

2014 第十届广州国际包装制品展

暨

亚洲包装盒装潢选材展

The 10th Guangzhou International
Packing Box Show 2014

展后报告

2014 年2 月26-28 日

Feb. 26th -28th , 2014

广州. 琶洲. 南丰国际会展中心

Venue: Nan Fung International Convention & Exhibition
Center, Pazhou, Guangzhou China



星晖展览
XINGHUI SHOW

【展会名称】 2014 第十届广州国际包装制品展

【Exhibition】

The 10th Guangzhou International Packing Box Show 2014

【主办单位】 广州星晖贸易展览有限公司

【Sponsor】 Guangzhou Xinghui Trade Exhibition Co.Ltd

【支持单位】 广东包装与设计杂志社

台湾包装设计协会

【Partners】 Guangdong Packaging & Design Agency

Taiwan Packaging Design Association

【展出面积】 8,000 平方米，比去年同期增长27%；

【Area】 8,000m², increasing by 27% than 2013

【展商统计】 参展商数量220 家，同比增长13%

【Exhibitors】 total 220 companys, increasing by 13% than 2013

【观众人数】 8,617 人次，其中 95%为专业观众

【Buyers】 more than 8,600, about 95% of them are target
purchasers

展商范围

Exhibit Category

➤ 高级包装制品展区 De Luxe Packaging Zone

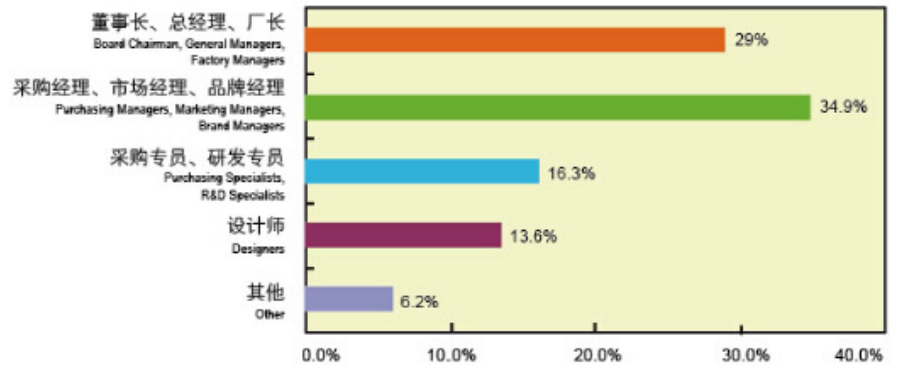
- ◆ 奢侈品包装及综合包装解决方案
Luxury Goods Packaging and Integrated Packaging Solutions
- ◆ 珠宝首饰手表包装 Jewelry & Watch Packaging
- ◆ 美酒包装 Wine Packaging
- ◆ 茶叶包装 Tea Packaging
- ◆ 香烟包装 Cigarette Packaging
- ◆ 香水及化妆品包装 Perfume & Cosmetic Packaging
- ◆ 保健品包装 Health Product Packaging
- ◆ 精致食品包装 Fine Food Packaging
- ◆ 电子产品包装 Electronic Product Packaging
- ◆ 包装容器 Packing Vessels
- ◆ 礼品盒包装 Gift Box Packaging
- ◆ 丝带 Ribbon
- ◆ 手提袋 Packaging Decoration

➤ 包装装潢材料展区 Packaging Decoration Selection Zone

- ◆ 包装用纸/纸板/真皮/PU 皮革/植绒/装帧布/充皮纸/花纹纸/金银卡
Packing paper / Paperboards / Genuine Leather / PU Leather / Flocking / Bookbinding Cloth /
Leatherette Paper / Fancy Paper / Gold&Silver Cardboards
- ◆ 装帧材料/镭射膜/卡纸/覆膜材料/环保包装材料
Bookbinding Materials / Holographic Film / Cardboards / Laminated Materials / Eco-Friendly
Packing Materials
- ◆ PVC/PET/PP 材料/防伪材料/工艺装饰/标签/标牌
PVC / PET PP Materials / Anti-Fake Materials / Craft Decorations / Tags / Labels
- ◆ 丝印及包装容器表面装潢加工/黏合剂/有关配件等
Silk-Screen & Packing Vessel Surface Decoration & Processing / Adhesives / Relevant
Accessories, etc.

Analysis on Audience's Positions

观众职位类型分析



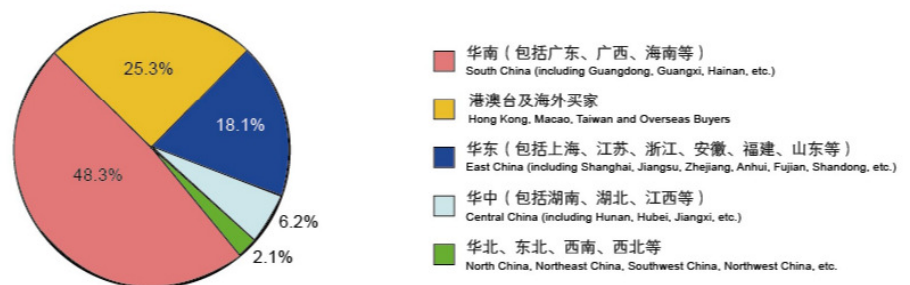
By Audience's Industries

观众行业分类



Analysis on Source of Audience

观众来源地分析



Purposes of Audience

观众参观目的



展商与买家的评语

Comments from Exhibitors and Buyers

这个展览我已经是连续第二年参加了，今届展览会给人眼前一亮的感觉，除了全新五星级展馆之外，无论是展场布置、参展商的质量也比上届有很大的提升。希望星晖展览把广州国际包装制品展越办越好。

This is the second year when I attended the PBS. This session is really impressive. It makes more improvements than previous session regardless of booth arrangement or exhibitor quality besides the new five-star exhibition center. It is hoped that Xinghui can do better and better for PBS.

——欧阳宣先生

深圳市包装行业协会 会长

金之彩包装集团 董事长

---Mr. Ouyang Xuan

Chairman, Shenzhen Packaging Industry Association

Board Chairman, Jincai Printing & Packaging Group

我们参加过很多展览会，相比之下，广州国际包装制品展，针对性更强、专业度更高，买家质量很不错，今年参展也收到较明显效果，现场成功交易量较往届有明显提升。

We attended many exhibitions. Compared with them, PBS is well-targeted, more professional and better in buyer quality. We have achieved visible results from this session and seen a more remarkable increase in on-the-spot deals than previous sessions.

——瑜利包装Uni-Pack

2014国际包装品牌设计论坛举办得很不错，无论对于展商还是买家，涉及的话题针对性很强，让我们关注到各行业最新的动态资讯。感谢主办方的努力，期待2015更多精彩的活动。

The International Packaging Brand Design Forum 2014 is very fantastic. The related topics are well-targeted regardless of exhibitors or buyers so that we can pay more attention to the latest developments of the industries. We thank the sponsor and expect more surprises in PBS 2015.

——鑫翔贸易

----Xinxiang Trading