



New milestone in the internationalization of Made by Italy

Southeast Asia: ACIMGA launches the Printech brand

The operational arm of ACIMGA, CPA SpA, has signed an agreement with the British organization Allworld Exhibitions for the creation and promotion of the new Printech trade fair brand.

*Strategic the aim: to create **an area dedicated to the converting, package printing and labeling sectors** in the series of longstanding Propak brand packaging fairs, deeply rooted in the most promising markets of Southeast Asia. The operation starts off with Vietnam, Thailand, China, Indonesia and Myanmar.*

Their names are **Printech Vietnam, Printech Asia, Printech China, Printech Myanmar and Printech Indonesia**. These are five new shows dedicated to printing and converting technologies. The trademarks are jointly owned, in equal shares, by **ACIMGA, the Italian machine manufacturers' association**, and **the British B2B events organizer Allworld Exhibitions**, thus sealing a comprehensive partnership, based on a common vision of support for company exports. Support which starts from the monitoring of the companies' needs and objectives, to undertake a study of the target markets and identify the most influential and effective channels, going on to organize and set up the exhibition spaces, manage the logistics and supply what the exhibitors need to ensure an effective and sustainable presence, this also on an economic and organizational level.

«Organizing Printech within the field of packaging events visited by brand owners of emerging markets - **ACIMGA Director Andrea Briganti** said on this count - **is part of our new policy that favours the supply chain approach and community dialogue**. It is not by chance, therefore, that the agreement between CPA SpA and Allworld Exhibitions **opens a privileged showcase in packaging fairs where setting up an area dedicated to converting offers clear benefits to all packaging community stakeholders, from the supplier to the brand owner**. On the one hand, in fact, our exhibitors are positioned alongside their customers, ie those packaging producers that use their machines for printing and processing (and vice versa), and with whom it becomes easier to activate contacts and exchanges. On the other hand one has the **visitors**, who find a trade show offering the latest and best proposals for all the processing steps of a packaging item, enabling users to comply to their business needs in a single visit and to expand their horizons to embrace **the perspective of the entire supply chain**, gaining valuable information and insights in terms of organization and strategy».

«In fact, all networking undertakings promoted by ACIMGA over the last two years have been inspired by a community approach, from the successful conferences such as the last Print4Pack held at Palermo, to the big trade show **Print4All** to be held in 2018: a project that relaunches, in an international perspective, the historic **Converflex, Grafitalia and Inprinting brands**, empowering them with their convergence into Print4All. And by the organic cohesion with the other **Innovation Alliance fairs: Ipack-Ima, Meat-Tech Plast, Intralogistics Italia** that, along with Print4All will showcase technologies that serve the entire production chain and that account for - **solely considering machines alone - a sector that is worth 19.1 billion euros**».

Thus ACIMGA garners the fresh results of a policy of relations that today sees it poised **as an authoritative interlocutor with sector supply chain bodies the world over**. As reflected, among other things, by a series of trade agreements that designate ACIMGA as **an exclusive representative for the sale of the exhibition spaces of its partner fairs**. Fairs which target printing and converting machine manufacturers, Italian or otherwise, along with the accompanying materials, equipment, aids and consumables.

Hence for the new shows under the Printech brand, **CPA SpA is the exclusive agent for the entire 28 nation EU**. As in previous agreements, **with regard to CPP Expo 2017 (Las Vegas, USA), Printech/Rosupack (Moscow, Russia), and Print 17 (Chicago, USA) CPA has taken on a commercial commitment for the area of Italy**, while for **China Print 2017 (Shanghai, China) the scope of their action also covers France and Spain**.

ACIMGA FAIRS 2017 - CALENDAR

The complete schedule of events that see Acimga directly involved in the international promotion of the Italian printing, converting and labeling machine industry to date includes nine fairs on different continents. They are listed below by date.

1) VIETNAM

Fair: ****PRINTECH VIETNAM/PROPAK VIETNAM**
Place: Hanoi, Vietnam
Date: 21-23 March
Organizer: CPA SpA/Allworld Exhibitions
*Exclusive markets: Europe (EU28)



2) USA

Fair: **CPP EXPO 2017**
Place: Las Vegas, USA
Date: 19-21 April
Organizer: MFV Expositions
Exclusive markets: Italia



3) CHINA

Fair: **CHINA PRINT 2017**
Place: Beijing, China
Date: 9-13 May
Organizer: Peiac
Exclusive markets: Italy, France, Spain



4) THAILAND

Fair: **PRINTECH ASIA/PROPAK ASIA**
Place: Bangkok, Thailand
Date: 14-17 June
Organizer: CPA SpA/Allworld Exhibitions
Exclusive markets: Europe (EU28)



5) RUSSIA

Fair: **PRINTECH/ROSUPACK**
Place: Moscow, Russia
Date: 20-23 June
Organizer: ITE - Invernizzi Group
Exclusive markets: Italy



6) CHINA

Fair: **PRINTECH CHINA/PROPAK CHINA**
Place: Shanghai, China
Date: 12-14 July
Organizer: CPA SpA/Allworld Exhibitions
Exclusive markets: Europe (EU28)



7) USA

Fair: **PRINT 17**
Place: Chicago, USA
Date: 10-14 September
Organizer: NPES/GASC
Exclusive markets: Italy



8) MYANMAR

Fair: **PRINTECH MYANMAR/PROPAK MYANMAR**

Place: Yangon, Myanmar

Date: 21-23 September

Organizer: CPA SpA/Allworld Exhibitions

Exclusive markets: Europe (EU28)



9) INDONESIA

Fair: **PRINTECH INDONESIA/PLASTICS AND RUBBER INDONESIA**

Place: Jakarta, Indonesia

Date: November, days to be announced

Organizer: CPA SpA/Allworld Exhibitions

Exclusive markets: Europa (EU28)



* The note "exclusive markets" refers to the sales mandate of the exhibition spaces, exclusively assigned to our association on the markets stated.

** Printech is a registered brand, declined according to the single countries of destination, in co-ownership with the local organizers.