

CCE South East Asia 2018 Press release (Mar 2017)



CCE South East Asia shows exceptionally strong growth trend for 2018

Latest stand bookings show a 40% increase in floor space with still a full 18 months until the show opens

Many exhibitors planning to exhibit additional working machinery on the show floor

Recent exhibit space bookings at South East Asia's only exhibition dedicated to the corrugated and folding carton industry, CCE South East Asia, has increased the show's committed floor plan to an impressive 40% larger than the inaugural exhibition in 2016.

Speaking at sister-show CCE International in Munich, Germany Senior Manager of Mack Brooks Exhibitions Asia, Kanokwara Anutarawat said "Suppliers of corrugated and folding carton equipment and technology are continuing to book prime space at CCE South East Asia. Here in Munich we have received a very positive response from European suppliers and we are looking forward to presenting more equipment and a wider range of solutions to the SE Asian market in 2018. Based on this level of interest, we are expecting this growth to continue and there is a possibility that CCE South East Asia will double in size in the coming months if sufficient space at the venue can be found.

Kanokwara believes this response directly reflects the high number of serious buyers which attended last year's event. The impressive and widely well-received debut exhibition attracted over 3200 buyers from across ASEAN. "Onsite stand re-bookings for 2018 immediately out-sold the first edition. The pace of stand bookings is continuing and is evident in the expansions we have had to quickly make to the working floor plan here at CCE International." she says.

Kanokwara continues: "We are very encouraged by what we are hearing from the local and regional industries about the focus and usefulness of the exhibition. This is reflected by not only the stand bookings but also the size of booth space for the 2nd edition, more machinery from a wider choice of suppliers will be on display in 2018, ensuring the ASEAN market has first-hand access to the best solutions available in the market."

Booming ASEAN demand

The corrugated and folding carton supply market in ASEAN is under enormous stress. The ASEAN population is over 620 million, and over half are now classified as middle class. This young affluent demographic is driving consumption of products that are heavily reliant on corrugated and carton products. Not only is the volume of demand stretching the current suppliers but also the varying applications of the product is presently constantly changing new challenges.

The CCE Exhibition is deliberately timed in order to support the ASEAN market meet this need and equip themselves to meet the changing demand that they are facing over the coming years.

Mr. Ravi Kasemsarn, President of the Thai Corrugated Packaging Association comments “The CCE exhibition for us provides access and the ability to meet with some of the leading suppliers that are able to help us meet the growing and challenging demand we are facing now and will continue to face. We need the ability to choose from the best suppliers available, to work with them hand in hand, and to see and feel the best solutions. We must do this in order to stay ahead of the competition. CCE provides this opportunity for us and we welcome suppliers to the show and look forward to meeting them”

Prime space is becoming limited but is still available at CCE South East Asia. Suppliers interested in taking part should contact the organisers immediately.

More information regarding CCE South East Asia can be found on the exhibitions website – www.cce-southeastasia.com