APPP EXPO

Beyond Limits

2025.3.4-7 NECC SHANGHAI
National Exhibition and Convention Center(Shanghai)

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Beyond Limits

APPPEXPO, as a leading exhibition in the advertising and printing industry for releasing forward-looking market trends, breakthrough technologies, and innovative solutions, always closely monitors new trends in industry development, actively integrates with hot industry topics, and is committed to promoting industry transformation and innovation. APPPEXPO 2025 will take "Beyond Limits" as its theme, gathering innovative "wisdom" fruits from the entire industry chain, fully presenting the diversified expressiveness of cutting-edge industry technology, and exploring the infinite possibilities of the industry with global advertising and printing industry professionals, jointly creating a future blueprint of "Beyond Limits" ,leading the industry towards a more open and innovative future.

Dedicated to crafting a professional platform for technology and trade exchange

Gathering global forces to explore the future of advertising and printing! Since its inception in 1993, APPPEXPO has meticulously developed for 31 years and has become an influential international professional brand exhibition in the fields of advertising, signage, printing, packaging, and related industry chains. The expo is guided by the principles of "showcasing achievements, promoting exchanges, sharing cooperation, and leading innovation," focusing on building an international, digital, and professional trade exchange platform to empower the dual circulation of domestic and international markets, and to promote the high-quality development of the advertising and printing industry.

APPPEXPO 2025 will be held at the National Exhibition and Convention Center (Shanghai) from March 4-7, 2025, with the theme "Beyond Limits" showcasing innovative products and technological achievements in the fields of printing, cutting, engraving, materials, signage, display, commercial retail, lighting, inkjet printing, quick printing, packaging, and digital printing industrial applications. It will fully display the wide application and infinite possibilities of cutting-edge industry technology, injecting strong momentum into the innovative development of the industry.

Internationalization → Digitalization → Professionalization

Technical Breakthrough: Welcoming the New Era of "Beyond Limits"

Behind the theme of "Beyond Limits" is the advertising and printing industry's continuous pursuit and comprehensive application of cutting-edge technology. Through advanced digital and intelligent technologies, traditional printing boundaries are constantly broken, realizing the infinite possibilities of printing applications. From creative design to production manufacturing, cutting-edge technology is integrated into every link, and with the support of emerging technologies such as digital printing, intelligent equipment, and cloud services, printing applications achieve true boundaryless expansion in form and field.

Innovation without Limits: Cross-industry Integration Leading to Diverse Development

"Beyond Limits" is not only a technological breakthrough but also a profound sublimation of the industry's connotation, advocating for the expansion of the industry's thinking boundaries and promoting diversified innovative development. From this diversified perspective, printing and advertising are no longer limited to specific forms or application scenarios, but have become a boundaryless creative field. Through cross-industry cooperation and industrial integration, more innovative thinking and business models emerge, thereby achieving innovative breakthroughs and driving industrial upgrading.

2024 Exhibition Review

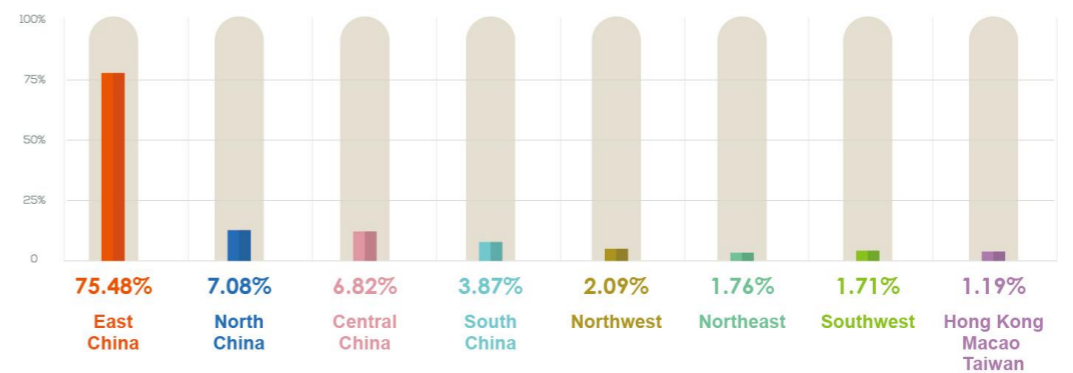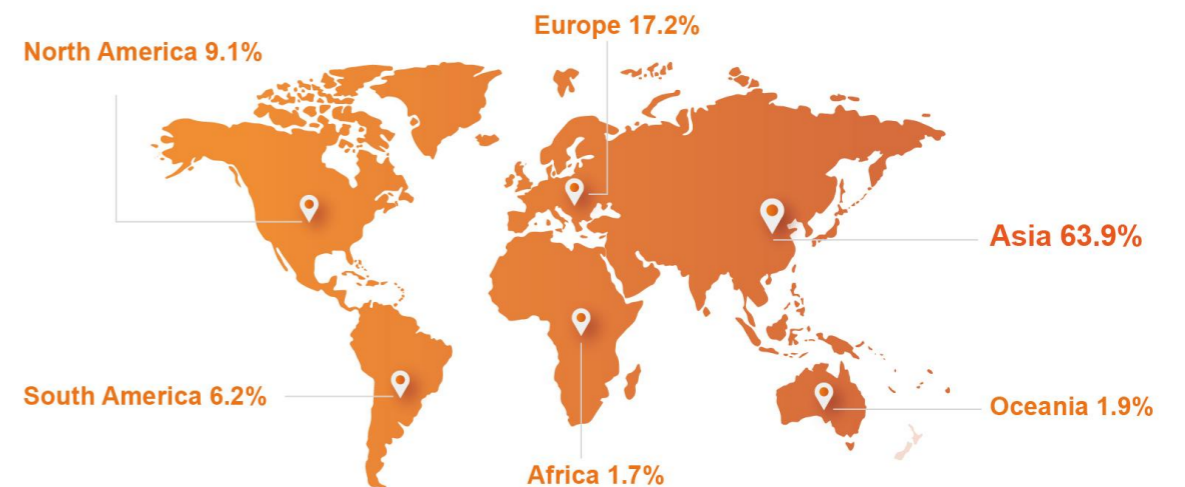## Total number of visitors from home and abroad

172,593

Exhibitor Proportions by Field

- 25.25% Inkjet Printing Equipment
- 20.86% Sign & Signage
- 14.21% Advertising Materials
- 9.81% Exhibition and Display Equipment
- 7.43% Engraving and Cutting Equipment
- 7.11% Digital Textile Printing Equipment
- 5.38% Acrylic Sheets
- 2.13% aphic Quick Printing
- 2.11% Creative Printing and Packaging
- 2.02% New Retail & Design of Consumption Scene
- 1.75% LED Lighting
- 1.02% Cultural and Creative Industries
- 0.92% Media

Domestic Audience Regional Distribution

75.48%	7.08%	6.82%	3.87%	2.09%	1.76%	1.71%	1.19%
East China	North China	Central China	South China	Northwest	Northeast	Southwest	Hong Kong Macao Taiwan

Overseas Audience Regional Distribution

North America 9.1%

Europe 17.2%

Asia 63.9%

South America 6.2%

Africa 1.7%

Oceania 1.9%

2025 Exhibition Highlights

Digital Printing Technology & Equipment

Digital Textile Printing

Media, Substrates & Inks

Industrial Printing Application

Sign & Digital Signage

New Retail & Design of Consumption Scene

Exhibition Display

LED Lighting

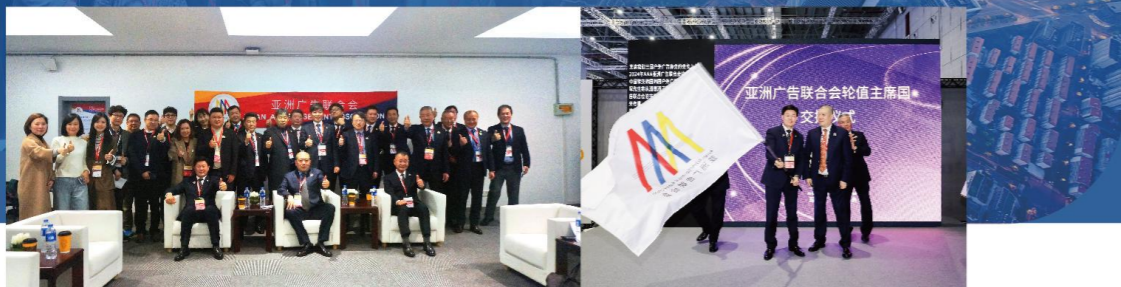Express Printing & Graphic

3D Printing

Engraving & Laser Equipment

Creative Design & Packaging

Asian Advertisement Association

Deepen cooperation+Interconnection and intercommunication "the Belt and Road"encounters RCEP

Since its establishment, the Asian Advertising Association (AAA) has been actively practicing "the Belt and Road" policy. After more than 8 years of development, it now has 35 formal members from 26 countries and regions, including China, South Korea, Japan, Kazakhstan, Malaysia, Pakistan, India, Iran, Vietnam, Thailand, Singapore, UAE, Turkey, Indonesia, the Philippines, Sri Lanka, Laos, Azerbaijan, Myanmar, Bangladesh, Egypt, Nepal, Peru, China Taiwan, Hong Kong, and Macau. These members include industry associations, organizers, professional media, traders and etc., covering the advertising and signage industry. The core mission of the AAA is to strengthen communication and cooperation among its members, promote the development of the Asian signage industry, provide better services to its members, and explore the best ways to access international markets.

MEMBERS OF AAA

The vast majority of AAA members are also important node countries in the RCEP, which helps facilitate deeper cooperation and mutual benefit among members. It enhances the stability and interconnectivity of the advertising and signage industry's supply chain within and beyond the region, continuously expanding the circle of friends in "the Belt and Road" .

" As an organic entity aimed at promoting the continuous upward development of the industry, the AAA members unite with each other and maintain a dynamic cooperation. They have successfully organized APPPEXPO overseas series exhibitions, buyer groups visits, annual member conferences, and other fruitful activities.

At the same time, AAA actively participates in various featured forums held on-site at APPPEXPO, which provides a powerful driving force for industry exchanges, exploring potential business opportunities, understanding market trends, building commercial platforms, andpromoting the dual circulation of domestic and international markets! "

China Sign Association of Equipment Suppliers

China Sign Association (CSA) was established in 2006. It is composed of enterprises and institutions which engage in the production of equipment and advertising materials, as well as other economic organizations. The association is a cross-sectoral,cross-ownership, non-profit and professional social organization legal person that provides services in the professional field. CSA aims to promote and enhance the development of the advertising equipment industry, and also to create business opportunities and enhance value for all CSA members.

Enjoy priority access to various resources of the APPPEXPO and series of domestic and foreign exhibitions, as well as discount benefits, to achieve business matching.

Join Earlier Gain More

✓ Lead member units to go out and participate in overseas study tours, enrich your overseas exhibition experience, and enjoy the association's unified declaration of group subsidy services.

✓ Enjoy priority access to various resources of the APPPEXPO and series of domestic and foreign exhibitions, as well as discount benefits, to achieve business matching

✓ The office activities include various exchange meetings, industry forums and other activities held by the association to share rich experience and broaden market channels.

✓ With the help of CSA's industry advantages, enjoy the promotion and win trust in projects such as applying for authoritative certification, participating in bidding and intellectual property rights.

✓ According to the situation of member units, special activities can be customized to provide more practical services for member units.

✓ Pay attention to the CSA WeChat, to obtain the industry's cutting-edge information and gain insight into exhibition industry.

Rising Comprehensively, Unstoppable Momentum Digital Printing Industry Applications at the Forefront of Technology

With the continuous innovation and development of inkjet printing technology, its application scenarios and solutions are also constantly expanding and deepening. Nowadays, inkjet printing is not only widely used in commercial, publishing, and packaging printing but also continues to break through and gradually penetrate into other sub-fields such as industrial applications, developing more diversified and efficient application solutions to meet the multifaceted needs of different industries.

Expanding Boundaries:
Inkjet Printing Empowers Development in Multiple Fields

The application of inkjet printing technology is continuously empowering industrial fields, and under its support, it has expanded to home decoration, daily necessities, apparel, daily chemical labels, packaging printing, automotive, and other fields. Its high efficiency and flexibility make personalized customization of products possible, providing the market with more diversified, environmentally friendly, and innovative solutions, promoting industrial progress and market transformation and upgrading.
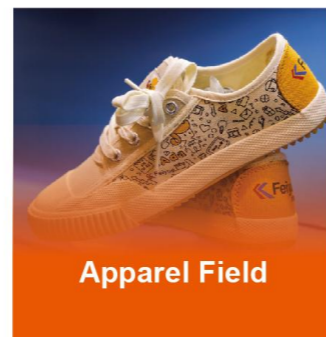
Inkjet Printing in Different Industrial Fields
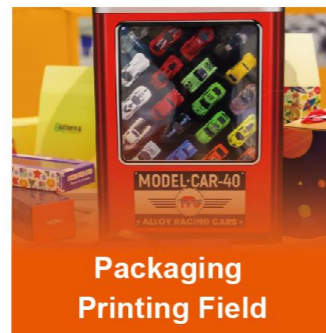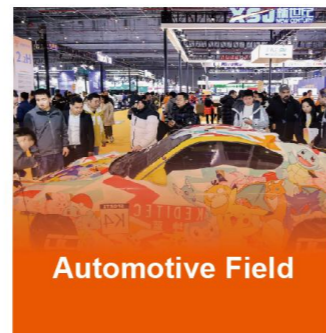

Home Decoration Field

Daily Necessities Field

Apparel Field

Daily Chemical Label Field

Packaging Printing Field

Automotive Field

Scense Boudless, Retail Seamless

In this era where digitalization and globalization go hand in hand, the retail industry is undergoing an unprecedented transformation. The progress of technology, the evolution of consumer behavior, and the innovation of business models are jointly promoting the retail industry towards a more personalized, intelligent, and experiential development direction. By ingenious spatial layout, innovative technology application, and emotionalized design concepts, brand awareness is enhanced, thereby promoting the natural occurrence of consumer behavior. In the future, let us look forward to a new chapter in retail space design together.

Design and Machines of Consumption Scene

Through personalized and technologically rich visual creation, scene design greatly enriches the consumer's shopping experience and also brings more business opportunities for brands.。

Commercial Art Display

Through artistic display design, display props, lighting art, etc., it creates a commercial space that is both aesthetically pleasing and conveys brand value.

New Retail Technology

Through new retail technology, the three elements of "people, goods, and field" in retail are reconstructed to enhance the consumer's shopping experience and the retailer's operational efficiency.

Colourful World, Printing World

Textile Printing Expo 2025

The digital textile printing market has a broad prospect with advantages such as fast flexibility, cost savings, and environmental sustainability. Innovative design, the fast fashion market, sustainable development, and the rise of emerging markets will be the development trends of the digital textile printing market. With advanced digital textile printing technology, colorful patterns are accurately presented, integrating technology with fashion; digital textile printing is the aesthetic development of production, life, and ecology. Digital textile printing, the future has arrived.

Theme Forum
— Focusing on the Global, Exploring the Future Together

Focus on the global perspective, insight into the industry trend, learn from the masters, explore with peers, multi-dimensional interpretation, and encounter new market opportunities.

Aesthetic Space
— Cross-disciplinary Debate, Discussing Together on the Same Stage

With IP as the entry point, designers create flowers with inspiration and dreams with fun, presenting the multi-field application of printing, promoting the integration of technology and fashion.

DIY Micro Factory
— Technology Empowerment, Defining Trends

Build an intelligent "custom production new business type" on-site, fully display the latest digital textile printing technology, and explore the infinite possibilities of printing.

The Light of Green Technology, Opening Up Infinite Innovation Space

Light 2025 SHANGHAI EXPO

Under the guidance of the goals of "carbon peak and carbon neutrality," the country is vigorously developing a green and low-carbon economy, and people's awareness of energy conservation and environmental protection is also continuously improving. LED lighting, with its significant advantages of high efficiency, energy saving, and environmental protection, has gradually become the mainstream choice in the lighting market. While meeting the basic lighting needs, it effectively reduces energy consumption and carbon emissions, making a positive contribution to energy saving, emission reduction, and sustainable development.
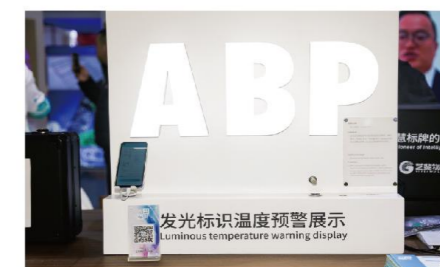
Market Size Continues to Expand

Promoted by the "urban renewal" project, LED lighting products with the advantages of cost reduction, efficiency improvement, and stability have seen a significant increase in market demand. They will play a more important role in the future, creating a better, energy-saving, and environmentally friendly living and working environment for humanity, and bringing infinite innovation space to the industry.
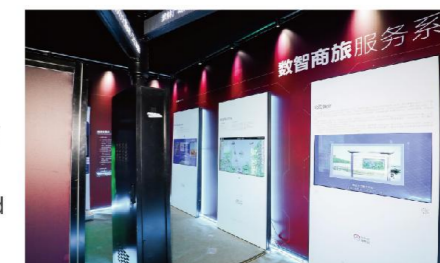

Application Fields are Becoming More Diverse

With the continuous advancement of technology and the expansion of application fields, from home lighting, commercial lighting to public lighting, LED lighting has penetrated into all aspects of people's lives. In addition, LED lighting has also made significant progress in special fields such as automotive lighting, medical lighting, and agricultural lighting.

Technological Innovation is Constantly Renewed

With the support of artificial intelligence and big data technologies, LED lighting is developing towards intelligence and networking. LED lighting systems can achieve remote monitoring and centralized management, effectively improving the operation and maintenance efficiency of the lighting system, and accurately meeting users' personalized needs for lighting quality and intelligence.

Images and Printing Go Hand in Hand, Making Life More Exciting with Printing

In recent years, the quick printing industry has been widely applied in various industries with its high-quality and flexible printing services, providing personalized and customized printing solutions for different fields. In today's rapidly changing environment, the iteration and upgrading of printing equipment, materials, and processes are accelerating, and market demands are diverse. The quick printing industry is continuously adapting to market changes and development trends, focusing more on diversified development, technological innovation, and sustainability, actively expanding into new markets and application fields.

Improving Quality and Efficiency, Seizing New Market Opportunities

With the continuous advancement of digital technology, the quick printing industry is transforming towards digitalization, continuously optimizing and upgrading new technologies, enhancing the added value of printed products, and providing customers with a more efficient and convenient printing experience to meet the constantly upgrading personalized needs of customers, seizing market opportunities, using innovative development service models to meet the ever-changing market demands, and helping the quick printing industry achieve more flexible, intelligent, and environmentally friendly printing production.

International Platform, Mastering the Latest Development Trends

As an industry benchmark exhibition, APPPEXPO is always committed to leading the innovative development of the industry, gathering industry elites and leading enterprises, grasping industry development trends at the first time, displaying differentiated advantage products, thereby guiding quick printing companies to the right direction, becoming a new driving force for future competitive development and innovation, and achieving co-creation, sharing, and win-win.

31 Years of Rich Resources, Printing, Packaging and Paper Import & Export Go Tegether

From March 4 to March 7, 2025, the "Shanghai Int'l Top-Level Print Package Products Expo," "Shanghai Global Corrugated Carton Lebel Printing Packaging Exhibition," and the "32nd APPPEXPO" will serve as a major platform for the import and export of cutting-edge achievements in the global digital printing industry. It will become an import and export event for Chinese printing and packaging boutique enterprises to go global. At that time, the exhibition will gather more than 120 countries and over 180,000 Chinese and foreign brand user resources accumulated by the APPPEXPO over the past 32 years. It will fully showcase the high-end production level of Chinese and foreign printing, packaging, and paper industries, gather global industry chain resources from top to bottom, and serve Fortune 500 enterprises. It will facilitate face-to-face exchanges and transactions with Chinese and foreign high-end brand users, discuss cooperation, and promote the high-quality development of the industry's new quality productive forces.
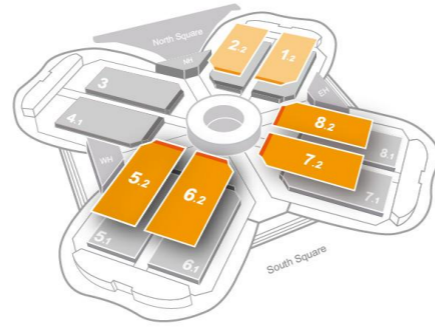
APPPEXPO focuses on the connection between the product supply side and the product use side, such as docking with terminal fields of food and beverages, cultural gifts, daily beauty cosmetics, clothing, electronic products, pharmaceuticals and health care, luxury goods, and other Chinese and foreign brand users. It promotes direct exchanges between industries and between users, achieving the goal of high-quality development of new productive forces, digitalization, and intelligent development.

EXHIBIT PROFILE

NECC-16M

5.2H International Brand

| Digital Printing Equipment | Digital Imaging Technology Output Equipment | Digital Textile Printing Equipment |
| Printhead Technology | Advertising Consumables, etc.

6.2H International Brand

| Digital Printing Equipment | Digital Imaging Technology Output Equipment | Digital Textile Printing Equipment |
| Printhead Technology | Advertising Consumables, etc.

Media, Substrates & Inks

| Inkjet Cloth | Adhesive Products | Reflective Materials | Photo Paper and Related Indoor and Outdoor Digital Printing
Consumables | Ink | Ink | Acrylic Sheets | PVC Foam Board | Aluminum Composite Panel, etc.

7.2H Engraving Machines

| Cutting Equipment | Engraving Machine | Laser Engraving Machine | CNC Engraving System | 3D Printing |
| Cutting Tools and Accessories | Signage Equipment | Sucking Machine | Acrylic Equipment | Engraving Machine |
| Bending Machine | Polishing Machine, etc.

Digital Printing Equipment & Supplies

| Digital Inkjet Equipment | Indoor and Outdoor Digital Photo Equipment | UV Flatbed Printer | UV Roll-to-Roll Printer |
| UV Board and Roll Printer | Digital Imaging Technology Output Equipment | Banner Machine | Cold Mounting Machine |
| Splicing Machine | Laminating Machine | Printing Equipment Related Consumables and Accessories, etc.

Express Printing & Graphi

| Pre-press Equipment and Software | Book Printing Equipment | Post-press Equipment |
| Related Accessories and Consumables | Personalized Products and Equipment | Materials and Others, etc.

Printing & Packaging Products

| Printing and Packaging Import and Export Products | Packaging Container Import and Export Products |
| Import and Export Products Paper for Packaging, etc.

8.2H Signs and Digital Signage /LED

| Signage | Signage Products | Three-Sided and Multi-Sided Flipping | New Media | Digital Signage |
| LCD Advertising Machine | 3D Stereo Products | LED Advertising Light Source | LED Module | Light Box |
| Luminous Products | UVLED Sterilization Lamp, etc.

Exhibition Displays

| Exhibition and Display Equipment | Portable Exhibition Equipment Series | Exhibition Stands and Other POP Products, etc.

New Retail & Design Consumption Scene

| Consumer Scene Design and Equipment | Commercial Art Display | New Retail Technology | Promotional Equipment |
| Holographic Projection | Interactive Multimedia | Augmented Reality AR | Virtual Reality VR | 3D Display, etc.

EXHIBIT PROFILE

1.2H Digital Printing Equipment & Supplies

| Digital Inkjet Equipment | Indoor and Outdoor Digital Photo Equipment | UV Flatbed Printer |
| UV Roll-to-Roll Printer | UV Board and Roll Printer |
| Digital Imaging Technology Output Equipment |
| Banner Machine | Cold Mounting Machine | Splicing Machine | Laminating Machine |
| Printing Equipment Related Consumables and Accessories, etc.

2.2H Digital Printing Industrial Applications

| Industrial Printing Equipment | Printhead Technology | Personalized Customization |
| Decorative Materials | Ink | Software Solutions | Industrial Printing Field Related Services
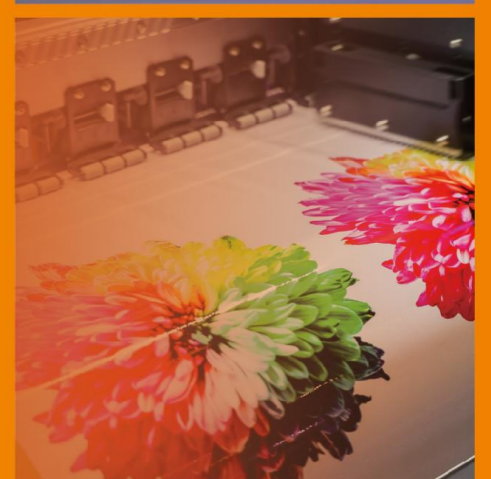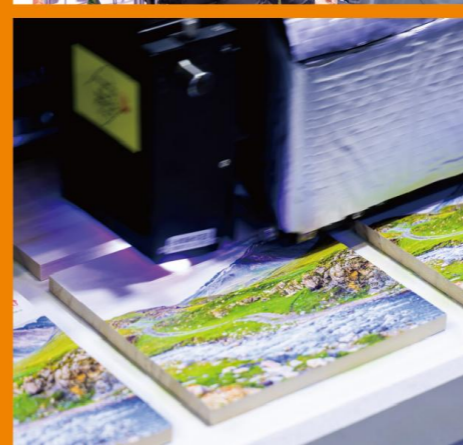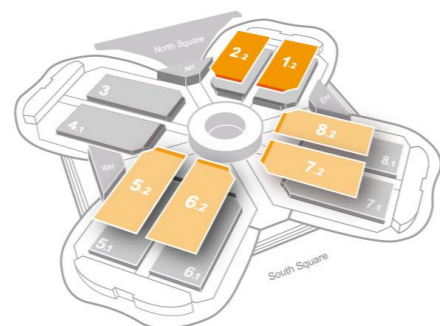
Digital Textile Printing

| Digital Inkjet Textile Printing Equipment | Digital Inkjet Textile Printing System |
| Textile Printing Products | Digital Printing Consumables, etc.

Express Printing & Graphic

| Pre-press Equipment and Software | Book Printing Equipment | Post-press Equipment |
| Related Accessories and Consumables | Personalized Products and Equipment |
| Materials and Others, etc.

Digital Printing Packaging

| Digital Corrugated Color Box Printing and Packaging Technology Equipment |
| Digital Printing Label Equipment, Coding Equipment, Trademark Labels, RFID
Technology Equipment |
| Various Adhesive Labels, Specialty Paper, Functional Films, New Materials, Ink |
| Digital Printing Packaging Application Software, Color Management System |
| Printing and Packaging Paper Industry Products, etc.

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Organizers

Shanghai Modern International Exhibition Co., Ltd.
Shanghai Gray Exhibition Co.,Ltd.
Shanghai Advertising Association
China Sign Association of Equipment Suppliers