



Record Visitor Turnout PrintExpo 2010 A Resounding Success

- ▶ Show attracts 11,000+ Trade Visitors
- ▶ Generates Spot Business and Abundant Marketing Leads for Exhibitors
- ▶ Exhibitors Proclaim PrintExpo as India's Most Important Business Event

PrintExpo 2010 made a record breaking run at the Chennai Trade Centre with a record turnout of over 11,000 trade visitors walking the show in 3 days. The exhibitors and visitors unanimously acclaimed the PrintExpo 2010 to be a resounding success. Organised by Intel Trade Fairs & Expositions Pvt. Ltd., India's leading organizers of Business-to-Business exhibitions, 132 exhibitors representing over 200 International companies exhibited at the PrintExpo 2010 held at the Chennai Trade Centre, Chennai, India from 9-11 July 2010.

PrintExpo 2010 attracted trade visitors from

all over India, mainly from South India. The highlight of the 2010 edition was the turnout of visitors from other parts of India and several countries. While majority of trade visitors came from Tamil Nadu, Andhra Pradesh, Karnataka and Kerala, PrintExpo 2010 also attracted visitors from other parts of India, including West Bengal, Orissa, Maharashtra, Gujarat and Delhi. The exhibition attracted a very large percentage of trade visitors in active buying mode and many of whom finalised their orders at the show, making PrintExpo one of the most important marketing event for the printing industry in India.

Building on the success of the 2009 edition, PrintExpo 2010 was about 40% bigger than the last edition with the exhibition featuring several first time exhibitors. PrintExpo has positioned itself as The Total Print Exhibition covering every sector of the printing industry. The exhibitors included all the big names representing the printing industry, be it offset printing, digital printing, label printing, screen printing, wide format digital flex printing, print finishing, packaging and converting.

PrintExpo 2010 was all about new product launches, creating brand awareness and most importantly companies trying to get a foothold in the most lucrative and fastest growing print markets of South India and the region. Several exhibitors, such as, Autoprint Machinery Manufacturers, Xerox India, Canon India, Redlands, Konica Minolta, Megabound, Die-Hard Dies, Donghai Packaging, ANTZ Innovations, Monotech and several other exhibitors used PrintExpo 2010 with great effect to



launch their machines and products in the region.

Visitors Happy with the Technology Showcase

PrintExpo, the total print exhibition, had something of interest for every visitor. One of the visitor to the exhibition very rightly described PrintExpo as complete exhibition for the printing industry and felt that the exhibition will grow the printing industry in South India. Trade visitors opined that it was fruitful investment of their time to visit the PrintExpo 2010 as they did not have to travel far distances to see the latest technologies in print media technology.

Most visitors came to the PrintExpo 2010 with buying decision. The exhibitors were greatly benefited by the presence of such large number of buyers as they were able to finalise several orders at the show.

Many, who had visited the 2009 edition

were pleased that the show has grown bigger with more exhibitors and quality exhibits. All of them felt that PrintExpo was here to stay and will grow manifold in the coming years and they promised to come back again in 2011.

Speaking on the success of the PrintExpo 2010, Mr. Aditya Ashok, Head-Marketing & Sales, Intel Trade Fairs & Expositions Pvt. Ltd., said, "I am extremely delighted with the phenomenal success of the PrintExpo 2010. I congratulate the exhibitors and visitors for the huge success of the exhibition. I am happy that we have been able to provide a high return on investment of money and time made by our exhibitors and visitors".

The large number of compliments and appreciations we received from our exhibitors, visitors, trade bodies and industry associations complimenting us on the success of the exhibition has made us determined to work harder to make the

132 exhibitors representing over 200 companies and 11,000+ trade visitors ensured a successful PrintExpo 2010.

Exhibitors and visitors unanimously acclaim PrintExpo as India's leading business event.

Exhibitors Delighted...

Every exhibitor at the PrintExpo 2010 were ecstatic about the success they had at the show and each one had just superlatives about the prenominal business the show generated for them. We present you testimonials of a few...

 <p>The response at the PrintExpo 2010 was amazing. From day one we have got many enquires and orders. Printers have come even from far and wide.</p> <p>Mr. S Mohan Regional Sales Manager Xerox India Pvt. Ltd.</p>	 <p>We would have missed a very good business opportunity if we had not participated at the PrintExpo 2010. We are very happy participating in PrintExpo and we will participate next year also.</p> <p>Mr. H. Hirpara General Manager Line O Matic Graphic Industries.</p>	 <p>We got phenomenal response at the PrintExpo 2010. We never believed that we will get this type of response. We did good business good and gathered good prospects at this show.</p> <p>Mr. Gurjit S Dhingra Product Manager – Image Press & PGA BIS – Marketing, Canon India Pvt. Ltd.</p>
<p>We have received many enquires in 3 days. We thank Mr. Neelkant for making PrintExpo 2010 a great success.</p> <p>Mr. Thomas Sales Manager, Autoprint Machinery Manufacturers' Pvt. Ltd.</p> 	<p>We have participated for the first time. We had very good counter sales and we have done very good business in 3 days. Thanks to PrintExpo team.</p> <p>Mr. Vijay Ragavan General Manager Pitney Bowes India Pvt. Ltd.</p> 	<p>Our experience exhibiting at the PrintExpo 2010 was very good. Printers have come all over south India. We will participate next year in a much bigger way.</p> <p>Mr. P. S. Saggi Director Sigma Rollers Pvt. Ltd.</p> 
 <p>PrintExpo was unique compared to other exhibition in the sense that this was a professional show for our products and almost every printer from South India have visited our booth we have got many enquires. We are happy to have participated at the PrintExpo 2010.</p> <p>Mr. Baburam General Manager, Konica Minolta KMI Business Technologies P Ltd.</p>	 <p>We sold 2 machines on 1st day of PrintExpo 2010. Well organized exhibition, the response was tremendous</p> <p>Mr. Arun Kumar CEO, P S Graphics</p>	 <p>Excellent exhibition. We have got many orders.</p> <p>Mr. Anil B. Patel Owner Tech Master Engineering</p>
<p>We are participating for the second time at the PrintExpo. PrintExpo 2010 was an excellent show. We have got many leads. We have sold 2 to 3 units. We look forward to participating next year also.</p> <p>Mr. Vinay Krishnan General Manager Redlands Machinery Pvt. Ltd.</p> 	<p>We bagged 3 orders at the show and many enquires. This expo was great success for us.</p> <p>Mr. P. Veeramuthu Managing Director, Macro Print India Pvt. Ltd.</p> 	<p>PrintExpo 2010 attracted genuine visitors from printing industry. We have met many new printers and we will participate again next edition in 2011.</p> <p>Mr. K.S. Khurana Managing Director, Five Star Printing Machinery Pvt. Ltd.</p> 
 <p>We had a very good response at PrintExpo 2010. The organizers have done their work of getting quality visitors and now it is our work to convert them into orders. We are very happy with the exhibition and go back with good memories. We will participate in PrintExpo 2011.</p> <p>Mr. Frahad Managing Partner, Hy Tek Print Mac</p>	 <p>We have sold all the machines that we displayed in our booth. It has given us a boost. Printers came from all over South India and we have enjoyed this show. Thanks to PrintExpo Team</p> <p>Mr. K.J. Paul Managing Director Reprographics Systems & Supplies</p>	 <p>Compared to last year we see more exhibitors and huge number of visitors at the PrintExpo 2010. The exhibition was very good for us.</p> <p>Ms. Kaveri Ram Customer Relationship Manager, Monotech India Limited</p>
<p>We congratulate the organizers for the huge success of PrintExpo 2010. A well organized exhibition we had very fruitful 3 days. We met visitors from each and every corner of South India. The organizers promoted the exhibition extremely well to bring quality buyers to buy our product.</p> <p>Mr. Dayaker Reddy Managing Partner, Sai Enterprises</p> 	<p>We participated first time at the PrintExpo 2010. We got tremendous response and we will be participating again in the next edition of the exhibition.</p> <p>Mr. Bhawarjal Jain Managing Director Sankeshwaraa Papier Pvt. Ltd.</p> 	<p>We are participating for the 2nd time at PrintExpo exhibition. We got very good business and we will participate in 2011 also.</p> <p>Mr. Rohin Kumar Managing Director Fortec Binding Systems</p> 

Continued ...

PrintExpo 2010: Resounding Success

PrintExpo 2011 a bigger and a better exhibition".

Aditya further opined, "The Technology Meets that we organized in 7 cities across South India was one of key elements for this success. The meets designed to attract quality visitors to the show met with a lot success. I would like to congratulate Xerox and Autoprint Machinery Manufacturers for making the best business decision to sponsor the technology meets. I would strongly encourage more and more exhibitors to participate in the technology meet as this will give them a chance to meet with their customers before the show and provide information to them about their exhibits and encourage them to visit their booth at the show".

South India Printers Meet 2010

The first South India Printers Meet 2010 (SIPM 2010) was organized on 10th July 2010 at the Convention Centre, Chennai Trade Centre. This was Concurrently held with the PrintExpo 2010 exhibition.

153 delegates attended the first SIPM 2010 and was Chaired by Prof. Rajendra Kumar Anayath, Head – Print Media Academy, Heidelberg India Limited and techno-commercial presentations by

“ Good companies such as Xerox, Welbound, Afra, Line O Matic etc. have been represented at the PrintExpo 2010. We have placed some orders at the show and I am happy with my visit as I get to spend more time with the selected firms thus the deals have been completed in short time. ”

- Rajeev Ramakrishnan, Managing Director
Koppara Enterprises Printing & Copy Solutions India Pvt. Ltd.



“ It gives me immense pleasure to discuss about PrintExpo 2010. This is the first Indian-based print industry event that I have attended, after my education in the USA. It was great to meet professionals from various aspects of the printing industry. ”

The South India Printers' Meet is an ideal platform for sharing and discussing ideas, opinions, and visions. Undoubtedly, PrintExpo 2010 has been a great success to me, in finding new contacts, networks, industry resources, and confidence for greater improvements in the times to come. ”

- Sri Hemanth Prakhya, Business Development
Prakhya Art Printers Pvt. Ltd., Hyderabad



“ It was a great pleasure for me to participate in the Print Expo 2010 and the South India Printers' Meet. I felt Intel Trade Fairs & Expositions had done a marvelous job in the Print Expo 2010 with a professional touch and global standard. ”

I take this great opportunity to appreciate the entire IntelExpo Team and also wish them for this incredibly grand triumph. ”

- N. Balakumar, Production Manager,
Chemical Weekly, Chennai



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First Edition

South India Printers Meet 2010 - A Success

The first time ever, 153 printers from across South India attended the South India Printers Meet 2010 held on 10th July 2010 at the Convention Centre, Chennai.

Under the guidance and Chairmanship of Prof. Dr. Rajendra Kumar Anayath, the first South India Printers Meet 2010 was a tremendous success. Dr. Anayath is Head, Print Media Academy, Heidelberg India Limited.

SIPM 2010 kicked off with the welcome address by Mr. Ashok Neelkant, Managing Director, Intel Trade Fairs & Expositions Pvt. Ltd. and address by Prof. Rajendra Kumar Anayath. Key note address was delivered by Mr. S. Nagarajan, Managing Director Nagaraj & Co. Speakers of International repute made presentation on topics of current interest and of commercial implications.

Speaking about the relevance and success of the SIPM 2010, Prof. Anayath opined "I am happy that the SIPM 2010 has been a



Networking Break at SIPM 2010
Mr. S Natarajan, Managing Director, Nagaraj & Co. & Speaker at SIPM 2010 interacting with SIPM Delegates

grand success. I got associated with the SIPM 2010 as late as April 2010. Having organized and participated in several seminars and conferences around the world, I understand the difficulty of organizing a seminar like this that too at a nominal fee. The purpose was to disseminate knowledge and information to delegates on how could they make their printing business more efficient and profitable. I would say, SIPM 2010 has achieved that purpose and quiet well."

Topics discussed during the day long deliberations included, Pre-Media: Outsourcing Soft Skill Opportunities, Pre-Media: Outsourcing Soft Skill Opportunities, Digital Printing: Variable Data, Personalised Printing, Packaging & How does it compliment conventional printing, Business Opportunities in Print Finishing Services, Print Industry: Profit or Perish - Ignore



Prof. Rajendra Kumar Anayath
Head, Print Media Academy and Chairman SIPM 2010

Information Technology at Your Own Risk.

Speakers included Mr. C.N. Ashok, Commercial Director, Autoprint Machinery Manufacturers Ltd., Mr. Venugopal Menon, Vice President, Bobst India Ltd., Mr. Dinesh Chandra, Managing Director, Esko Artwork, Mr. A Arora, Xerox India Ltd, Mr. Atul Saran, Director, Zesta Technologies.

The delegates felt that attending the SIPM 2010 was a great strategic investment which provided them with an opportunity to hear experts speak on how to make their business more efficient and profitable. The meet also gave them an opportunity to interact with printing professional and their colleagues from the print industry.

The South India Printers Meet 2011 will be held on 11th June 2011.

PrintExpo 2010 Exhibitors Meet & Awards

PrintExpo 2010 Exhibitors' Meet and Awards provided an excellent opportunity for exhibitors, SIPM Delegates, Invitees and several important printers from the region to interact and catch up with colleagues and peers in a very informal environment. The evening, filled with good music, good food and entertainment by a very prominent group provided an excellent opportunity for exhibitors to unwind after three days of hectic business activity at the exhibition. The meet was held at the Convention Centre and was attended by over 500 guests, making the evening very lively and colorful.



Chief Guest for the evening was Mr. N.S. Manku, President, Indian Printing Packaging and Allied Machinery Manufacturers Association and Guests of Honour were Mr. C.D. Kumaravel, President, Tamilnadu Master Printers Federation, Mr. O. Venugopal, President, Kerala Master Printers Association (KMPA), Prof. Rajendra Kumar Anayath, Head-Print Academy, Heidelberg, Mr. Satish Bajwa, Gen. Secretary, IPAMA, Mr. K.S. Khurana, Vice President, IPAMA (East)

The much awaited PrintExpo 2010 Awards was instituted to recognise the efforts of the exhibitors for putting in that extra effort to make their presence felt a bit more than the others. 5 categories of PrintExpo Awards and in all 14 Awards were given away by the Chief Guest, the Guests of Honour and Ashok Neelkant, Managing Director, Intel Trade Fairs & Expositions Pvt. Ltd.

In his welcome address, Mr. Ashok Neelkant, Managing Director, Intel Trade Fairs & Expositions Pvt. Ltd., "I am very happy with the response the show has generated. I am extremely grateful to everyone who contributed to the success of PrintExpo 2010. I must mention that our aggressive visitor promotion program, especially the 7 city Technology Meet that we organized to promote the exhibition paid big dividends for our exhibitors and visitors. We are looking forward to building on this success take the PrintExpo exhibition to greater heights in 2011"

Addressing the gathering, Chief Guest Mr. N.S. Manku said "It's a great achievement on part of Mr. Ashok Neelkant and his team to again repeat the performance of last year. While last year was a tough period, this year was no better. Ashok Neelkant's efforts in conducting the Road Shows going around and spreading the awareness have brought so many people. The crowd was nice and bubbling. I'm sure with his kind of energy PrintExpo would go miles and miles."

Mr. Manku also mentioned in his address that he will be keen to work with Intel Trade Fairs & Expositions Pvt. Ltd., for the forthcoming PrintPack India 2011 being organized by IPAMA in January 2011 in New Delhi.

The organizers also recognized the efforts by some individuals who contributed to the success of PrintExpo 2010 by presenting a memento. The persons who were honoured included Mr. P. Chander, President, All India Federation of Master Printers, Mr. C.D. Kumaravel, President, Tamilnadu Master Printers Federation, Mr. O. Venugopal, President, Kerala Master Printers Association (KMPA), Prof. Rajendra Kumar Anayath, Head-Print Academy, Heidelberg, Mr. K. Ravi, President, Madras Printers and Lithographers Association Mr. Ravi Kola and Mr. Naresh Shroff, Past President, Madras Printers and Lithographers Association and Managing Director Uni Offset Pvt. Ltd.

"It's a great achievement on part of Mr. Ashok Neelkant and his team to again repeat the performance of last year. While last year was a tough period, this year was no better. Ashok Neelkant's efforts in conducting the Road Shows going around and spreading the awareness have brought so many people. The crowd was nice and bubbling. I'm sure with his kind of energy PrintExpo would go miles and miles."

- Mr. N.S. Manku, President
Indian Printing Packaging and Allied Machinery Manufacturers Association



"PrintExpo is now come to stay as one of the main exhibitions for the printing industry in India. The Kerala Masters Printers Association is glad to support the exhibition and be a part of this success. I am sure, the exhibition will achieve greater success in the coming years."

- Mr. O Venugopal, President
Kerala Master Printers Association (KMPA)



"The Tamilnadu Master Printers Federation has supported the PrintExpo 2010 in organising the Technology Meets in Erode and Coimbatore. I am very happy with the response and wish the organisers all support and success in the future exhibitions."

- Mr. C.D. Kumaravel, President
Tamilnadu Master Printers Federation



Thousand of visitors thronged the exhibition halls as soon as the PrintExpo 2010 was opened to trade visitors. The phenomenal response from the print industry continued till the end of the show.



Ashok Neelkant,
Managing Director,
Intel Trade Fairs &
Expositions Pvt. Ltd

I had used "Spellbound" to describe the success of PrintExpo 2009. I do not know if words such as 'Enthralled', 'Awestruck', 'Mesmerised' can aptly describe the huge success of the PrintExpo 2010. Quiet honestly, I do not have the right word to express the stupendous success of PrintExpo 2010.

I thank the exhibitors, visitors and all those individuals and trade associations who contributed in making the PrintExpo 2010 exhibition such a big success.

I am happy that the show has grown bigger by about 40% and that we have been able to attract many more international exhibitors showcasing a wide range of print media technology. We at IntelExpo say that our exhibitions are 'Cost Effective Marketing Opportunities', I am glad that we have been able to provide spot orders and plenty of quality marketing leads for our exhibitors, thus providing them an excellent return on their investment made by exhibiting at the PrintExpo 2010.

It is pleasure to know that visitors to the PrintExpo 2010 were also very happy with the fascinating display of technology. To hear from them that their visit to the show was rewarding is a very satisfying.

Successfully organising the first South India Printers Meet (SIPM) was a dream come true for me. I am extremely grateful to Prof. Dr. Rajendra Kumar Anayath for his assistance in casting the topics and conducting the first SIPM. I am also greatly indebted to all the speakers and delegate for supporting the first SIPM and making it a success. I thank all of them for making my dream come true.

PrintExpo is fast emerging as one of the most important exhibitions in India and will be held in Hall 2 and Hall 3 of the Chennai Trade Centre. We hope to get many more international exhibitors and showcase more print media technology at the PrintExpo 2011 to be held from 10-12 June 2011 at the Chennai Trade Centre, Chennai and the 2nd South India Printers' Meet (SIPM 2011) on 11th June 2011 at the Convention Centre, Chennai.

I look forward to meeting all of you again at the Chennai Trade Centre in June 2011



The Organisers

Intel Trade Fairs & Expositions Private Limited (ITFE) are India's leading organizers of Business-to-Business exhibitions in India and abroad serving various industries such as, packaging, printing, label, food, pharmaceuticals, plastics, fire & safety etc. ITFE has organised highly successful 11 Editions of IntelPack, 8 Editions of Foodtek, 5 Editions of SouthPack, 4 Editions of PharmaPack, 3 Editions of Fire & Safety, 3 Editions of Labeltech and 2 Editions of PrintExpo.

ITFE has also organised 4 exhibitions abroad, which include, PrintPack Africa 2005, Kenya, AfroPlast 2005, Kenya, PrintPack Sri Lanka 2006 and AsiaPlast 2006 in Sri Lanka.

Intelpack organised by us is India's largest, longest running and most successful trade exhibition on packaging.

With an impressive portfolio of over 50 successful trade events organized under its banner, ITFE is now known for creating the perfect business-to-business platform. Having worked in close conjunction with the industry in organizing cost effective marketing events, over 500 companies have greatly benefitted from the trade shows organized by us. A very aggressive marketing and target specific campaign has managed to bring together buyers and sellers from India and abroad - all at one place, all at one time.



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**Pictures
that speak a
Million Words
about the
Success of
PrintExpo 2010**

