

2020

蓝鲸展 · 招展书

BLUE WHALE EXPO BROCHURE

2020年8月7-9日

07-09 August, 2020

中国·上海新国际博览中心

SNIEC · SHANGHAI CHINA



国际标签展 · 国际软包装展 · 国际功能薄膜展 · 国际医药包装展 · 国际大健康展
Label Expo · Flexible Packaging Expo · Functional Film Expo · Pharm Packaging Expo · Health Expo



主办方介绍 ORGANIZER

上海揽境展览服务有限公司是一家专业组织各类展览会、会议、赛事等活动的主办或承办公司。

提供行业精准整合营销、海外市场推广业务以及高品质境外旅游服务,主要服务于国内外各级政府组织机构、各行业协会有志于开拓国际市场的中小型企业。上海揽境与全国各地各级印刷、包装行业协会关系紧密,有近15年的行业展会活动组织经验,拥有大批供应商和包装、标签厂的企业信息资源,立志搭建**标签和软包装、功能薄膜、医药包装**行业专业的平台,共同促进行业进步。

Shanghai Lanjing Exhibition Service Co., Ltd. is a professional organizer that organize and co-organize kinds of exhibitions, conferences, events, sport match and other activities.

It can also provide industry precision integrated marketing, overseas marketing promotion and high-quality outbound travel services. Most of the customers are government organizations, industry associations and some medium sized enterprises who are interested in exploring international market. It has good relationship with the printing and packaging industry association, it has plenty of experiences in organizing exhibition activities. It has abundant resources about suppliers and printing printers, it is devoted to build a professional platform for **labels and flexible packaging, Functional Film, Pharm Packaging** industry.

广东鸿威国际会展集团有限公司于2014年8月成立,广东鸿威国际会展集团有限公司隶属于广东鸿威国际会展企业集团。集团的前身是广州市鸿威展览服务有限公司,自2002年成立以来,经历了艰苦创业、持续稳步及快速发展的历程,今天已经成为国内一家以国际会展业为龙头,集展示工程、影视广告、会议论坛、活动策划;游艇、通用航空产业服务等综合性**国际会展集团公司**。

Guangdong Grandeur International Exhibition Group is built in 2014. It's developed from Guangdong Grandeur International Exhibition Co., Ltd who is built in 2002. With a long term development, now it's one of the **biggest exhibition group** in industry. It can provide display engineer, media advertising, conference forums, event planning, general aviation industry, yacht services, etc.

GRANDEUR EXHIBITION GROUP
鸿威会展集团



自2017年开始,蓝鲸展已经举办了**三届**,从苏州起步时的小而精,面向华东市场,到如今雄踞上海,辐射全国,规模逐年升级。三年的发展,离不开印刷包装领域同仁们的支持与鼓励;三年的不断付出,“**蓝鲸展**”已经成为印刷包装行业广为人知的展会平台,获得了展商和观众的一致认可;三年的艰辛历程,锤炼了我们的意志,给予了我们更大的决心,督促我们一步一步朝着“**展无至善·揽无止境**”的目标努力。

Since 2017, the Blue Whale Expo has been held **three times**, it's smart in Suzhou, and facing the East China market, then, it was moved to Shanghai radiating the whole country, and the scale has been upgraded year by year. The development in three years is closely related to the support and encouragement of colleagues in the printing and packaging industry. "**Blue Whale Expo**" has become a well-known exhibition platform with three years of continuous efforts, in the printing and packaging industry, which has been unanimously recognized by exhibitors and visitors. Three years of hard work has made us stronger and now we have greater determination to work step by step towards the goal of "**Comprehensive service, professional exhibition**".

2020年,我们蓄势待发。新一届的蓝鲸·国际标签展 & 蓝鲸·国际软包装展 & 蓝鲸·国际功能薄膜展 & 蓝鲸·国际医药包装展将于**2020年8月**再次亮相上海新国际博览中心。展会将包含**标签、软包装、功能薄膜和医药包装**四大领域,同时全面延伸至食品、饮料、酒类、医药、日化和电子等多行业都终端包装应用,同期多场主题论坛,全面解读新技术、新材料、新应用及新趋势,让展商与观众实现多方面的深入沟通和交流。主办方会更大力度邀请国际标签和软包装展商加盟,真正搭建展商与采购商之间的沟通平台,为行业买家提供一站式采购平台,努力成为中国有效贯穿标签印刷、包装、制品产业链的国际性展会。

Label & Flexible Packaging & Functional Film & Pharm Packaging Expo China 2020 (August) will be promoted again in Shanghai. and it contains four parts: **Label, Flexible Packaging, Functional Film and Pharm Packaging**. The exhibition will contain end user in different industries, for example, food, medicine, cosmetic, personal care, electronic and so on. It will also extend to the end user. Many thematic forums will be organized during the exhibition to comprehensively interpret new technologies, new materials, new applications and new trends, so that exhibitors and audience can achieve in-depth communication and exchanges in many aspects. The organizer warmly welcome domestic and international exhibitors and visitors coming to the show.

展会推广

- 1.参加国内外知名印刷包装行业展会及其他相关领域的活动,大量宣传,积极推广。
- 2.遍布全球的几十家行业媒体的深度合作,强势宣传。
- 3.向国内外专业观众直接发送邀请函、门票,并对专业数据库的100,000专业观众进行一对一电话邀请。
- 4.微信公众号、网站、微博、SMS短信群发平台等新媒体平台,创新宣传,使行业人士对展会资讯随时掌握。
- 5.组织各地区的印刷协会会员和软包装协会会员等相关社会团体组团参观。

Promotional activities

- 1.To participate in well-known printing exhibitions and related activities, seeking cooperation, and actively promotion.
- 2.Cooperative promotion with Industry media ,magazine, industry website, Association.
- 3.Promoting in the industry forum and conference.Domestic and international call center.
- 4.E-news letter, Directly mailing the exhibition tickets.Social media promotion.
- 5.Group visitors from Industry Association.

目标观众

- 1.标签印刷厂、软包装印刷厂(彩印厂)、医药包装印刷厂、贸易商/代理商;
- 2.日化、电子、食品、医药、酒类、饮料等终端用户;
- 3.标签及包装设计师;
- 4.标签行业相关供应商、软包装行业相关供应商;
- 5.教学及专业机构、相关协会及媒体。

Target visitors:

1. label printers, packaging printers, Pharm Packaging printers, Trader/agent;
- 2.Food, pharmaceutical, personal care, wine, beverage, personal care and terminal manufacturers;
- 3.Designers of labels and packaging;
- 4.Label industry suppliers, Flexible packaging suppliers;
- 5.Educational establishments and professional bodies, relevant trade associations and medias.



支持单位：

中国印刷技术协会柔性版印刷分会 中国印刷技术协会凹版印刷分会 中国印刷技术协会商业票据印刷分会
中国印刷及设备器材工业协会——绿色印刷及VOCs治理工作委员会 上海市印刷行业协会
上海市包装技术协会 上海印刷技术研究所 江苏省印刷行业协会 苏州印刷行业协会 桐城印刷行业协会
印刷电子&智能包装产业联合体 武汉大学印刷包装系/武大苏州研究院 湖南省塑料彩印行业协会
上海印刷技术研究所 河南标签协会 中国不干胶材料联盟 冀鲁浙豫沪·塑包联盟 上海塑料技术工程学会
沧州市塑料包装商会 东光塑料包装行业协会 雄县塑纸包装印刷协会

媒体支持：

上海印搜文化传媒有限公司 印刷杂志 今日印刷 必胜网 中国新闻出版报 中国塑膜网 瑞同科技传媒
我的印刷网 柔印邦 红动传媒 中国塑料包装产业网 包装前沿 潮讯软包装 中夏传媒 包装企业网
达达印刷人才网 薄膜通 中国印刷包装网 中国包装信息网 中国好包装网 上海华展&龙琨传媒 丝艾柔印
印聘网 瑞安百事通 漂邦印刷网 中国软包装网 包装微世界 华印软包装 柔印工



Concurrent Events

1. 2020 Golf Tournament of CEO in Printing Industry
2. 2020 the Second Summit of CSMA and BWA
3. 2020 Digital Label Printing and smart Packaging Industry Summit
4. 2020 Special Forum of Internet of Things
5. 2020 Global functional film Supply and demand Conference
6. 2020 China printing industry environmental protection Symposium
7. 2020 China flexible Packaging & flexo technology Development forum

同期活动

- 2020 印包CEO高尔夫挑战赛
- 2020 年第二届中国不干胶材料大会暨蓝鲸·行业颁奖盛典
- 2020 标签数字印刷与智能包装高峰论坛
- 2020“万物物联”创新应用高峰论坛
- 2020 全球功能膜材产品供需会
- 2020 中国印包行业环保专题研讨会
- 2020 中国软包装与柔印技术论坛

参展范围

(一) 标签类别

1. 标签印刷设备类:标签印刷机、数码印刷、印后设备(检测、模切、烫金、套印及贴标设备等);
2. 辅助设备及系统(印前系统、驱动与控制系统、条形码及码码系统、干燥系统等);
3. 设备零配件:滚筒、网纹辊、刮墨刀、切刀、磁性设备等;
4. 材料类:纸张、薄膜、油墨、不干胶材料、碳带等耗材;
5. RFID智能标签、电子标签、防伪解决方案;
6. 环保设备相关产业链;
7. 标签印刷企业。

(二) 软包装类别

1. 软包装机械设备类:印刷设备、复合设备、分切设备、制袋设备及其它设备(复卷机、电晕机、控制检测机、喷码机、环保设备);
2. 相关控制系统及零配件:电晕处理系统、静电消除系统、张力控制系统、电子纠编系统、泵、离合器等;
3. 原料类:软包装用纸张、膜材、油墨、粘合剂等;
4. 服务类:配件、软件、配套及服务专区。
5. 彩印厂

(三) 功能薄膜类别

功能薄膜: BOPET/BOPP膜、PET/ CPP薄膜、PI膜、锂电隔膜/铝塑膜、光伏膜、石墨烯膜、预涂膜、压敏胶薄膜、水处理膜、窗膜、隔热/汽车膜、IMD装饰膜、软包装膜、陶瓷膜、分离膜等。

(四) 医药包装类别

1. 医药包装印刷设备类
2. 医药包装材料类
3. 医药包装印刷企业
4. 相关

价格单 Rate Card

展位类型 Booth Type	面积范围 (m ²) Extent	A区 单价 (元/m ²) Unit-price (RMB/m ²)	B区 单价 (元/m ²) Unit-price (RMB/m ²)
标准展位 (9m ² 基础款) Shell Scheme (basic)	9m ²	16800/9m ²	13800/9m ²
	展台最大高度: 2.5m, 100w长射灯 (2只), 围板, 地毯。 内部配置: 咨询台 (1), 折椅 (2个), 220V插座 (1个), 废纸篓 (1个)。 Maximum height: 2.5m, 100w spot light (2), Boarding, Company name board, Carpet. Interior collocation: Desk (1), Chairs (2), 220V socket (1), Garbage bin (1) .		
空地 Raw Space (>18m ²)	< 36m ²	1600	1300
	36-72m ²	1400	1150
	72-150m ²	1200	1000
	> 150m ²	1000	850

Exhibition scope

(1) Label category

- 1.Label printing equipment, digital press, finishing equipment, slitters and rewinders, etc;
- 2.Servicing equipment(Prepress system, drying systems,);
- 3.Equipment parts (cylinders, anilox rolls, doctor blades, dies, and etc.);
- 4.Papers, film, ink, pressure-sensitive tapes;
- 5.RFID, smart label, electronics label.Security solutions supplier;
- 6.environmental protection equipment;
- 7.Printing printers.

(2) Flexible packaging category

- 1.Flexible packaging equipment;
- 2.Equipment parts;
- 3.Chemical raw materials, auxiliary materials;
- 4.Industry service.
- 5.Flexible packaging printers

(3) Functional Film category

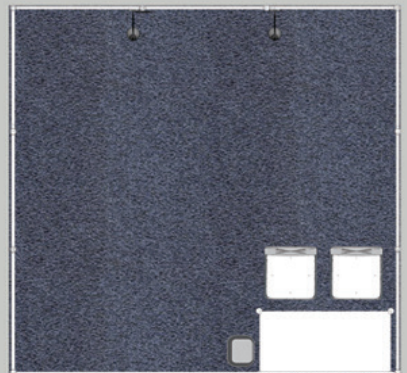
Functional Film: BOPET/BOPP film, PET/ CPP film, PI film, lithium battery separator / Al-Plastic Film, photovoltaic film, Graphene film, lamination film, Pressure-sensitive adhesive, water treatment membrane, window film, heat insulation film/ auto tint film, In-Mold Decoration film, flexible packaging film, ceramic membrane, separation film, etc.

(4) Pharm Packaging category

- 1.Pharm Packaging machinery
- 2.Pharm Packaging materials
- 3.Pharm Packaging printers
- 4.Others



9平米标准展位效果图





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标签展

Label Expo

软包装展

Flexible Packaging Expo

功能薄膜展

Functional Film Expo

医药包装展

Pharm Packaging Expo

大健康展

Health Expo

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