

Press/News Release

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Leading corrugated and carton exhibition, CCE South East Asia, announced in booming ASEAN region

Mack Brooks Exhibitions, the organisers of CCE International, Europe's leading and largest gathering of corrugated, cardboard and carton professionals, has announced that the South East Asia edition – CCE South East Asia will take place at the Bangkok International Trade and Exhibition Centre (BITEC) from the 21-23 September 2016.

The event brings together the entire processing chain for corrugated and folding carton in a single dedicated trade environment, to serve the local and regional market of South East Asia. Bangkok is a vital trade and industrial hub for South East Asia, attracting visitors, specifiers, buyers and users of machines for the production and converting of corrugated and carton board from across the region to a focused trade show environment.

Exhibition Director, Michael Wilton comments: "Pressure on the current supply chain created by the increased demand for consumer products in South East Asia has created a need for the industry to come together to ensure that the latest and best technologies are being used in the corrugated, cardboard and carton plants. CCE South East Asia will present a platform for the manufacturers and suppliers to improve their efficiency, expand their operations and be ready to meet the current and future expectations of their customers.

"Every country from ASEAN is experiencing significant economic growth", he continues, "CCE South East Asia is ideally located in Bangkok which is a natural trade hub for the region. In Thailand specifically, an improving manufacturing output and the consequent demand on cardboard related products is highlighted by growth industries such as the electronics, printing, packaging, paper and textiles, all of which are forecast for significant investments in the coming years."

Visitors to CCE South East Asia will see displays and working equipment from the entire processing chain, including corrugating lines, equipment and components, corrugated and carton converting machinery, design and CAD/CAM, printing processes and equipment, cutting, creasing and die-cutting equipment, papers – corrugated and carton board, consumables, ancillary equipment, materials handling and warehousing, pallet strapping and handling systems, MIS and plant scheduling systems and waste extraction and baling. Open seminars on the show floor will explore the latest trends and solutions in printing, packaging, cutting and supply chain issues.

Growing demand for cardboard corrugated and carton products*

ASEAN represents ten countries with ten growing economies and these nations are booming economically. The growth across these countries is represented by a real GDP growth rate of 5.7% forecast year-on-year to 2017, which is powered by a total population of over 560 million. The region attracts a foreign direct investment (FDI) which is comparable to China and four times that of India.

The growth is fuelled by the massive and increasing number of the young middle class. The demand, created from this booming demographic, for the products they desire specifically within the electronic, auto, textile, food, construction, and healthcare sectors has a natural knock on effect on the corrugated and cardboard supply chain.

Project manager of CCE South East Asia - Pattapon Tudsachon explains "CCE South East Asia will present cutting-edge machines and technology for the production and conversion of corrugated and cartonboard. The exhibition will provide the local and regional market in Thailand and South East Asia a one-stop-shop for sourcing solutions to not only improve their current operational efficiency but also enable plants to grow and develop with the best worldwide solutions available on the market."

In addition CCE South East Asia will also provide the opportunity for professionals in the field to meet, discuss, learn and network in an environment that has not been available at this scale before in the region. Educational sessions, seminars, conferences and workshops are also planned to take place during the three days of the exhibition.

Exhibition space is limited and in high demand, the organisers are accepting and taking stand space requests from suppliers of cardboard, corrugated and carton machinery and technology. To secure exhibiting space at the exhibition, please contact the team via info@cce-southeastasia.com.

Detailed information about CCE-South East Asia will soon be available via the exhibitions website - www.cce-southeastasia.com

Alternatively for more information about the exhibition please contact:

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Tradingeconomics.com
Thailand Convention and Exhibition Bureau (TCEB)