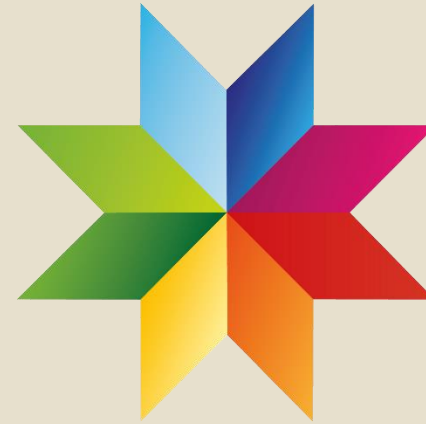


# GULF PRINT & PACK



26 - 29 March • Dubai

**GULF PRINT  
& PACK 2017**

[www.gulfprintpack.com](http://www.gulfprintpack.com)

## POST-SHOW REPORT



## OVERVIEW

**9,237**  
VISITORS

**252**  
EXHIBITORS

**6,100**  
SQM

**98**  
VISITING COUNTRIES

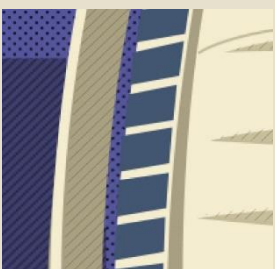
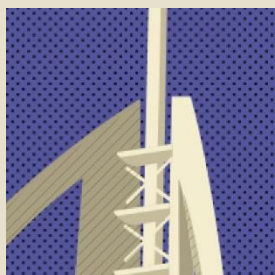
**6000+**  
FACEBOOK FOLLOWERS

**62.33%**  
OF VISITORS FROM THE UAE



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“We are delighted to have received such positive feedback from both exhibitors and visitors who came to this year’s show. This is a further testament to the growth prospects of the commercial and package printing sector in this part of the world, and certainly cement’s the UAE’s position as a vital hub that promotes business in this still developing industry throughout the region. We’ve had a fantastic show this year and are looking forward to welcoming more exhibitors and visitors in our next edition.” **Lisa Milburn, managing director**



# VISITOR COUNTRIES



60%

UAE



7%

INDIA



5%

SAUDI ARABIA



3%

CHINA



2.0%

IRAN



2%

OMAN



2%

PAKISTAN



2%

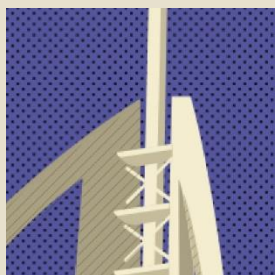
KUWAIT



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## We also had visitors from

Afghanistan, Algeria, Angola, Armenia. Australia, Austria, Bahrain  
Bangladesh, Belgium, Botswana, Brazil, Brunei Darussalam  
Bulgaria, Cambodia, Cameroon, Canada, Congo, Côte d'Ivoire  
Cyprus, Czech Republic, Denmark, Djibouti, Dominican Republic  
Egypt, Ethiopia, Finland, France, Germany, Ghana, Greece,  
Hong Kong, Indonesia, Ireland, Italy, Japan, Jordan  
Kazakhstan, Kenya, Korea, Kosovo, Kyrgyzstan, Lebanon  
Libya, Lithuania, Malawi, Malaysia, Mauritius, Morocco  
Nepal, Netherlands, Nigeria, Palestine, Philippines  
Poland, Portugal, Qatar, Romania, Russian Federation, Rwanda  
Senegal, Singapore, Slovenia, Somalia, South Africa  
Spain, Sri Lanka, Sudan, Sweden, Switzerland, Syrian Arab Republic  
Taiwan, Tajikistan, Tanzania, Thailand, Tunisia, Turkey, Turkmenistan  
Uganda, Ukraine, United Kingdom  
United States, Uzbekistan, Vietnam, Yemen, Zambia, Zimbabwe

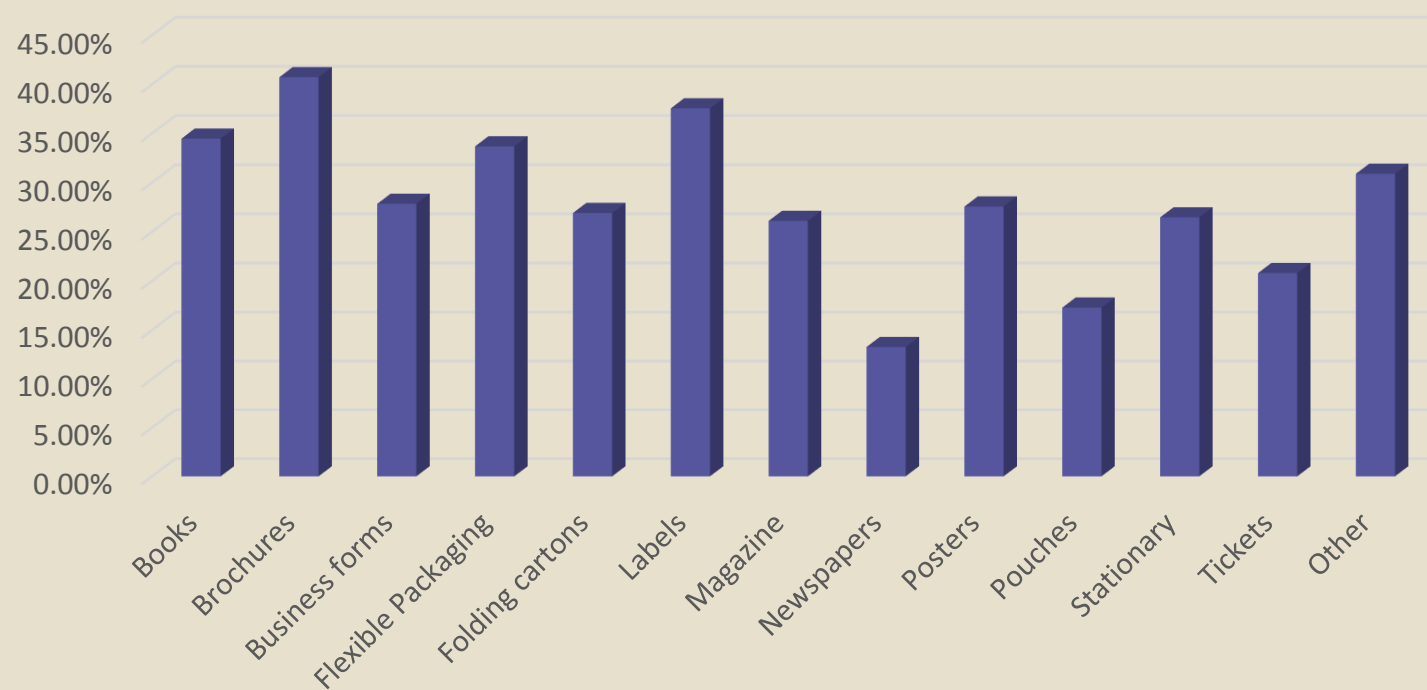


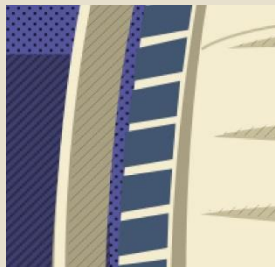
# VISITOR PROFILE



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## WHAT PRINTING ARE YOU RESPONSIBLE FOR ?



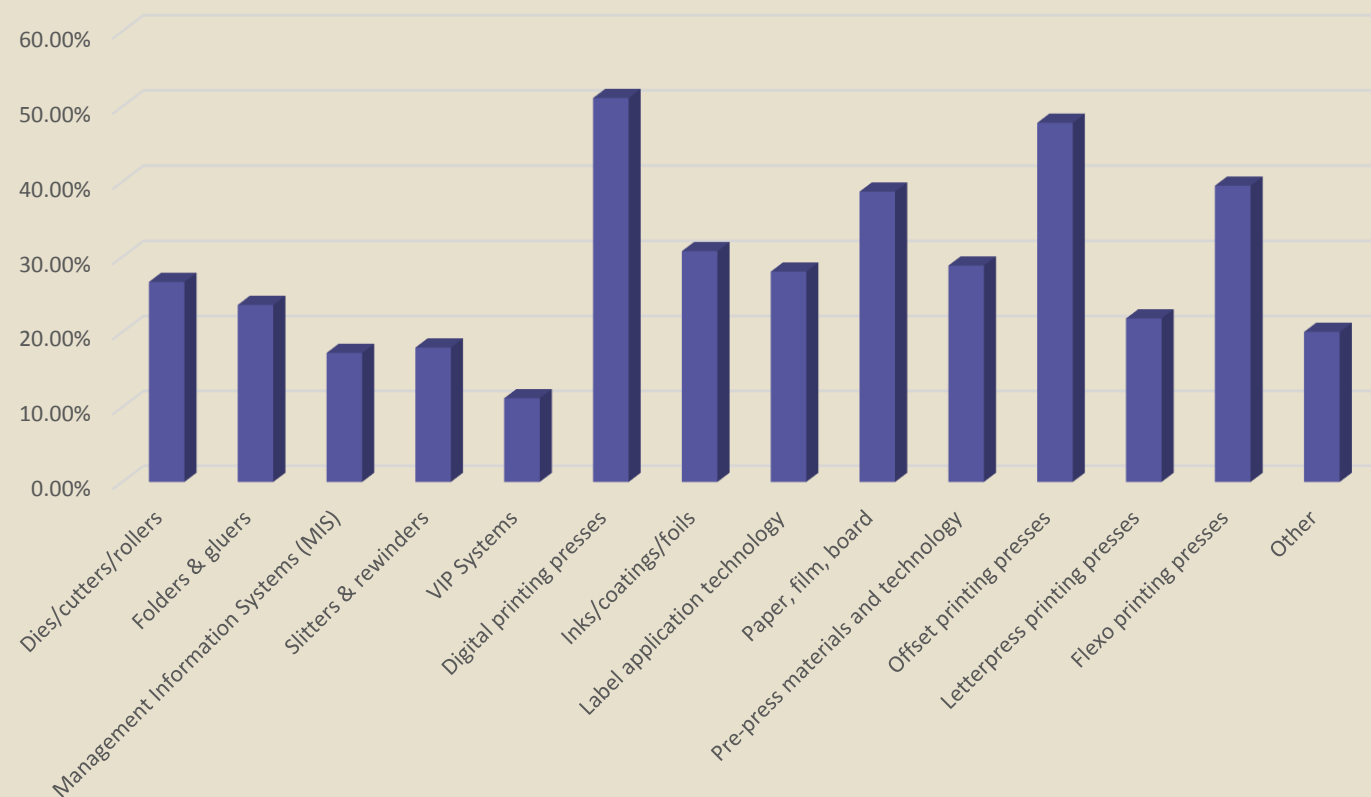


# VISITOR PROFILE – EXHIBITOR INTEREST



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## WHAT EXHIBITORS ARE YOU INTERESTED IN?



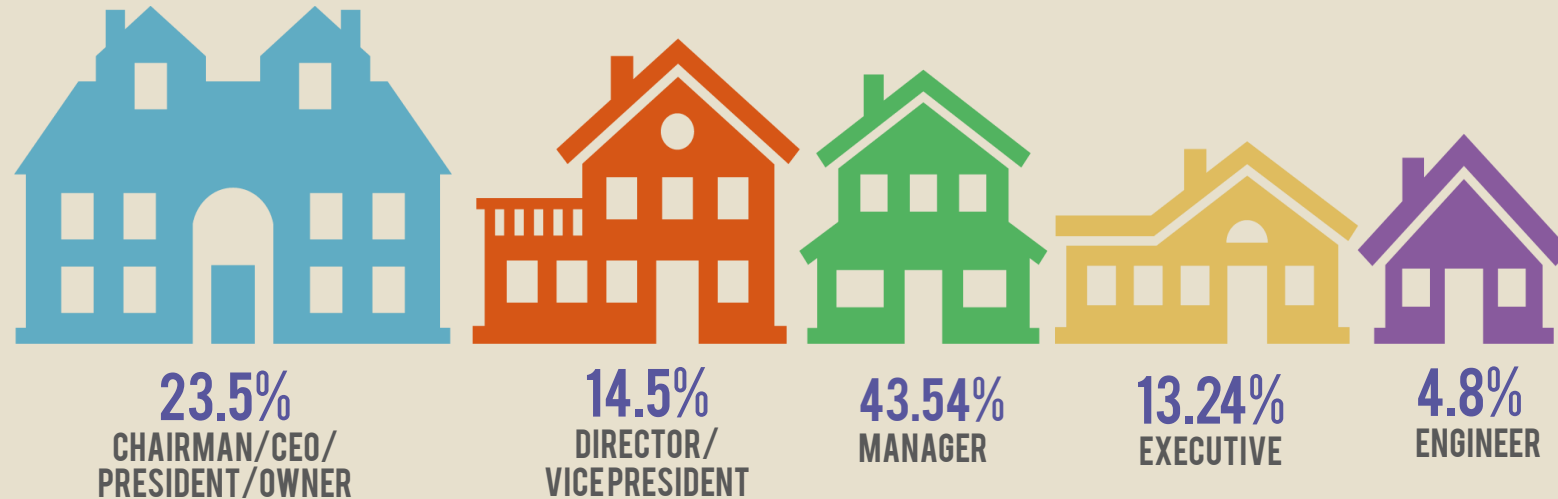


# VISITOR PROFILE – PURCHASING RESPONSIBILITY



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WHAT IS THE SENIORITY LEVEL OF OUR VISITORS?



# MARKETING CAMPAIGN – OVERVIEW



# MARKETING CAMPAIGN—SOCIAL MEDIA

45

Adverts placed

12,000

contacts  
SMS campaign

60

Press attendees

20

Media partners

33

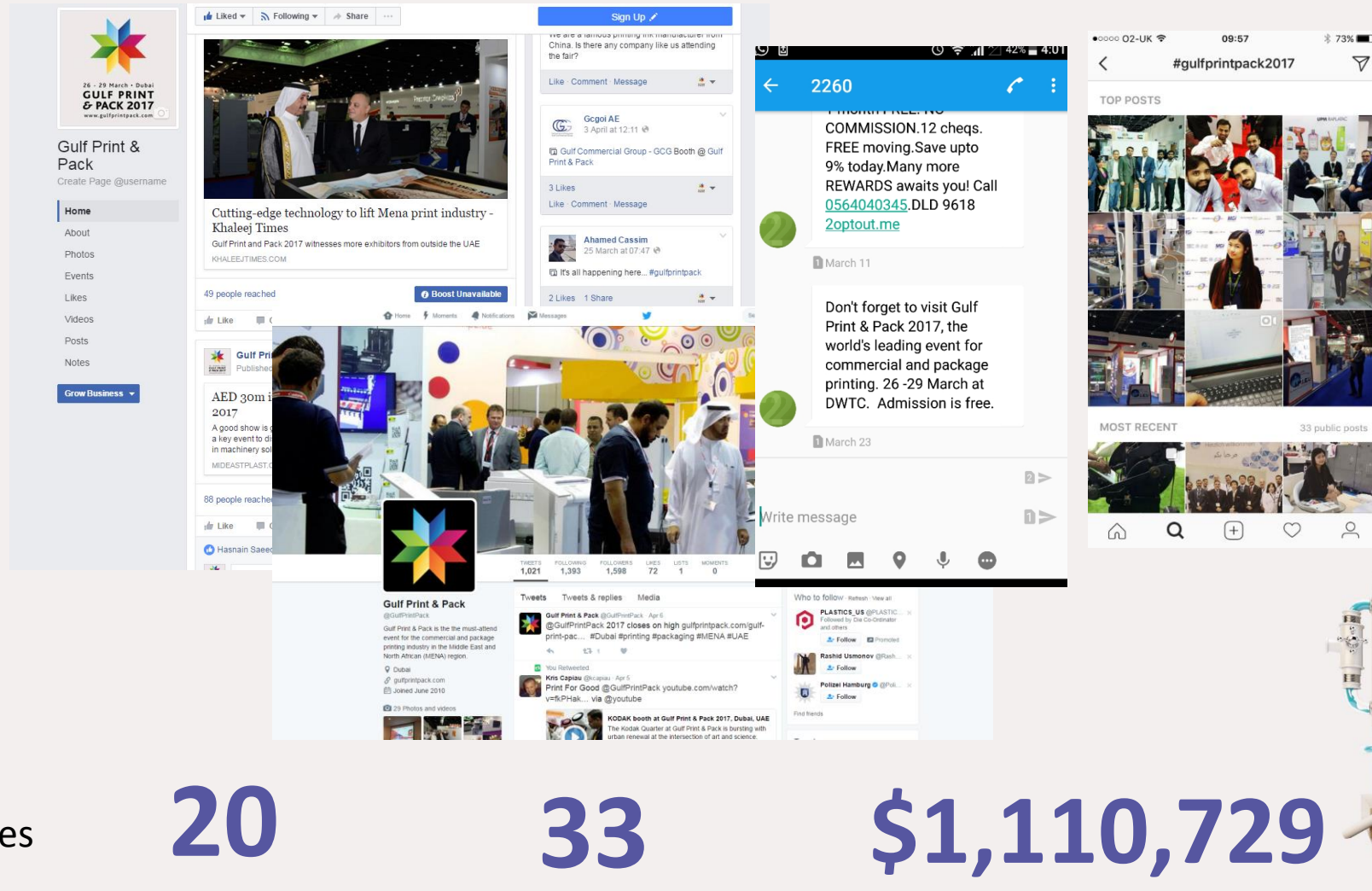
News interviews

\$1,110,729

PR Value

30

Radio adverts  
dubaieye  
103.8



# MARKETING CAMPAIGN — IN THE NEWS

## Saudi Gazette

### Gulf Print & Pack exhibition 2017 set for 10% growth

Jan 15, 2017



**Gulf Print & Pack 2017**

2017-01-22  
Field over 26 - 29 March used to showcase the major players exhibit Prestige Graphics, Imaging Care, Korica Displaying the newest die-cutting, 3D printing, & Pack is aimed at printers, solutions and tools and boxes, flexible pack materials. In addition to share knowledge and businesses. Lisa Milburn, managing investment rich and offers & Pack are the new tech optimize quality and stand profitable. Visitors will be a with some of the biggest promises to highlight opportunities.

**The National**

THURSDAY, FEBRUARY 14, 2017 | JUMAD AL QA 17, 1438



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UAE WORLD BUSINESS SPORT ARTS & LIFE OPINION BLOGS

**MOST VIEWED** 2. Tough times ahead for UAE schools, education experts warn

**Tough times ahead for UAE schools, warns education report**

- Education needs an overhaul, World Government Summit hears

**FOREIGN CORRESPONDENT**

**Awash with weapons, Yemen's gun culture puts children in harm's way**

- Weapons seizures show 'trauma pipeline' to Yemen's Houthis rebels

**Falling Dubai housing rents to come under further pressure this year**

- Abu Dhabi's residential rents to continue to decline in 2017

**Elon Musk launches Tesla in the UAE**

- Tesla's arrival a dream come true for UAE's electric car enthusiasts
- Elon Musk: man who wants to change the world started small

**EDITOR'S PICKS**

**Rain and haze descends on the UAE this week - in pictures**

**COMMENT**

**Looking for answers in the grey spaces of Islam**

Dubai to launch

## Khaleej Times

### POCKET KT

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### NATION

ARU CHABRI | DUBAI | SHARJAH | RAS AL KHAYMAH | FUJAIRAH | UMM AL QAYWAIN | AJMAN

### GULF PRINT & PACK 2017

26 - 29 MARCH | DUBAI WORLD TRADE CENTRE

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**UAE scientists patent invention to 'predict the future'**

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**KIA FLEXIBLE FOUR**

1. 1.0% INTEREST on 1st year

2. 2. 2% DISCOUNT on 1st year

3. 3. 1.0% INTEREST on 2nd year

4. 4. CASH DISCOUNT

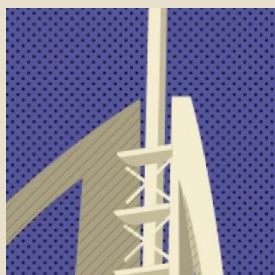
**PRINT-ACTION**

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**GULF PRINT & PACK 2017**





# DON'T JUST TAKE OUR WORD FOR IT ...

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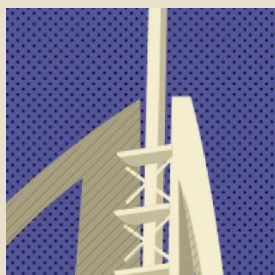


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**Roger H. Nicodeme, managing director, Heidelberg** "Heidelberg stand **was busy from the inauguration till the last minutes of the show**. We had many partners on the stand, including Gallus, IST, Ricoh, Luxel, Blueprint, Henkel and Ecosystem. Our customers had the chance to discuss about new business potentials directly with Heidelberg team and with the suppliers. They were **extremely pleased** which could be seen on their faces."

**Pui Chi Li, Head of Marketing, Xerox, MEA** "Xerox sees the Middle East region as one of the **most strategically important markets for the company** and considers the trade show to be a great platform for strengthening its customer and partner relationships as well as showcasing the brand's latest offerings. The brand launched new machines at the show, ahead of their global roll out, which "**underscores the significance of the event to our business throughout the Middle East and Africa,**".

**Komal Sharma, Managing Director Middle East, Africa, South Asia and ANZ, Kodak** "Gulf Print & Pack demonstrated that the region's **print community is as vibrant as ever**. Hundreds of printers visited the Kodak booth to share their stories and engage with our team and portfolio of innovative technology. For Kodak, we measure success in both new deals generated and the opportunity to meet current and new customers. **Gulf Print & Pack achieved both these goals!"**



# DON'T JUST TAKE OUR WORD FOR IT ...

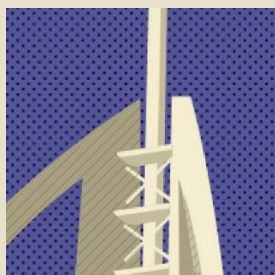


**First time exhibitors, Konica Minolta's Pauline Brooks, marketing development manager**, explained: "Gulf Print and Pack was a fantastic opportunity for Konica Minolta along with our partner Juma Al Majid to launch the new branding, "Accurio" which continues to expand the future of professional printing through a comprehensive range of digital, ink jet technologies and solutions. We also decided it was **the ideal event** to launch the new C71cf digital label printing machine to the Middle East market; the region is an important part of our business strategy and **we appreciate how important events such as Gulf Print & Pack are to the industry.**"

**Gutenberg's Osama Diab: "It was a positive event** where we had many visits from our current customers and some new customers from the UAE, Saudi Arabia, Oman, Bahrain, Iran, Kuwait, Lebanon, Jordan, India and Pakistan and we took this opportunity to introduce our company for sourcing and supplying quality second hand equipment."

**Comex Graphics' managing director Imad H. El-Haddad "This edition of Gulf Print & Pack has witnessed a considerable improvement over the last one**, which is especially remarkable seeing the difficult conditions of the printing sector in the region."

**Vaibhav Kulkarni, product marketing manager with Baumer Middle East FZE: "Most customers visited with a specific agenda as well as with a list of stalls to visit. Visitors were prepared in advance and this helped to get exact and genuine leads.** Visitors came from all the GCC countries. We received leads with product specific requirements and expected sales could reach up to 150,000 Euros."



# DON'T JUST TAKE OUR WORD FOR IT ...

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**PRIME UV, Erich Midlik:** “Exhibiting for the fourth consecutive time, PRIME UV-IR Systems **once again achieved much success at Gulf Print & Pack**. PRIME closed several orders on all three of its new products launched earlier this year.”

**Prestige Graphics Trading Co, Jabir Jabbar :** “Gulf Print & Pack 2017 was **a roaring success** for Prestige Graphics. It is a **great opportunity for us to connect** with old customers and meet new ones.”

**Alexander Najem, machinery division manager, Giffin Graphics** “**There is a lot of potential for growth**, especially in the printing side of their business. “Only a measly one per cent of printers throughout the MENA region have adopted digital printing solutions, leaving a massive 99 percent as potential customers for companies like ours.”

**Vishwas Dharm, regional manager sales and technical support at NOVURANIA SpA :** “This was our third Gulf Print & Pack and we are **very happy with the quality of visitors** who came to our stall. We had a good number of enquiries from distributors and customers from the Middle East as well as Africa. **The footfall was great** and the people were looking for the innovations and the new technology where they can add some value to their existing set up.”