition Area: 55,000 m² (50,000m² in the last exhibition)

展商数量：预计650家（上届531家）

Number of exhibitors: 650 exhibitors (531 exhibitors in the last exhibition)

观众数量：预计60,000名（上届56319名）

Number of visitors: 60000 visitors (56319 visitors in the last exhibition)

LABEL EXPO Shanghai International Label Printing Exhibition hosted by Shanghai Hexin Exhibition Service Co., Ltd. is one of the most influential professional exhibitions in China's label printing industry. It has been successfully held for 16 sessions since 2007. For more than ten years, LABEL EXPO has been focusing on hot new technologies in the world label printing industry, and is committed to providing the world label industry with new opportunities for innovative development and new driving force for sustainable development. LABEL EXPO not only builds an exhibition platform for global label companies and promotes trade between supply and demand, but also promotes the exchange and dissemination of new technologies. It is known as the "vane of the label printing industry in Asia". LABEL EXPO 2024 Shanghai International Label Printing Exhibition will be grandly opened at the Shanghai World Expo Exhibition and Convention Center on August 07-09, 2024. The LABEL EXPO 2024 Shanghai International Label Printing Exhibition is looking forward to making greater contributions to the development of the world's label industry.

LABEL EXPO 十大优势 不容错过

Ten advantages of LABEL EXPO, should not be missed

01

众多知名品牌云集LABEL EXPO 打造亚太区领先的标签印刷交易采购平台

Multiple famous brands gather together in LABEL EXPO to create a leading one-stop trading and purchasing platform for label printing technology and equipment procurement trading platform in the Asia-Pacific region.

02

专业展览模式，提升参展效率

Professional exhibition mode to enhance exhibition efficiency.

03

三天展览时间，避开周末和法定节假日，利于更多专业买家前来洽谈采购！

Three days of exhibition (Wednesday to Friday) avoiding the weekend and statutory holidays, which is beneficial for more professional buyers to be here for negotiations and purchasing.

04

全球顶级展馆世博馆，交通迅捷，提升参与体验

The Shanghai World EXPO Exhibition & Convention Center at a world top level may improve your participation experience and provide you with rapid and convenient traffic.

05

LABEL EXPO 亚太地区领先的标签印刷展，规模远超同类展会

LABEL EXPO as a leading label printing technology exhibition in the Asian-Pacific region, has a scale going far beyond exhibitions of the similar kind.

06

标签印刷行业十余载沉淀，通过强关系网获取第一手采购需求

Hexin EXPO collects printing industry data for more than ten years, relying on big data in the label printing industry to obtain first-hand procurement needs.

07

展会海内外全方位、无死角推广

LABEL EXPO will be promoted all-dimensionally at home and abroad without a dead corner.

08

十余届成功举办为LABEL EXPO 2024奠定坚实基础

More than ten exhibitions were successfully held to lay a solid foundation for LABEL EXPO 2024.

09

展览聚焦数字印刷、绿色环保，为全球标签印刷行业呈现新趋势、新市场！

PRINT TECH focuses on digital printing solutions, presenting new trends and new markets for the global label printing industry!

10

由中国品牌展览——禾欣展览鼎力打造，尽显专业！

Forged by China brand exhibition, professionalism is sufficiently highlighted.

LABEL EXPO 2023 展会回顾

LABEL EXPO 2023 Exhibition Review

LABEL EXPO 2023第十六届上海国际标签印刷展览会于2023年08月09-11日在上海世博展览馆成功举办，530+行业知名参展商在50000平米集中展示了10多类，1000多款标签相关设备及材料。为期3天的LABEL EXPO 2023共吸引了来自38个国家和地区的56319名观众，境外观众主要来自美国、英国、意大利、加拿大、德国、法国、澳洲、丹麦、日本、葡萄牙、韩国、新加坡、拉托维亚、泰国、俄罗斯、爱尔兰、菲律宾、马来西亚、印度、越南、埃及、阿尔及利亚、伊朗、以色列、肯尼亚、科威特、利比亚、墨西哥、摩洛哥、缅甸、巴基斯坦、罗马尼亚、沙特阿拉伯、斯里兰卡、土耳其等。国内观众主要以华东、华南、华北为主，涉及26个省市自治区（上海、江苏、浙江、山东、安徽、广东、北京、河北、天津、福建、江西、湖南、台湾、香港、湖北、河南、贵州、重庆等）。80%以上的展商表示非常满意，认为观众质量很高，展会专业性强，表示下届继续参展。新型标签印刷设备与绿色标签材料是本届展会的两大亮点，最受观众青睐。

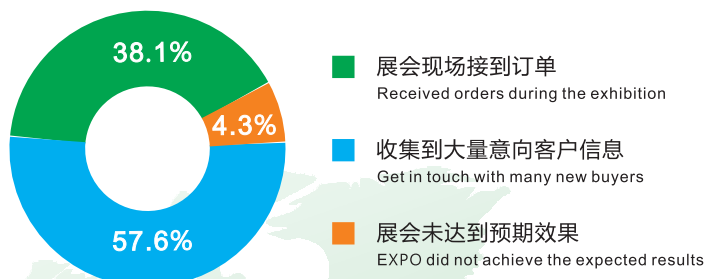


LABEL EXPO 2023 Shanghai International Label Printing was successfully held at the Shanghai World Expo Exhibition and Convention Center on August 9-11, 2023. 530+ industry-renowned exhibitors displayed more than 10 categories and more than 1,000 types of label-related equipment and label materials on 50,000 square meters. Accessories. The 3-day LABEL EXPO 2023 attracted a total of 56,319 visitors from 38 countries and regions. Overseas visitors were mainly from the United States, Britain, Italy, Canada, Germany, France, Australia, Denmark, Japan, Portugal, South Korea, Singapore, and Latin America. Tovia, Thailand, Russia, Ireland, Philippines, Malaysia, India, Vietnam, Egypt, Algeria, Iran, Israel, Kenya, Kuwait, Libya, Mexico, Morocco, Myanmar, Pakistan, Romania, Saudi Arabia, Sri Lanka, Turkey etc. Domestic visitors are mainly in East China, South China, and North China, involving 26 provinces, municipalities and autonomous regions. More than 80% of the exhibitors said they were very satisfied, believing that the quality of the visitors was high and the exhibition was highly professional, and they said they would continue to participate in the next session. New label printing equipment and green label materials are the two highlights of this exhibition.

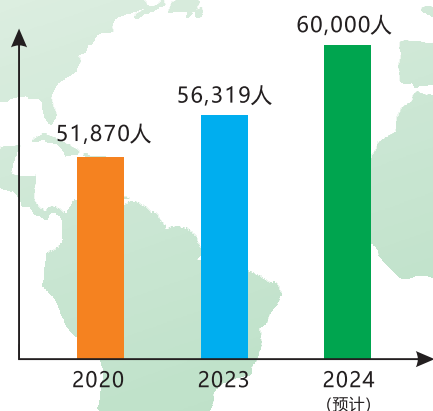
LABEL EXPO 2023 数据统计

LABEL EXPO 2023 Data statistics

展商篇



观众篇

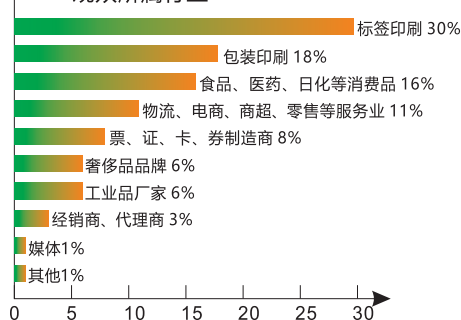


2023年观众人数：56,319人（同比增加8.57%）

Number of visitors in 2023: 56,319

(An increase of 8.57% over the same period of the previous expo)

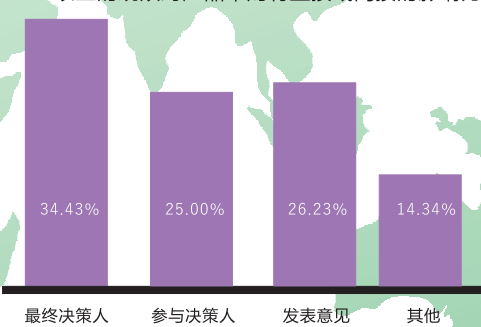
观众所属行业



观众的参观目的



80%以上的观众对产品采购有直接或间接的影响力



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August 07-09, 2024

上海世博展览馆

Shanghai World Expo Exhibition Center

观众行业

Visitor category

- A、标签印刷厂；
- B、包装印刷厂；
- C、食品、饮料、医药、日化、物流、电子、电器、玩具等终端产品制造商；
- D、其他终端用户（办公用品、文化用品、体育器材、卫生用品、餐具用品、家具、超市、零售、价格标记、香烟、纺织品、珠宝、钟表、医疗器械、装饰品、机械产品、汽车零件、仪器仪表、乐器、库存管理、工业设备、航空航天、国防、能源、制造业、服装业、电子护照、身份证、图书、铁路车票、机票、商业、仓储、邮件等）；
- E、广告公司、设计公司；
- F、标签印刷行业相关协会、团体及媒体；
- G、进出口公司、贸易公司。

展品类别

Exhibit categories

标签印前设备

Label pre-print equipment

各类标签

All kinds of labels

标签印刷设备

Label printing equipment

纸张和承印物

Paper and substrates

标签印后设备

Label post-print equipment

油墨 / 碳带

Inks / carbon tape

标签应用及解决方案

Label application and solution

其他耗材

Other consumables

配套设施、服务和软件、创新技术

Label related equipment, services and software, innovative technologies

主办单位

Organizers

上海禾欣展览服务有限公司

Shanghai Hexin Exhibition Service Co., Ltd.

联系人(contact): 杨坤 15001989162 (微信) 021-64881007

邮箱(email): yangkun@hexinexpo.com QQ: 195856029

网址(web): www.labelexpo.org

地址: 上海市闵行区莘福路388号莘东置业大厦一号楼907室

Address: Room 907, No. 388, Xinfu Road, Minhang District, Shanghai



微信公众号

WeChat public account