

Thousands from the corrugated and carton industry attend CCE South East Asia 2018



Working machinery on the show floor, drives growth at CCE South East Asia

CCE South East Asia once again played host to over 3000 industry buyers at the Bangkok International Trade and Exhibition Centre (BITEC) from the 5-7 September. Over 120 of the world's leading suppliers displayed machinery and equipment at the second CCE South East Asia exhibition which was 28% larger than the previous edition in 2016. The show cements its reputation as the must-attend meeting place for the industry in South East Asia.

Buyers came from 35 different countries and demonstrated the event is growing as a regional hub for the industry. Representatives from all the major South East Asian associations attended the show as well as significant buyer delegations from India, Indonesia, Malaysia, Myanmar and Sri Lanka.

Key buyer and President of the Thai Corrugated Packaging Association - Mr. Ravi Kasemsarn explained "Again CCE South East Asia – Thailand provided a dedicated platform for the corrugated and folding carton industries, and brought to the region the best available solutions. This year we welcomed our industry professionals from across ASEAN, not only from Thailand but also from our alliances from India, Myanmar, Indonesia, Vietnam, Malaysia and many others from the Middle East. This event, which we all need, is an ideal platform for us to improve our efficiency and ensure our competitiveness so that our clients, growing requirements for corrugated packaging solutions are met. As a key industry sector, we need to continue to improve our operations and look forward to the next CCE SEA Thailand in 2020 for our Industry, in order to meet this demand."

The exhibition was opened by Dr. Somchai Harnhirun, the Deputy Minister of Industry, Ministry of Industry and was joined by a number of VIP's including the heads of show supporters Mr. Ravi Kasemsarn of Thai Corrugated Packaging Association, Mrs. Prapaporn Narongrit, Thai Screen and Graphic Association, Mr. Pornchai Wittayakulsakulchai, Thai Pulp and Paper Industry Association, Mr. Jaruphun Jarayophat Thai IDC by Department of Industrial Promotion and Ms. Kanokporn Damrongkul, Thailand Convention and Exhibition Bureau.

Kanokwara Anutarawat, Senior Manager for organisers Mack Brooks Exhibitions Asia Ltd explained "the exhibition has once again delivered key buyers to the suppliers that are looking to increase their business in the region. We are receiving reports of not only machines being sold on the floor but also requests for extra space in 2020 in order to bring full lines and larger pieces of equipment. Exhibitors are recognising the opportunities in this region and the role that CCE plays in bringing them together with the key buyers."

Fosber, one of the key exhibitors were presenting their latest solutions, and particular their ProLine machine, designed specifically for the Asian market to handle a wide range of paper, flutes and preprint, reported a successful show. Sales Director Edoardo Silvestri commented "It was the first time for us to exhibit at CCE South East Asia, this was a good opportunity for us to be here and meet the customers in the area, not just from Thailand but from across South East Asia. The show is a good opportunity for all companies to be present in this market"

The exhibition is developing a focus for innovation as highlighted by the Thai Corrugated Packaging Excellence Awards 2018. Eleven awards were presented to winners during the show for a competition held by the Thai Corrugated Packaging Association (Thai CPA) on 27th August 2018 at the Thailand Industrial Design Center in partnership with Mack Brooks Exhibitions Asia Ltd. More information on the award winners can be found on the exhibition website www.cce-southeastasia.com

An extensive seminar programme was also a feature and area of interest for visitors. The free of charge sessions covered a multitude of topics important to the industry under the theme of “building a better board”.

Kanokwara continues “Plans are already underway for the exhibition to develop the offering of machinery on display. We are working with many of the leading equipment suppliers in order to bring these large machines onto the show floor. Extra space for these displays will be made available. This will enable the event to further its aim to provide the South East Asian market with the tools, solutions and equipment to meet the supply and variable demands on this industry in the coming years”

Dates announced for CCE South East Asia 2020

The 3rd edition of CCE South East Asia will return to BITEC, Bangkok and take place from the 9-11 September 2020. Suppliers that are looking to enter or further establish themselves in the South East Asian market are urged to contact the organisers as soon as possible, as more space will be made available. However, it is limited and will be allocated on a first come first served basis.

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