



GULF PRINT & PACK

POST SHOW REPORT



**GULF PRINT
& PACK 2019**

OVERVIEW

250+



Exhibitors

8,737



Attendees

15,000+



Gross SQM

63%



Visitors from the UAE

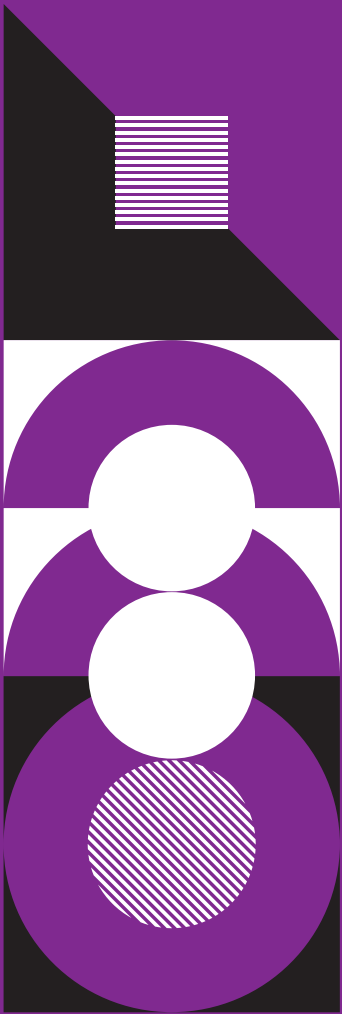
TOP VISITOR COUNTRIES

90 countries attended



+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+

// UAE	// Saudi Arabia	// China	// India	// Pakistan
// Kuwait	// Oman	// Iran	// United Kingdom	// Jordan



WE HAD
ATTENDEES FROM

+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +
+ + + + +

GCC & MIDDLE EAST

- Bahrain
- Iran
- Iraq
- Jordan
- Kuwait
- Lebanon
- Oman
- Qatar
- Saudi Arabia
- Syrian Arab Republic
- Turkey
- UAE
- Yemen

ASIA

- Afghanistan
- Armenia
- Azerbaijan
- Bangladesh
- Hong Kong
- Indonesia
- Japan
- Kazakhstan
- Korea
- Malaysia

- Mauritius
- Philippines
- Singapore
- Sri Lanka
- Taiwan
- United Republic of Thailand
- Uzbekistan

EUROPE

- Albania
- Austria
- Belgium
- Cyprus
- Czech Republic
- Denmark
- Finland
- France
- Georgia
- Germany
- Italy
- Latvia
- Monaco
- Netherlands
- Poland
- Portugal
- Romania

- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine

AMERICAS

- Brazil
- Cameroon
- Canada
- Chile
- Congo
- Democratic Republic of the Curacao
- El Salvador
- Mexico
- United States

AFRICA

- Algeria
- Angola
- Botswana
- Egypt
- Eritrea

- Ethiopia
- Ghana
- Kenya
- Malawi
- Morocco
- Nigeria
- Rwanda
- Senegal
- Seychelles
- South Africa
- South Sudan
- Sudan
- Tanzania
- Tunisia
- Uganda

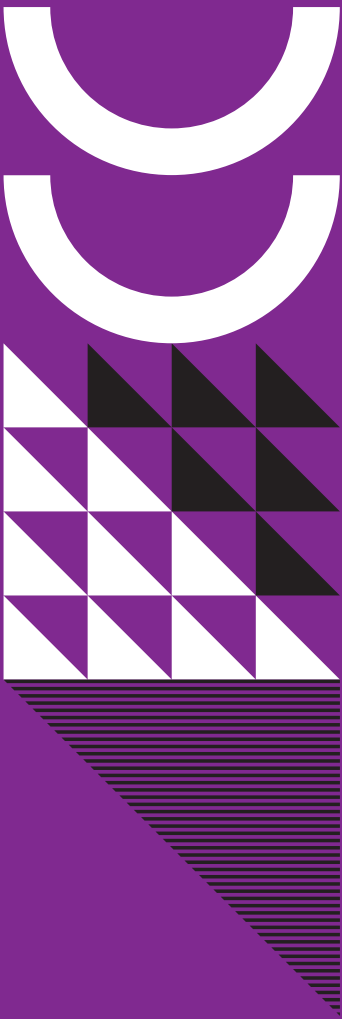
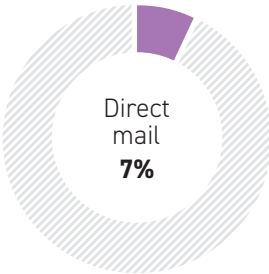
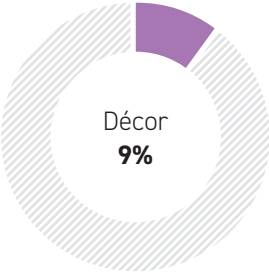
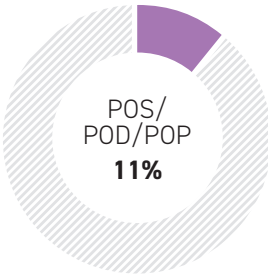
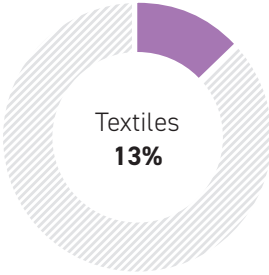
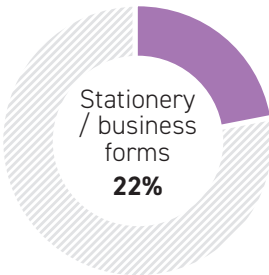
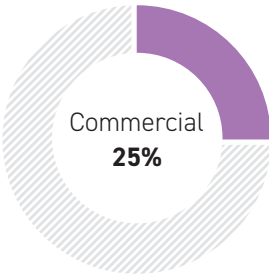
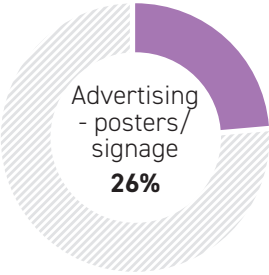
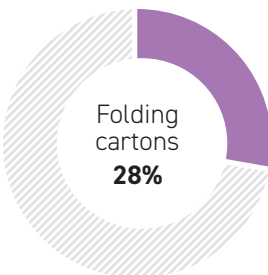
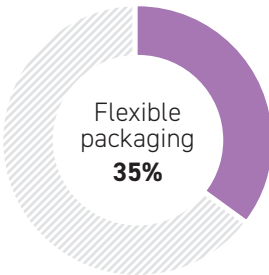
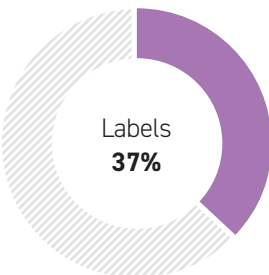
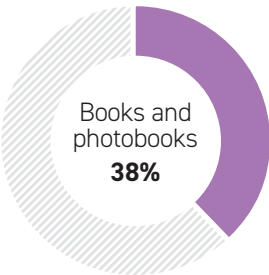
OCEANIA

- Australia

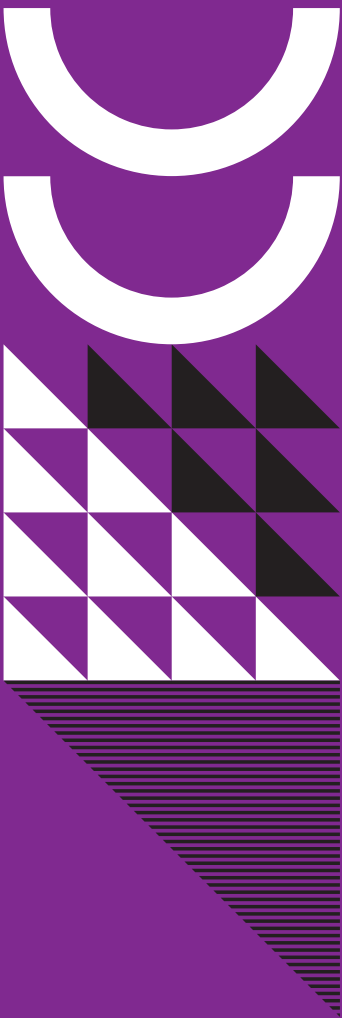
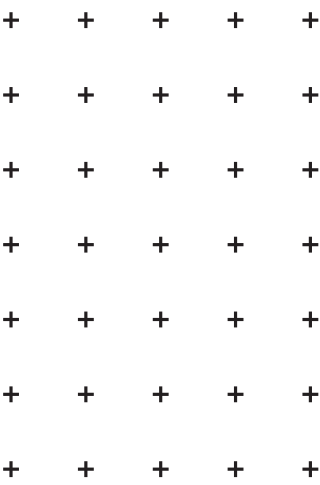
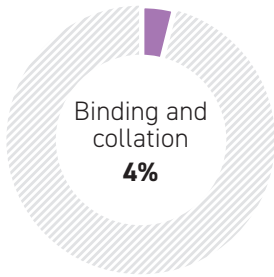
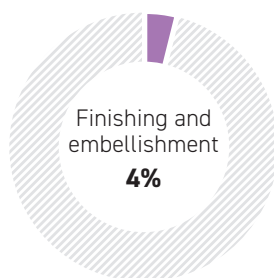
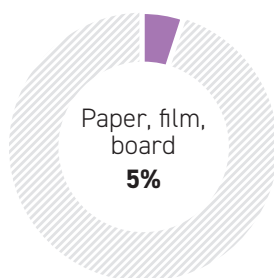
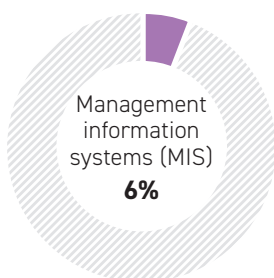
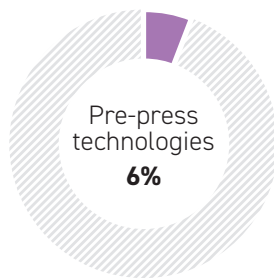
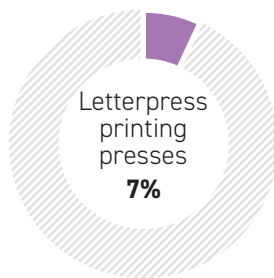
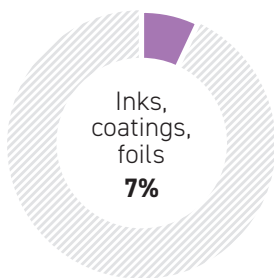
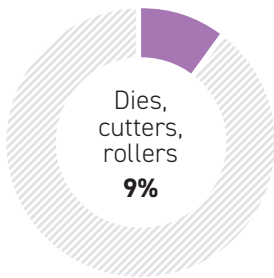
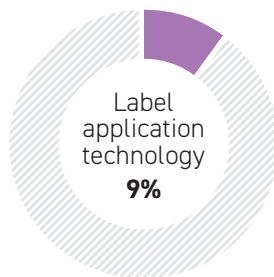
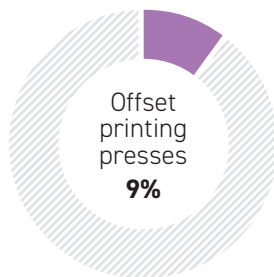
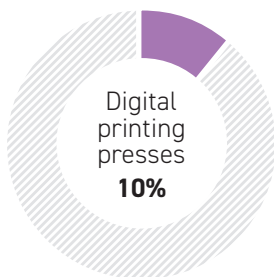
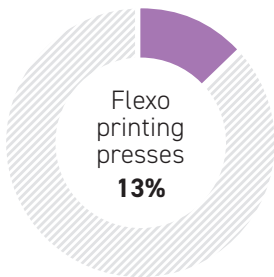


VISITOR PROFILE:
AREAS OF
INTEREST

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VISITOR PROFILE:
EXHIBITOR
INTEREST



VISITOR PROFILE:
PURCHASING
RESPONSIBILITY

88%

Of visitors were involved in the purchasing decision process

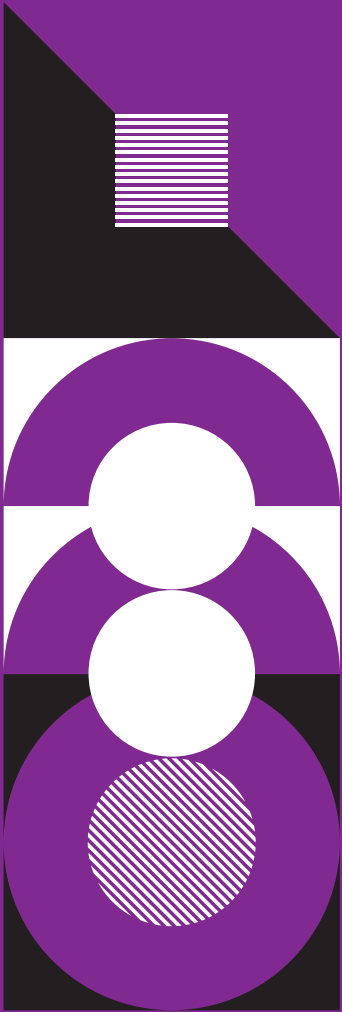
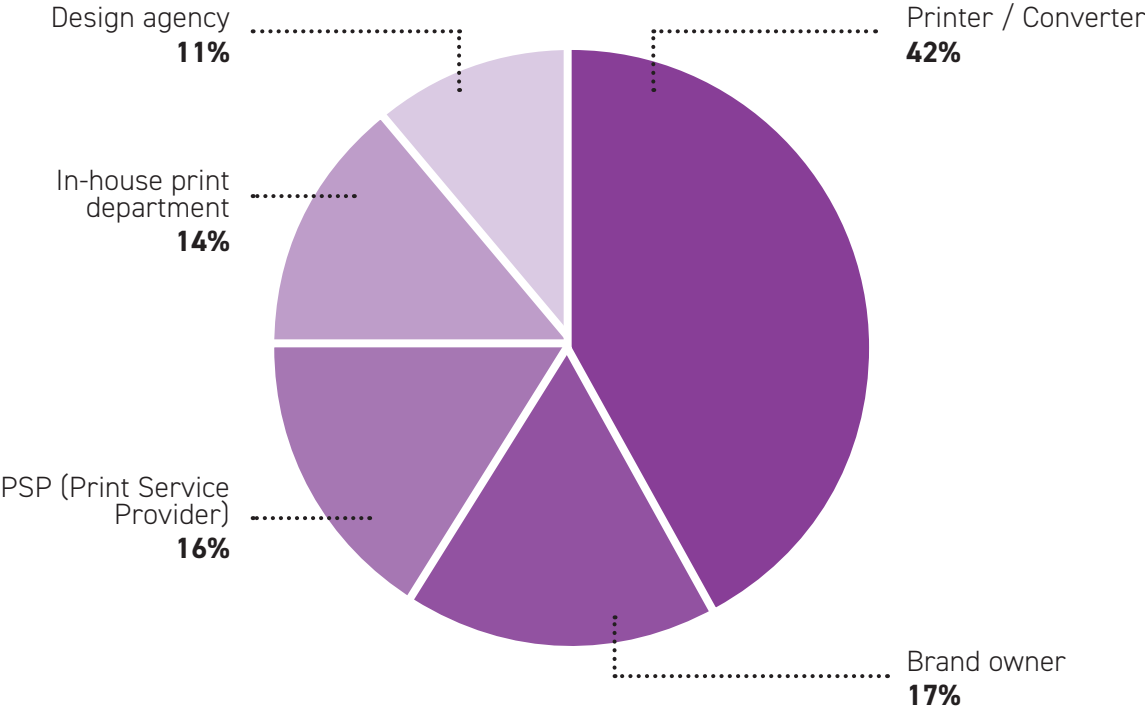


We are here 2nd time and our main objective was to find out perfect dealer and we have found couple of them. We had a good number of visitors from the UAE, Africa and GCC.

Jack Harris
MD, CREASE STREAM, UK

VISITOR PROFILE:
INVOLVEMENT IN
INDUSTRY

+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+
+	+	+	+	+



PRINT DÉCOR
LOUNGE



This eye-catching zone gave visitors a fantastic insight into what's possible in the world of printing. Everything from non-slip flooring, to lampshades, wallpaper, furniture and textiles was printed, using technologies such as digital, screen, web-to-print and 3D printing.

Featuring:



INNOVATION
TRAIL



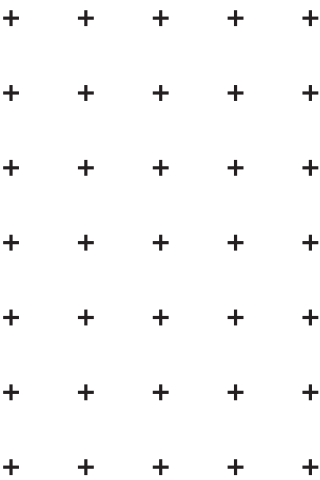
This was a journey through the show floor, showcasing the latest technologies through live demonstrations and direct interactions with key exhibitors over four days.

Featuring:



The introduction of the Innovation Trail of live demonstrations at this year's show was aimed at making the visitors of Gulf Print & Pack 2019 see just what's possible and experience the latest technologies and trends in the market live in action.

Lisa Milburn
MANAGING DIRECTOR



MARKETING
CAMPAIGN:
OVERVIEW

10,000



Mobile SMS Contacts

30



Members of the press in attendance

28



Media partners

\$1,865,315

PR Value

45



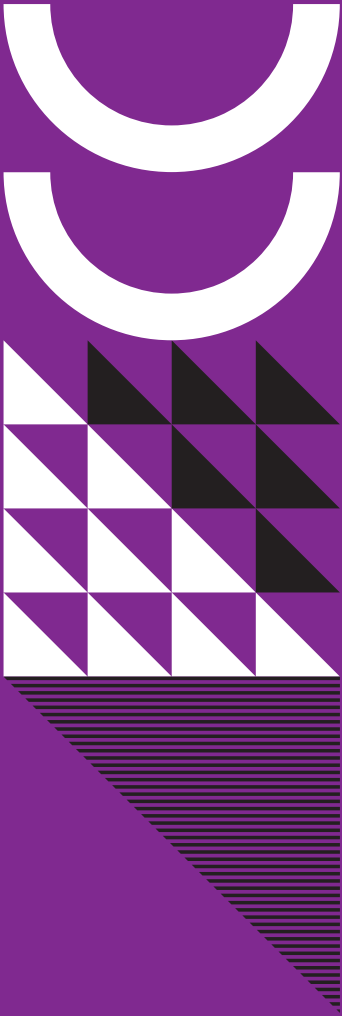
Adverts placed

30

Radio adverts

6,500+

Facebook followers



HEAR FROM OUR EXHIBITORS...

The exhibition was good. We had been very busy. Overall, there was a lot of interest for our two main products – label machines and MGI machines. We are expecting a few deals sometime later as more than 700 serious customers visited our stand during the show.

Pauline Brooks
MARKETING DEVELOPMENT MANAGER,
KONICA MINOLTA BUSINESS SOLUTIONS MIDDLE EAST

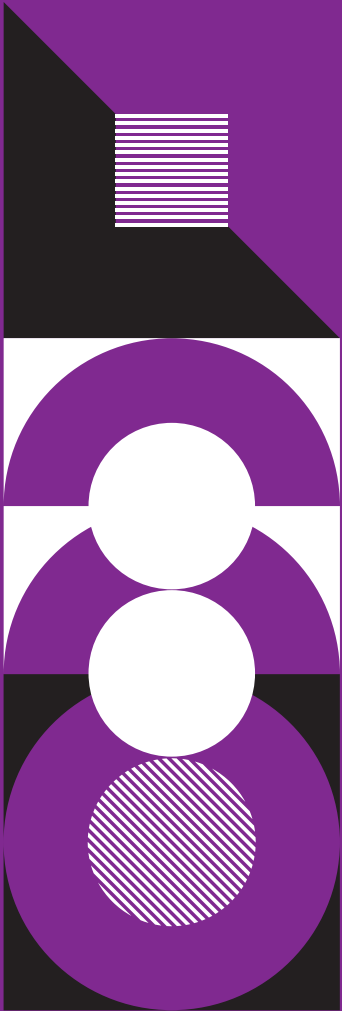
The show was certainly more international than ever before – we saw a greater number of visitors from around the world than in previous editions, and our international presenters were extremely well received. Visitors valued being able to listen to presenters sharing views and trends from the broader global print market beyond the MENA region. All in all, a tremendous show.

Chris Lynch
HEAD OF PRODUCTION TECHNOLOGY,
XEROX MIDDLE EAST & AFRICA

We are participating for the 1st time. We are in business of offset printing blankets and technical coated fabrics from India. For the past 4 days we had quality visitors to our stand. We are looking forward to the next edition.

Samir Parekh
GM - INTERNATIONAL BUSINESS,
MAHALAXMI RUBTECH LTD, INDIA

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HEAR FROM OUR VISITORS...

“This year, Gulf Print was very focused and niche with a lot of emphasis on digital production. With a wide variety of equipment on showcase, overall the show was a lot bigger than I expected. Considering the market environment and it was great to see such a positive response from the attendees. I believe we are seeing light at the end of the tunnel for the print industry in the region and those who have reinvented themselves will see positive growth after the last few challenging years.

Amit Radia
CEO, ATLAS PRINTING PRESS, UAE

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“We are delighted with the calibre of the business people who we’ve met at this event. This exhibition has provided quality leads. We had some very interesting discussions immediately after our visit to certain stands. This is our first time and the exhibition provided us with ideal solutions for our business. We will definitely share this with other businesses in China, and that this is a good exhibition to visit and even to come as exhibitors. We are definitely looking forward to visit again.

Kimi Yang
BUSINESS DEVELOPMENT DIRECTOR,
CHEN LUI PRINTING PRESS, CHINA

“This is our 2nd year at Gulf Print & Pack. We’ve had some excellent conversations across the four days and are hopeful that we’ll generate some business as a result of being here. The creative aspect of Innovation Trail was something new which we always appreciate these new steps as we are here to take a look at new technologies and solutions and are very pleased with all the product demonstrations on the show floor. This will help us to implement these ideas in our business, thank you.

Hamza Nasrallah
LEAD PARTNER, FUTURE DIGITAL DESIGNS, JORDAN

“I run my own offset/digital print run shops. I’ve come to Dubai exclusively for this event. It’s a good exhibition, very informative and an opportunity to meet industry related people under one roof. I was very intrigued to be at Innovation Trail with latest technologies with live demos and good interaction sessions. I will surely come back next time around.

Jess Oswald
MANAGING PARTNER,
PRINTRUN SERIES, SOUTH AFRICA





GULF PRINT & PACK

6 – 8 APRIL 2021
DUBAI WORLD TRADE CENTRE

TO TAKE PART IN 2021 CONTACT:

Bazil Cassim

bcassim@tarsus.co.uk

+971 56 5532108



**GULF PRINT
& PACK 2021**