



## **PRESS RELEASE**

**For Immediate Release**

### **GASMA PRINT 2014 announces overwhelming success and waves the ASEAN flag for ASEAN printing market growth!**

The 3<sup>rd</sup> Printing Technologies and Supplies Trade Fair  
24 – 27 September 2014  
Halls 103 – 104, BITEC, Bangkok

GASMA PRINT 2014 was held from September 24-27 at Thailand's Bangkok International Trade and Exhibition Centre (BITEC) to showcase the latest technologies and solutions for the printing industry. The show was positioned in Thailand for its location as the hub of Asia for printing sector, which this edition brought together 60 of the world's leading companies. GASMA PRINT 2014 welcomed more than 6,200 trade visitors over its four-day staged from 24 to 27 September to provide trade visitors with an enhancing experience to network with some world leading companies in the industry.

The 3<sup>rd</sup> Printing Technologies and Supplies Trade Fair was officially opened by Guest of Honour, Dr. Somchai Harnhirun, Director-General of the Office of Industrial Economics, Ministry of Industry of Thailand. The show floor plan was packed with wide range of product displays, live demonstrations and business engagements.

Mr. Chaiwat Hansomwong, President of Thai Graphic Arts Suppliers & Manufacturers Trade Association and the Chairman of GASMA PRINT Organizing Committee commented that GASMA PRINT 2014 under the Theme of "ASEAN Borderless Solution" is certainly the only platform for printing industry that provides enhanced business opportunities for both manufacturers and distributors as well as to offer alternative solutions for printing entrepreneurs in ASEAN which are considered the key mechanisms to help drive Thailand towards becoming the ASEAN's hub of printing technologies and supplies.

The show this year is an overwhelming successful to open the trade for the growth of ASEAN printing market towards the integration of AEC in year 2015. With the well cooperation in the ASEAN collaboration and supportive from the key ASEAN government organizations and associations; MPPA (Myanmar Printing and Publishers Association), Mandalay Region Printer and Publishers Association, General Department of Information and Broadcasting, Cambodia. Together with the continuing local cooperation in Thailand from Thailand Convention and Exhibition Bureau and Thailand Printing Exhibition Fund Foundation.



The overall Thai printing industry has the value of approximately 350 billion baht, accounted to around 3.5% of the country's GDP but it has the business growth of around 1.5-2 times of the GDP growth. There are about 50 billion baht of direct export of printed materials and packaging and indirect export through the export of goods of around 300 billion baht.

Mr. Chaiwat added that the overall printing materials in Thailand is worth approximately 50 billion baht, classified into materials used in printing businesses, packaging and materials for other industries such as electronics, ceramic, textile. There are around 800-1,000 manufacturers and suppliers in the industries in Thailand.

Mrs. Jaruwan Suwannasat, Director of Exhibitions & Events of the Thailand Convention & Exhibition Bureau (TCEB) added that, "GASMA PRINT will demonstrate its capacity as a truly platform for printing technologies and supplies of ASEAN and certainly it would provide latest solutions to traders from ASEAN countries who visit the show and interested in the advanced printing technologies."

GASMA PRINT 2014 was a lively business event with many activities over its four show days including live machinery demonstration, business matching program, product demonstrations from leading companies and seminars for the printing industry such as "Uplifting Thailand's Printing Industry to Global Stage with Printed Electronics" by NECTEC, "Security Printing" by Thailand Post Co.,Ltd, and "Eco Packaging Design" by Thailand Printing and Media Academic Forum (TPAF) and Thailand Printing Exhibition Fund Foundation. These concurrent events presented the latest trends and innovations that attracted a lot of interested attendees in the printing industry.

GASMA PRINT will take place in September 2016 once again at Bangkok Trade & International Centre (BITEC), Bangkok.

#####