

## About SinoPaper 2021

SinoPaper 2021, hosted by Reed Exhibitions, is a professional trade show where showcases three major categories paper, i.e., packaging paper, printing paper and specialty paper. The 2021 edition by leveraging Reed's domestic and overseas market resources, is going to gather more than 80,000 global insiders mainly including purchasing decision-makers and management from package printing factory, folding carton printing factory and end-users, agents and designers. It is also a must-go event where industry practitioners can acquire industry knowledge, market trends and insights. Alongside the show, a series of high-quality concurrent activities will be organized including the Paper Industry Development Forum and the Paper E-commerce Purchasing Festival.

The show will be running concurrently with SinoCorrugated, SinoFoldingCarton, China Packaging Container Expo (PACKCON), Intralogistics and Process Management Expo (InMAT) and the newly launched Digital Printing Equipment and Technology Expo (DPrint), forming a 7-IN-1 mega-show that covering the upstream, midstream and downstream of paper industry.

## 7-IN-1 Mega Hybrid Show Covering the Whole Packaging Chain

Nearly **120 000 SQM**  
exhibition space

**1,300 +**  
exhibitors

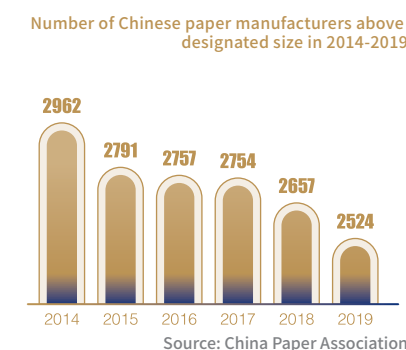
**80,000 +**  
trade visitors



## China's Paper Industry at A Glance

### 1. Paper industry consolidation accelerates the shutting down of uncompetitive paper manufacturers

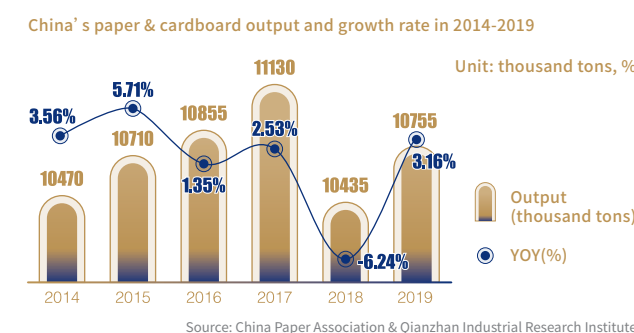
China is one of the big players in global paper industry. It's operating management is working towards intensive development model from extensive model at its early stage. Thanks to the introduced technologies from overseas and innovative efforts made by Chinese practitioners, some Chinese frontier manufacturers leading their position in world paper industry community. Now China has taken the lead in paper production and consumption among other countries and regions. The number of Chinese paper manufacturers above designated size has been shrinking since 2014 (a total of 2,962), and down to 2,524 in 2019 (China Paper Association data).



### 2. There's an increase in demand and supply at the same time

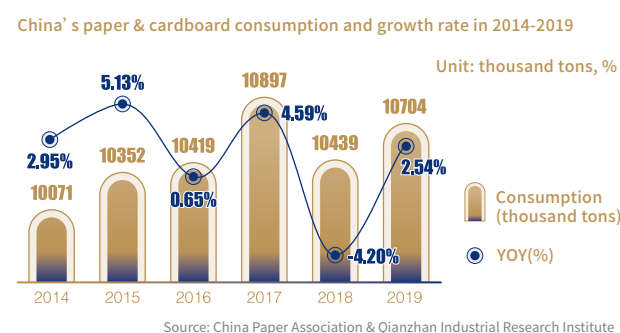
#### Supply

Paper and cardboard output has been rising despite fluctuation since 2014, and broke 1.1 billion tons for the first time in 2017. The overall output in 2018 saw a small contraction and then rebound and went up 3.16% to about 1 billion tons in 2019 (China Paper Association data).



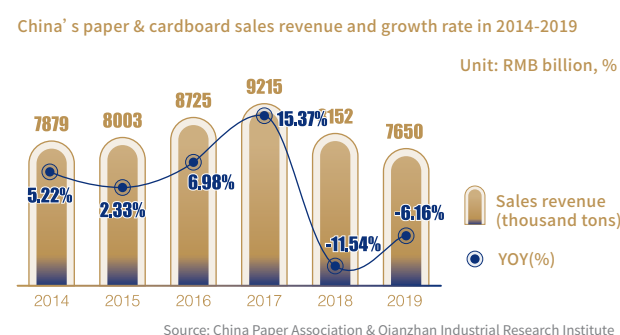
#### Demand

China's paper and cardboard consumption hit a new record at 1.1 billion tons in 2017. In 2019, the consumption reached over 1 billion tons, a rise of 2.54% year-on-year, with per capita consumption of 75 kg (China Paper Association data).



### 3. Revenue fell less steeply

The sales revenue of paper manufacturers above the designated size in China has seen steady rise from 2014 to 2017. However, given the price fluctuation of raw materials and further industry consolidation, sales revenue of paper manufacturers above the designated size has slipped in 2018, and there was a further decline to RMB 765 billion in 2019, down 6.16% year-on-year. Among 2,524 interviewed manufacturers, 560 are loss-making business, accounting for 22.19% of the total (China Paper Association data).



The elimination of backward production capacity will be accelerated given the higher bar on the industrial threshold and environmental-protection standards raised by the government. Under such circumstance, SMEs have to be in face of increasing operation cost and narrowed profits. In addition, the fierce competition and industry consolidation make transformation and innovation the only ways to stay and stand out. SinoPaper is such a global professional platform for suppliers to open up new business and meet their targeted customers, as well as demonstrate their products and technologies.

## Why to Exhibit at SinoPaper 2021?

**1 A gold chance to meet with 50,000+ trade buyers in printing and packaging industry**  
Printing and packaging companies including corrugated box maker and folding carton manufacturer are the targeted buyers of paper suppliers. According to the statistics, corrugated paper and linerboard are the mainly products produced in paper manufacturing segment in China in 2019, accounting for 41% of the total. SinoPaper 2021 is going to running together with SinoCorrugated and SinoFoldingCarton which are leading trade shows in the industry with 20 years of history. It enables the exhibitors to meet with a large number of potential buyers. SinoPaper also broadens channels to reach more visitors. A customized buyer invitation scheme for distributors and other groups have been initiated to ensure buyer's number and quality.



### 2 A hybrid event to manage both in-person and virtual show

SinoPaper 2021 is a hybrid show which combines a "live" in-person event in Shanghai with a "virtual" online show for remote attendees. You will have a virtual booth to broadcast live content. Reed will assist you in your online business communication in a targeted and effective manner, and boost your efforts to increase international influence and market share.







## Why to Exhibit at SinoPaper 2021?

3

### A must-go event to meet with 10,000+ end users

SinoPaper 2021 will be held concurrently with China Packaging Container Expo (PACKCON) which will gather more than 10,000 packaging R&D management in beverage & drinks, daily necessities, daily chemicals, electronics, medical and health, e-commerce, logistics and other industries. It is a must-go event to maximize your brand influence among end users and know better about their new demand for paper products.



4

### A fully-upgraded business match-making service

The following channels will make it easier for buyers to get to know you, contact you and meet you at the show:

- Recommendation in emails sent to preregistered visitors
- Recommendation on WeChat registration page
- Recommendation on Reed Connect
- Onsite one-to-one TAP meetings
- Onsite business guided tours

In addition, video conversations via Teams and WhatsApp will be arranged to match you with overseas buyers who will not be able to appear at the physical show for different reasons.



## Exhibit Profile

### Packaging Paper

- Corrugated paper
- Kraft paper
- Kraft cardboard
- White cardboard
- Grey cardboard
- White cardboard
- Other

### Special Paper

- Art paper
- Gold and silver cardboard
- Binding paper/cloth
- Flock dusted paper
- Anti-falsification paper
- Decorative base paper
- Black cardboard
- Color card paper
- Leather board
- Other

### Commercial Printing Paper

- Coated paper
- Double-adhesive paper
- Light weight coated paper
- Newsprint paper
- Other

### Other Special Paper and Board

- Special printing paper
- Special information paper
- Special packaging paper

- Medical paper
- Cigarette paper
- Water turpentine paper
- Pressure sensitive paper
- Release paper
- Glassine paper
- Half Transparent Paper
- All kinds of food packing raw paper
- Other

## Visitor Profile

Packaging manufacturer, color printing manufacturer, dealer, end user, design service provider, etc.

## Part of Previous Exhibitors



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**Global professional  
trade show  
to connect paper mills  
and downstream  
customers**



**SINOPAPER 2021**  
**Re-Pack for A New Future**

**July 14-16, 2021**  
**Shanghai New International**  
**Expo Centre (SNIEC)**

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**sino-paperexpo.com/**  
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