

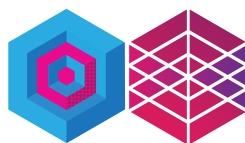


**We invite you to join us at the center of the largest Printing & Packaging Market in the Middle East...**

Under the Patronage of:



Ministry of Industry  
& Mineral Resources



**18<sup>th</sup>**  
**EDITION**

# **Saudi PRINT & PACK**

The 18<sup>th</sup> International Exhibition for Printing  
& Packaging Technologies

**07 - 10 March 2023**

Riyadh International Convention & Exhibition Center  
Riyadh, Kingdom of Saudi Arabia

Held Concurrently:

**Saudi Plastics & Petrochem**

The 18<sup>th</sup> International Plastics and Petrochemicals Trade Exhibition

Organized by:



شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.

# Exhibit at the Center of the Largest Printing and Packaging Market in the Middle East...

Latest printing and packaging creativity and technologies sought by the sector...



*The Kingdom printing and packaging is experiencing sustained robust trends toward western markets type packaging, driven by growing consumer sophistication and expectations... creative efficient printing and packaging designs and technologies, are demanded by producers and customers alike...*

**Paper and paper-based products in Saudi Arabia are expected to reach US\$ 5.52 billion in 2024...**

The Saudi paper and paperboard packaging market was valued at US\$ 1,926.3 million in 2020, and is expected to reach US\$ 2,508.4 million by 2026, registering a CAGR of 4.2% during the period of 2021-2026, surpassing most other international markets, as emerging markets are expected to take the lead in rates of growth.

The post COVID-19 period is expected to witness high demand for paper and packaging material: Corrugated, folding cartons, and rapidly growing and sizable flexible packaging segment. Labels and tags are like-wise in high demand and seek latest simple to use creative technologies.

The market for the machinery that produces various needed printing and packaging solutions is also growing rapidly. According to the KSA General Authority for Statistics, the industry revenue of the manufacture of paper and paper-based products is expected to reach USD 5.52 billion by 2024.

# SAUDI Print & Pack 2023

## 18 Years of serving the leaders of the Printing and Packaging Industry...

**Held Concurrently:**

**Saudi Plastics & Petrochemicals 2023...**

**The 18<sup>th</sup> International Plastics and Petrochemicals Trade Exhibition**



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Saudi Print & Pack 2023 is following the great success of the 2020 event held in Riyadh just before Covid interrupted the rapid market growth. The 2023 version being organized for the 18th year, is designed to celebrate with the industry the micro-managed safe return by the Kingdom's government, to serve the pent-up demand and set new records in recovery and growth.

We look forward to join our partners, the industry leaders, in moving the sector to beyond a full recovery, and serving the recovery and growth needs of the largest market in the Middle East.



Ministry of Industry  
& Mineral Resources

**Concurrently Held:**

Saudi Plastics & Petrochemicals 2023: The 18<sup>th</sup> International Plastics and Petrochemicals Trade Exhibition and Conference

The concurrently held international exhibition and conference is held under the auspices of the Kingdom's Ministry of Industry and Mineral Resources, as a confirmation by the Ministry and the Kingdom's government of the importance it assigns to supporting the full recovery and growth of the Plastics and Petrochemicals sector and its related industries of printing and packaging.

**Concurrently held Conference and Workshops:** The international concurrently held conference and related workshops will serve as a platform to discuss evolving industry trends, while the workshops will introduce the practical and state of the arts aspects of the latest technologies for the subsectors of: Plastics, Petrochemicals, Printing and packaging and the impacted other industries such as food, pharmaceuticals, industrial and consumer products. The events and proceedings will also be on-line, and be shared, and promoted, regionally and internationally to sector professionals around the world.

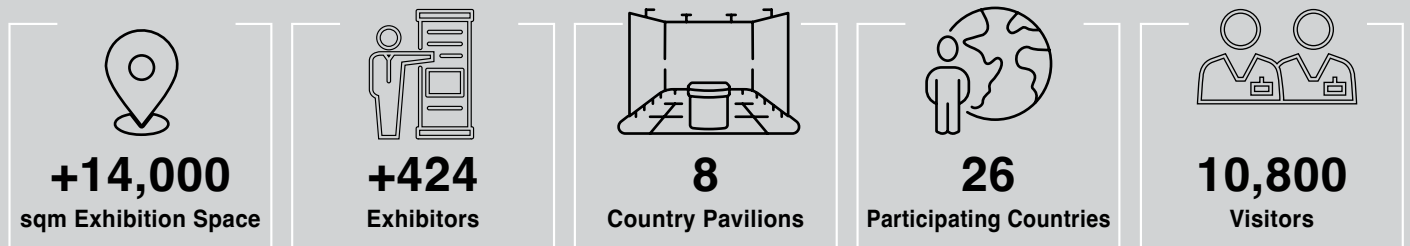


# Saudi Print & Pack 2020

## Saudi Plastics & Petrochemicals 2020

### Post Show Report

Saudi Print & Pack was held from 13 to 16 January 2020, and was an unmitigated success...



## Why Saudi Print & Pack?

- Your gateway to the largest printing and packaging market in the region
- The heart of both the public and private sectors decision making
- Sold out shows for 18 years, have attracted key trade buyers and project owners
- Leading platform to present your latest technologies, solutions, services, products and innovations, as well as promote and grow your brand.
- Showcase your products, technologies, processes and workflows to 15,000+ local and international professionals.

## Who you will meet?

- Your sector's key decision makers
- Printing and Packaging Professionals and trade buyers
- Printing and Packaging Consultants and the key suppliers and distributors
- Business Owners, and investors evaluating new opportunities in your sector
- Advertising, design, and production agencies and firms
- Producers interested in printing, packaging, production, whole sale and retail solutions and technologies that include: food, pharmaceuticals, consumer and industrial products, points of sales and retail outlets.

# Printing Sector Exhibits Profile:

## Printing Materials & Technologies

- Audit Equipment
- Binding equipment
- Buffing Machines
- Card and ID Printing
- Design & Printing Technologies
- Digital Printing Technologies
- Embossing and Engraving Machines
- Flatbed Cutting System
- Folding & Cutting Machines
- Inks, coatings and varnishes
- Laser Cutting Machines
- On-press ancillary equipment and controls
- Paper & Printing supplies
- Pre-press equipment
- Press room handling equipment
- Plates and plate-making equipment
- Print finishing
- Print origination equipment
- Printing machinery sheet – and web-fed
- Printing materials – paper, board, foils, films etc.
- Silk Screen Printing
- Stitching Machines
- UV Printers

## Signs & Graphics

- Banner substrates
- Banners & Posters stands
- Billboards & Plates
- Digital Signage
- Directional Signage
- Electrical Signs
- Electrical Message centers
- Floor Graphics
- Graphic imaging
- Inks indoor and outdoor
- Large format Printing solutions
- Miscellaneous equipment
- Mobile Signs
- Outdoor Signage
- Paper and stickers
- Protection Coatings
- Road signs
- Vehicles branding stickers and technologies

## 3D Printing

- 3D Printing Equipment
- 3D Printing Components & Supplies
- Application Software & Related System
- Industrial Design
- Manufacturing Technology & Service
- Mold Design

# Packaging Sector Exhibits Profile:

## Packaging Materials and Supplies

- Paper, carton and cardboard
- Flexible plastic
- Molded packaging plastic
- Metal packaging materials
- Glass and ceramic packaging materials
- Wood packaging materials
- Textiles and fiber packaging materials

## Packaging Auxiliaries

- Labels, identification technologies and accessories
- Closures and handles
- Sealing auxiliaries
- Storage technologies

## Filling and Packaging Machinery

- Beverage Packaging
- Filling, dosing, weighing and loading systems
- Paper packaging machinery
- Cardboard and carton packaging machinery
- Flexible plastic packaging machinery
- Molded plastic packaging machinery
- Metal packaging machinery
- Glass and ceramic packaging machinery

## Labeling and Identification Technology

- Labeling and Barcoding machines
- Label Inspection / Quality Testing Equipment
- Marking equipment
- Identification systems

## Peripheral packaging machinery and equipment

- Inspection and monitoring machines
- Testing equipment
- Mechanical, electrical and pneumatic components
- Packaging recycling machinery and equipment

## Packaging printing and finishing

- Pre-press
- Packaging printing Machinery, accessories
- Machinery, accessories and processes in packaging finishing

## Storage & Logistics

- Storage systems
- Conveying systems
- Order-picking and sorting systems
- Software and IT systems

## Services for the packaging industry

- Consulting
- Packaging development
- Outsourcing
- Services

# Multiple print and packaging segments are growing rapidly driven by the rapid growth of consumers spending in the Kingdom...

Consumer Spending in Saudi Arabia increased to 314,937 SAR Million in the first quarter of 2021 from 300,495 SAR Million in the fourth quarter of 2020...

Source: Saudi Arabian Monetary Agency



*The Kingdom's economic growth and young consumer demographics are developing growing appreciation of quality and choice in terms of lifestyle, and consumer preferences that have resulted in sophisticated consumers that increasingly demand differentiated, innovative and safe packaged goods. This is taking place across the board and impacting printing and packaging for key segments that include: Foods and beverage, Pharma and Medical, Consumer and industrial goods.*

**Key print and packaging market segments and related supplies and machinery are expected to see major growth as Saudi Industry tries to catch up with the post Covid demand...**

- **Corrugated print packaging segment will undergo rapid growth with the current economic transformations:** In addition to its historical and widespread use in displays and packaged consumer goods, is expected to dramatically expand as the Kingdom moves aggressively to expand its role and share in regional and international logistics.
- **Flexible print packaging** is also expected to also experience one of the highest growth rates and success, because of its accommodating to the diversified growth and new needs as well as lower cost nature.
- **Folding carton** is expected to continue to be a favored segment for food packaging in areas such as cereals and baked goods, large number of home-grown Kingdom food franchises, as well as the personal care products market.
- **Labels & tags**, will of course require the latest digital print technologies to accommodate the small batch runs, as well as the integration of simplified variable production requirements.

# Latest Labeling, Large Format Printing, and High Growth Printing and Packaging Machinery Featured at the Show

Latest machinery and supplies to support multiple high growth segments are sought by the market as indicated by industry and clients surveys...



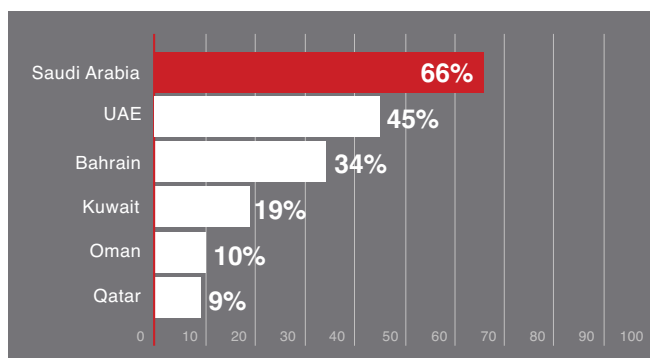
## Saudi Arabia is the largest market in the region...

MENA's printing market is huge, producing 2.4 trillion A4 prints in 2017 and consuming 13.5 million tons of substrate. This is expected to increase to 2.8 trillion A4 prints and 17.9 million tons by 2022, with respective year-on-year growth rates of 2.8% and 5.8%. Latest printing technologies are featured at the show...

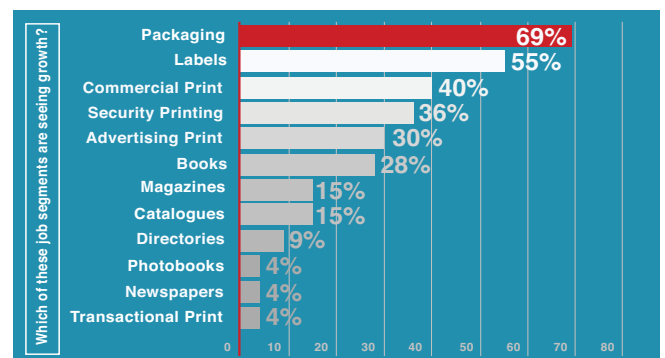
The Kingdom's current largest budget is for expanding the educational sector. Offering large opportunities to provide printing services to scores of schools returning to post Covid face-to-face education as well as to the printing of books, and other signage needs to meet the demands by the scores of new schools that are being funded.

## Leading growth sectors in printing seeking latest innovations include: Packaging, Labels, Commercial Printing, Security Printing, Advertising Printing, and Books, amongst others...

Latest industry survey shows that high demand is impacting multiple sectors in printing and packaging. Packaging is leading with about 69%. Flexible packaging and its related printing is leading the packaging segment. Labels were identified by 55% as experiencing high growth, followed by security printing, and advertising print, as well as large format printing. With the Education budget for 2021 receiving the largest national budget allocation in the Kingdom, Books printing is also experiencing high growth.



ME Print and Cannon market survey



ME Print and Cannon market survey



# Saudi Print and Pack 2023 is the ideal platform to present the latest technological developments and innovations in the sector...

Smart packaging will be a hot topic on the exhibition floor, and in the concurrently held conference and workshops...



*Originally printing and packaging was to contain, protect, and preserve products; today it has evolved into a “smart packaging”, one that delivers multiple solutions, engages customers, and extends brands and sales...*

**Smart packaging solutions will be presented at the show as these continue to evolve toward engaging and serving customer in multiple ways...**

The show will help facilitate understanding of how smart packaging can incorporate technology to move well beyond its original functions to contain, protect, and preserve products. The innovations explored will include ones that allow the tracing of products throughout its life cycle and inform manufacturers, retailers and consumers.

**NFC and QR code applications allowing users to directly interact with products and launch a digital engaging experience on their phones (no app required)...**

The two key types of smart packaging featured will be “Active Packaging” such as those that improve products, for example by reducing moisture that reaches food, and the rapidly evolving “Intelligent Packaging” such as connected packaging that integrates Near Field Communications (NFC) or the now more familiar Quick Response Code (QR codes.) Examples include:

## **Before Purchase**

- Provide information to possible buyers in the store
- Verify product not a counterfeit via authentication
- Differentiate the product, and make it stand out against competing brands, as one coming from a state-of-the-art producer

## **After Purchase**

- Provide efficient and simplified delivery of content with purchase
- Engage customers and add value to loyal customers, by facilitated product registration and incentives
- Provide the normal assembly and care instructions when needed
- Recommend related or other producer products



# Saudi Print Pack Exhibition: Latest Technologies and Innovations from Around the World Gathered Under One Roof...

International Industry Professionals showcase their latest innovations and technologies at Saudi Print Pack 2023, in support of multiple high growth segments...



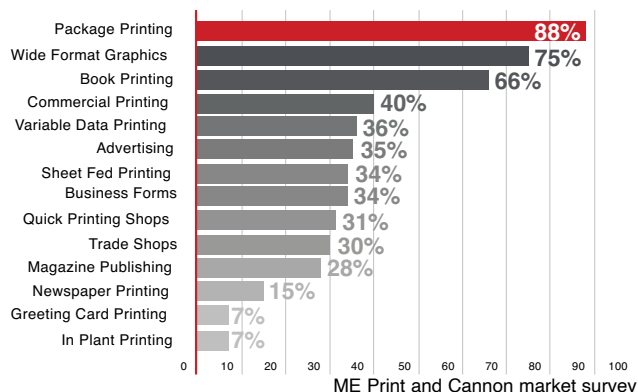
## Digital printing identified by almost 3 out of every four corporations as a leading source of their printing needs...

Uncertainty in the current conditions is driving corporations to be very agile to sustain their operations. Needed pivots in response to evolving post Covid conditions may require multiple agile responses as needs clarify. 71% of corporations in this market now depend on the well-established and high-quality digital print technologies available. Like wise POS applications require latest ink jet technologies. Large format and smaller signage formats, for advertising, directional, promotional, and other signage...

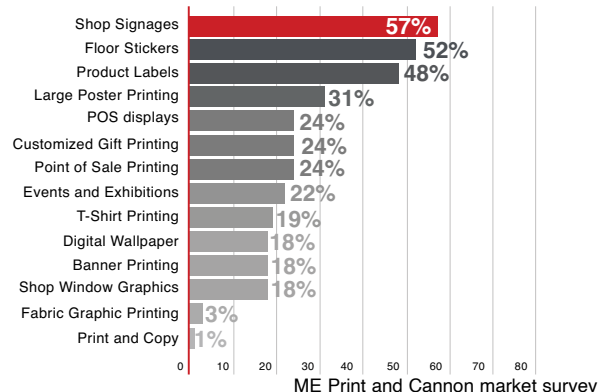
## Retail print market growth sectors, driven by safety graphics, shop signage, product labeling, large poster printing and a wide range of POS shop graphics...

Health Authorities in KSA have demanded wide use of printed graphics to promote social distancing and proper hygiene and facilitate entrance screening. These needs are expected to continue beyond Covid. Other growth sectors include: Shop signage and labels, food packaging and labeling segment, as well as flexible packaging for delivery services also flourished. As B2B and national entertainment segments start their return, wide format signage, printed and digital, is expected to experience rapid expansion.

Where do you see print industry opportunities in the region?



Opportunities present in the retail print market





## Organized by



شركة معارض الرياض المحدودة  
Riyadh Exhibitions Company Ltd.

Riyadh Exhibitions Company (REC) holds more than 39 years of experience in executing the most successful exhibitions, trade shows, and events in the Kingdom. A professional dedicated team is committed to client health, comfort, and success.

**Global Expertise - Local knowhow:** In partnership with over 120 commercial & industrial bodies from more than 50 leading countries, REC has executed 450 successful events to date. This wealth of Global expertise, and local know-how is at your service to advance your business objectives, be they to reach effective trade buyers, distributors, joint venture partners, expand your exports in the region or internationally, over 4 decades of experience and relationships is in your service.

## UFI Membership



**REC is a proud member of UFI**, the Global Association of the Exhibition Industry. UFI international recognition is a quality certification of regularly audited international standards of organizing trade exhibitions and events, carried out over the decades that span REC organizing program.

## The Venue



Riyadh International Convention & Exhibition Centre (RICEC) is a state-of-the-art convention and exhibition facility designed to help businesses showcase their products, services, and capabilities. RICEC can serve your additional needs for conference, workshops, and VIP meetings space.



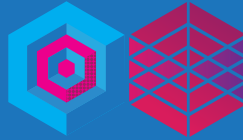


**Exhibit Your  
Products at  
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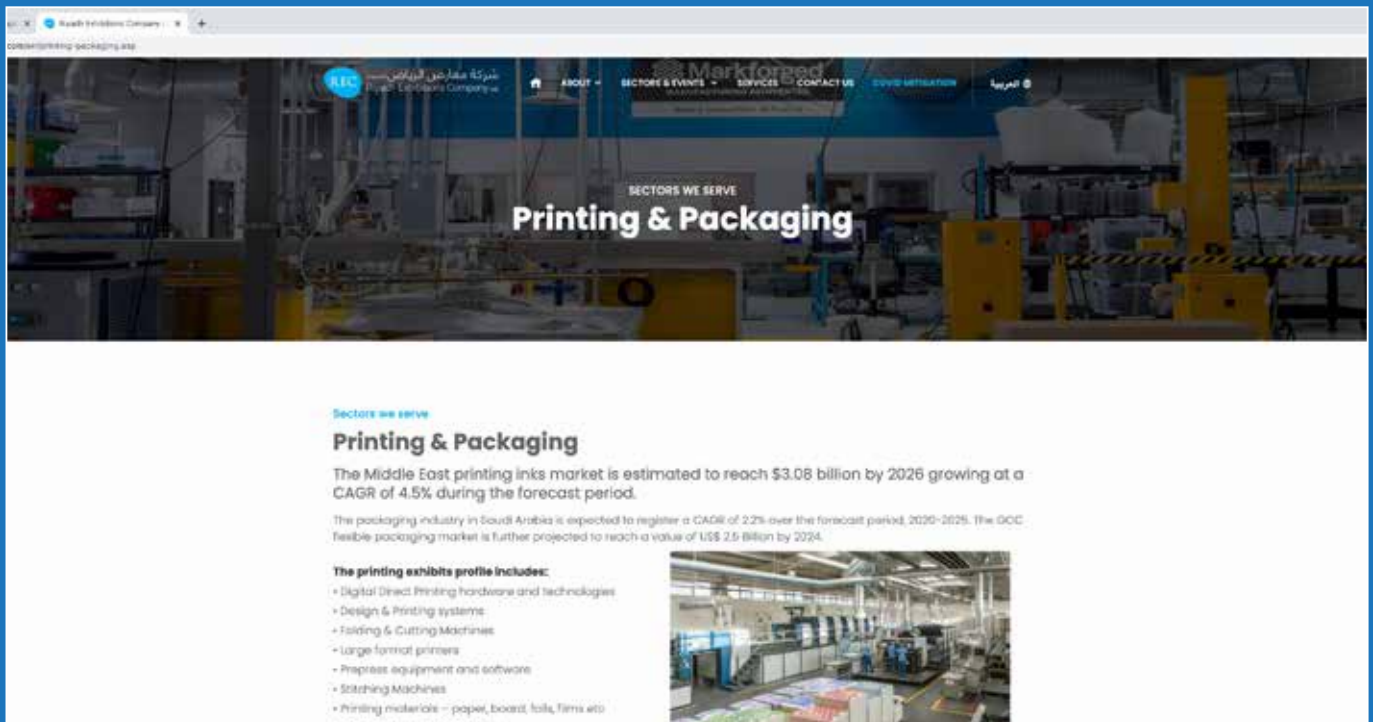
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# Saudi PRINT & PACK



The ideal opportunity for a resilient, sustainable, return to your market leadership, and expanding your business, at the center of the largest market in the Middle East...

Plan Early... Contact us... we are here to help...



To book your space, please visit the event website:

[www.saudi-pppp.com](http://www.saudi-pppp.com)

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