



WEPACK
ASEAN 2023

November 22nd-24th, 2023
MITEC, Malaysia

Post-Show Report of WEPACK ASEAN 2023



WEPACK ASEAN Series Packaging Exhibitions

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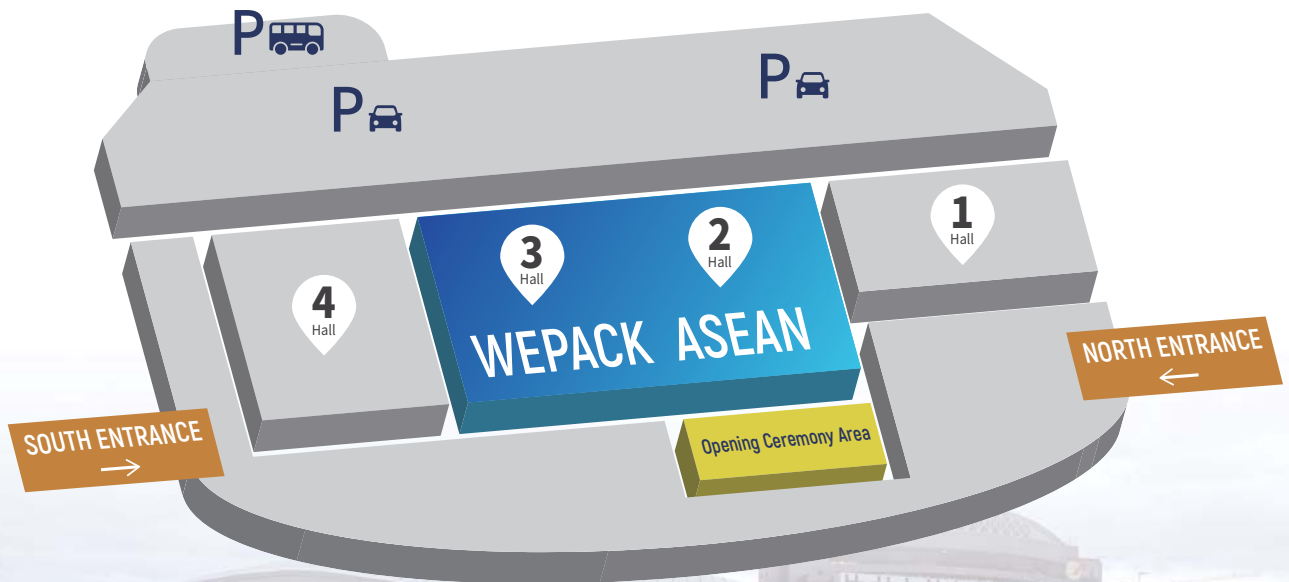
Meet in *Malaysia*
BE Greater, Together.

Malaysia
Truly Asia



On November 22nd -24th, the first WEPACK ASEAN 2023 series packaging exhibitions such as Corrugated ASEAN 2023, FoldingCarton ASEAN 2023, Dprint ASEAN 2023 & Paper ASEAN 2023 came to a successful end at the Malaysia International Trade & Exhibition Centre. With an exhibition area of nearly **8,370** square meters and **187+** exhibitors, the WEPACK ASEAN 2023 series packaging exhibitions fully displayed the equipment innovations, trends, and technologies in the fields of corrugated box, cardboard, folding cartons, digital printing, paper to **3,895** professional visitors from Southeast Asia.

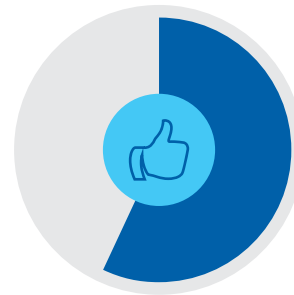
WEPACK ASEAN 2023 LAYOUT



VISITOR ANALYSIS

Visitor Satisfaction

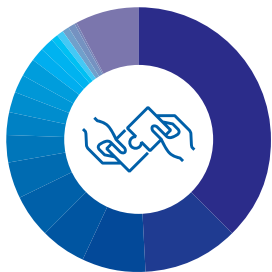
Through on-site and post-exhibition research, 57% of the visitors are satisfied with their visiting experience to WEPACK ASEAN 2023.



The nature of visitors' company business

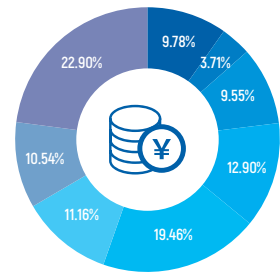
The main visitor groups of WEPACK ASEAN covers most of the packaging manufacturing segments, mainly are corrugated box manufacturers, printers and converters, and trade organizations.

▶ Corrugated box manufacturer	37.71%
▶ Printing factory	11.47%
▶ Trade agency	7.77%
▶ End-user	5.62%
▶ Machinery and spare parts supplier	5.35%
▶ Paper mill	4.35%
▶ Flexible packaging manufacturer	3.28%
▶ Folding carton manufacturer	2.95%
▶ Paper tube manufacturer	2.47%
▶ Consumable supplier	2.30%
▶ Designer	2.18%
▶ Label manufacturer	1.75%
▶ Bag manufacturer	1.41%
▶ Honeycomb paperboard manufacturer	1.02%
▶ Plastic manufacturer	0.89%
▶ Pulp molding manufacturer	0.81%
▶ Electrical motor machinery	0.81%
▶ Liquor package manufacturer	0.26%
▶ Others	7.59%



The annual sales revenue of visitors' company

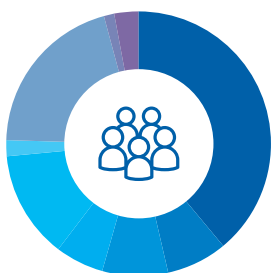
Among the visitors of WEPACK ASEAN 2023, 55.4% of them are located in enterprises with an annual sales revenue of more than 1.4 million USD. Small and medium-sized packaging enterprises in Southeast Asia are on the high side, which shows that most of the visitors of this exhibition come from authoritative packaging enterprises in Southeast Asia, and their factories have more needs for equipment upgrading and modernization.



▶ Over USD 71 million	9.78%
▶ USD 43-71 million	3.71%
▶ USD 15-43 million	9.55%
▶ USD 7-15 million	12.90%
▶ USD 1.4-7 million	19.46%
▶ USD 0.7-1.4 million	11.16%
▶ USD 0.14-0.7 million	10.54%
▶ Less than USD 0.14 million	22.90%

Visitors' main job function

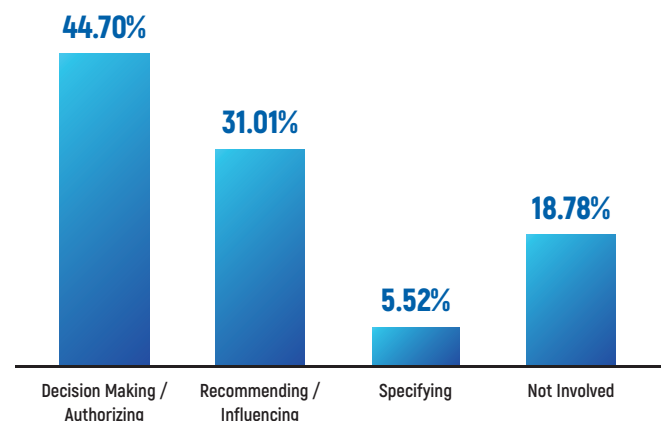
Management positions and purchasing positions in an organization often have higher decision-making power to purchase new equipment. Nearly 50% of the visitors to WEPACK ASEAN 2023 are from management and purchasing positions in an organization. In addition, 20% of the audience came from the marketing department and 13% from the product department, all of which are roles that can play an important role in an organization.



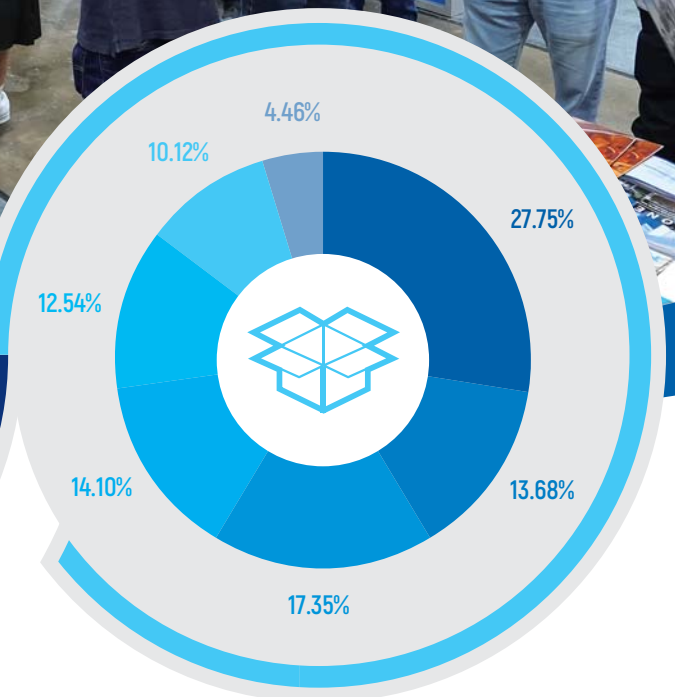
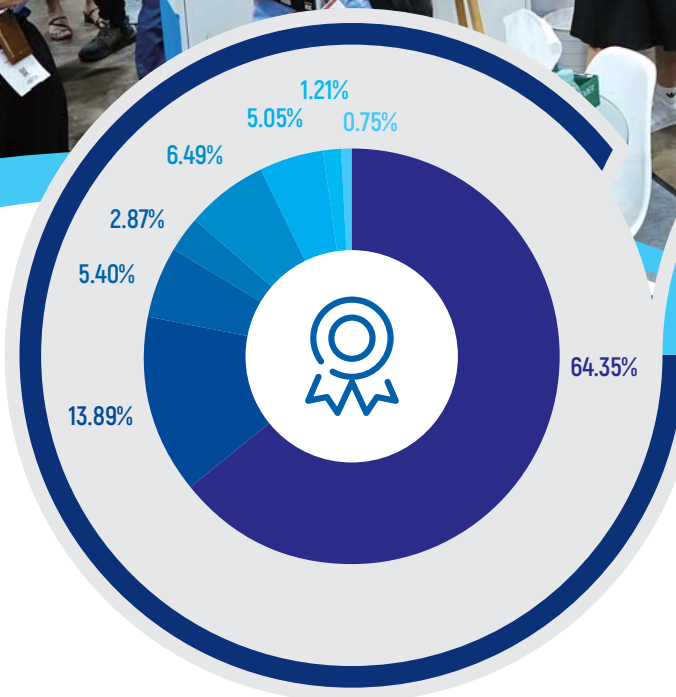
▶ Management	38.97%
▶ Technology	7.41%
▶ Purchasing	8.05%
▶ Design & Development	5.92%
▶ Production / Manufacturing	13.16%
▶ Retailing	1.96%
▶ Marketing	20.32%
▶ Quality Controlling	1.28%
▶ Others	2.94%

Visitors' purchasing power

More than 80% of the visitors to WEPACK ASEAN 2023 were able to participate in the company's purchasing process in their companies, and 44.7% had purchasing decision-making power.



VISITOR ANALYSIS



Visitors' visiting goals

- ▶ Visit different exhibitor stands and areas of the show to see what is new and interesting in the industry and prepare for future planning and purchase 64.35%
- ▶ Talk to as many suppliers as possible in order to investigate specific business objectives 13.89%
- ▶ Focus on meeting a few specific people or companies to do business (deals) with 5.40%
- ▶ Meet up with existing contacts in order to socialize informally 2.87%
- ▶ Networking to meet new people in order to create new business opportunities 6.49%
- ▶ Gather industry knowledge and learnings through talks or presentations 5.05%
- ▶ Evaluate the event for future participation 1.21%
- ▶ Others 0.75%

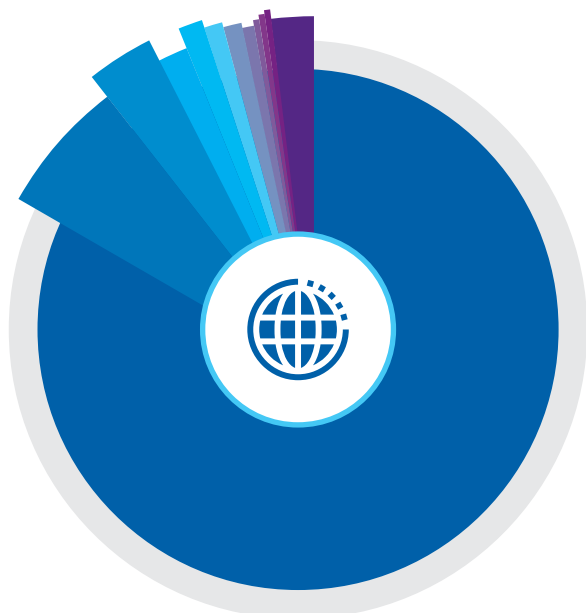
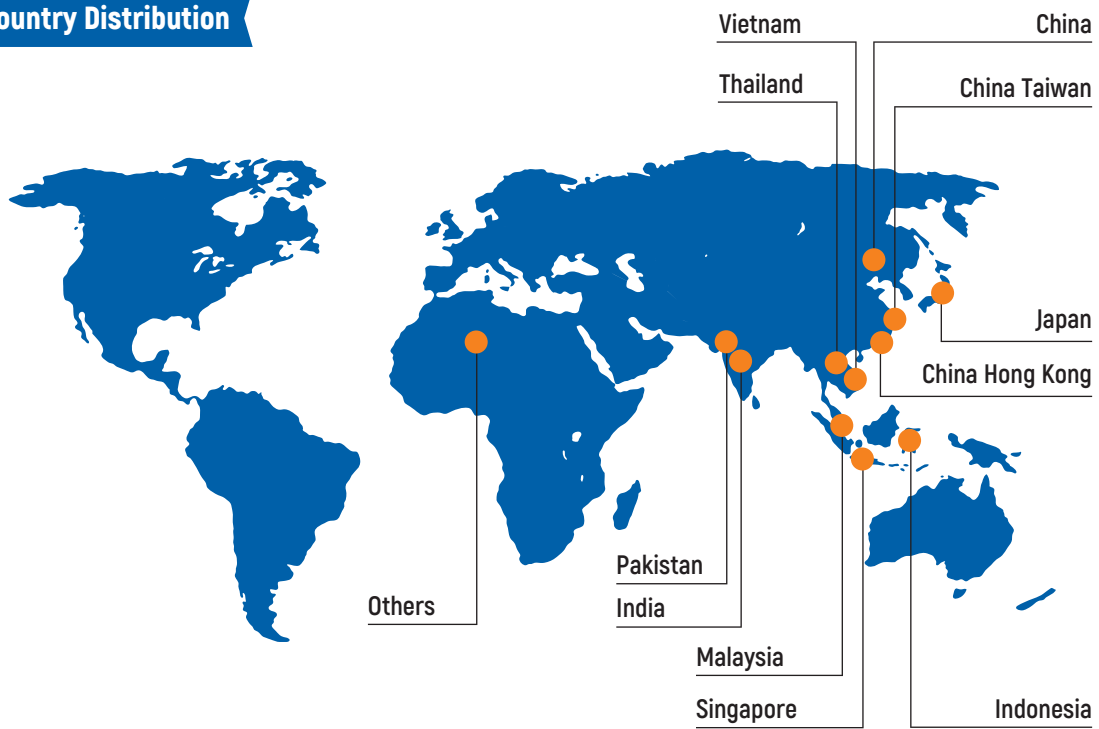
Exhibits of interest to visitors

- ▶ Folding Carton Converting Equipment 27.75%
- ▶ Corrugating Converting Equipment 13.68%
- ▶ Paper 17.35%
- ▶ Digital printing equipment & technology 14.10%
- ▶ Food container manufacturing equipment 12.54%
- ▶ Food Container, packaging materials & accessories 10.12%
- ▶ Consumables and Spare Parts 4.46%

VISITOR ANALYSIS



Visitors' Country Distribution



Malaysia	83.42%
China	6.19%
Indonesia	3.10%
Singapore	1.43%
India	1.00%
Japan	0.86%
China Taiwan	0.83%
China Hong Kong	0.46%
Thailand	0.37%
Pakistan	0.32%
Vietnam	0.29%
Others	1.72%

VISITOR ORGANISATION & SERVICES

TAP trade match-making

16



Countries/Regions

61



Exhibitors Served

125



TAP Buyers Served

542



Match-Making

10 industry associations visiting groups

280



high-quality trade buyer attended

Thanks for WEPACK ASEAN 23, as the first time I came here, people from TAP were very helpful to me and my team. Your staff does a great job welcoming visitors. I received a unique opportunity to open a business with some makers in China from this exhibition as well. The venue was very good. Traveling is very convenient. For manufacturers who display their products perfectly and are able to best manage the limited time needed to organize an event, the overall picture of the WEPACK ASEAN 2023 exhibition was very perfect.

MOHAMAD HUZAIFAH BIN SHAHARUDDIN
QA & PACKAGING INNOVATION DESIGN MANAGER
Dai Suwon Packaging Sdn. Bhd

13 industry association clusters such as the Malaysian Corrugated Carton Manufacturers' Association (MACCMA), Corrugated Box Manufacturers' Association, Singapore (CBMA), Asosiasi Kotak Karton Gelombang Indonesia (AKKGI), Asosiasi Corrugated Cardboard Indonesia (ACCI), Xinbei Zhiqi Trade Association, Hong Kong Corrugated Paper Manufacturers' Association (HKCPMA), Lanka Corrugated Carton Manufacturers Association (LCCMA), Malaysia Printers Association (MPA), Selangor and FT Chinese Printing Presses' Association, Malaysia Furniture Council and Shandong Packaging Printing Manufacturers' Association have offered their all-out support to the event.



ONSITE EVENTS & ACTIVITIES

WEPACK ASEAN hosted a total of 6 exciting conferences and many of engaging on-site events to enrich the show and give on-site visitors more choices as well as opportunities to learn more about the industry during their visiting.

Activities & Events List

- ◆ WEPACK ASEAN Opening Ceremony
- ◆ Panel Discussion - Country Updates by Regional Association
- ◆ Corrugated Cardboard Intelligent Manufacturing & Future Trends
- ◆ Carton Converting & Digital Printing Future Trends
- ◆ Intelligent Production for Paperboard and Carton
- ◆ Machine Vision Technology for Smart Factory Seminar
- ◆ Daily Happy Hour activities
- ◆ Exhibitor Lucky Draw
- ◆ Visitor Lucky Draw
- ◆ Paper Manufacturer Networking Event

Concurrent Events

During the same period, the 10th Anniversary of "One Belt One Road" Economic and Trade Co-operation Forum, 2023 China-Malaysia New Energy Vehicle Ecology Co-creation Forum, China-Malaysia Enterprise Pricing Conference, Machine Vision Technology for Smart Factory Seminar, and the 32nd Annual Dinner of MACCMA has also been held concurrently.



WEPACK ASEAN 2023 Opening Ceremony

On the opening day of WEPACK ASEAN 2023, the organiser, Josephine Lee, COO of RX Greater China, together with Malaysia Convention & Exhibition Bureau, Kumpulan Perangsang Selangor Berhad, Malaysian Investment Development Authority, Malaysian Corrugated Carton Manufacturers' Association, Malaysian Printers Association, Oji Asia Representatives from the Packaging Group, FT Chinese Printing Presses' Association and other important Malaysian government officials, associations, media and enterprises attended the opening ceremony.



ONSITE EVENTS & ACTIVITIES

WEPACK ASEAN Conference

The Malaysian Corrugated Carton Manufacturers' Association (MACCMA) and RX jointly organised the WEPACK ASEAN Conference, which brought together important industry associations from 10 Asian countries, 18 KOLs from corrugated and folding carton enterprises, industry experts and equipment suppliers. On-site exciting sharing, attracting a total of 300+ audience to participate in the convergence of multiple parties.



Paper Mill Cocktail Party

China's leading paper manufacturers Nine Dragons Paper and Lee & Man Paper carried out an offline customer appreciation cocktail party at the WEPACK ASEAN 2023 exhibition site, which had a warm atmosphere and attracted many local Southeast Asian industry elites to come to exchange and communicate.



Exhibitor & Visitor Lucky Draw

During the build-up of WEPACK ASEAN 2023, the organiser initiated an on-site exhibitor lucky draw. This activity requires exhibitors to take a picture of the site and post it on social media to collect likes, which will serve as the last wave of pre-show to attract visitors and promote the show. The campaign attracted 21 exhibitors and gained at least 1,200+ exposures in total. The on-site lucky draw activity eventually gained 300+ visitors' business cards and published in social media related to the show.



Happy Hour

WEPACK ASEAN 2023 tried the Happy Hour area for the first time, where the organisers provided free drinks and beverages at regular intervals so that visitors and exhibitors could have a pleasant atmosphere for business negotiation. The feedback from visitors and exhibitors was very good.



FACTORY TOUR

OJI (GS Paperboard & Packaging Sdn Bhd (PP4))

With the lead of Oji Holdings, GS Paperboard & Packaging Sdn Bhd (GSPP) is the member of OJI Group, has been a dominant player in the Malaysian containerboard segment. GSPP is one of the largest integrated paper and packaging manufacturers in Malaysia and the market leader in terms of customer base, business scale and technology of the production facilities.

At WEPACK ASEAN 2023, the CEO of Oji Southeast Asia and the CEOs of each branch in Thailand, Vietnam, and Malaysia, as well as all of their executives have participated and exchanged through the booth. The COO of OJI Southeast Asia group participated ribbon-cutting in the opening ceremony, and arranged international associations to visit the GS PP4 factory, harvesting the visitors' praise, also get a lot of attention from OJI group.



GS Paperboard & Packaging Sdn Bhd (PP4)

Bintang Packaging Industries (M) Sdn Bhd

BINTANG PACKAGING INDUSTRIES (M) SDN BHD was incorporated in Malaysia under the Company Act 1965 on the 25th April 1996 as a private limited company. The principal activity of the company is the manufacturing of paper carton in the packaging industry. The manufacturing process consists of two sections namely the corrugating sector and the converting sector.



Bintang Packaging Industries (M) Sdn Bhd

Superior Press Sdn Bhd

Superior Press Sdn. Bhd., near central Kuala Lumpur, has a history of printing going back to March 1977. With focused entrepreneurial vision and dedication to quality service, Superior Press has played a continuous role in the challenging history of printing industry.



Superior Press Sdn Bhd



WEPACK
ASEAN 2024

BOOSTING ASEAN PACKAGING INDUSTRY
WEPACK ASEAN 2024

November 14th-16th, 2024



WEPACK ASEAN Series Packaging Exhibitions



Organiser

