

ufi Approved International Event

APPP
EXPO
上海国际广印展

ALIGNED

AUGMENTED

ADVANCED

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APPP EXPO

Shanghai Int'l Ad & Sign Technology & Equipment Exhibition

2027.3.3-6
NECC SHANGHAI
National Exhibition and Convention Center(Shanghai)

Powered by
DEXPO
东浩兰生会展
DONGHAOLANSHENG EXPO

APPPEXPO

Build Platforms, Unite Synergies, Resonate Forward into 2027

As the world's leading exhibition platform for the advertising and printing industry, APPPEXPO was first launched in 1993. Adhering to its original aspiration of "market-oriented development and shared growth with the industry", it has consistently advanced in-depth integration and collaborative innovation across the entire industrial ecosystem amid transformative shifts and industrial upgrading. It strives to build a full-industry trade matching platform integrating achievement exhibition, exchange promotion, cooperation & sharing, and innovation leadership.

APPPEXPO 2027 will return to the National Exhibition and Convention Center (Shanghai) from March 3 to 6, 2027, bringing another spectacular show. Centered on the theme "Augmented · Advanced · Aligned", the exhibition focuses on cutting-edge smart technologies and industrial development trends. It comprehensively showcases core industrial achievements and scenario-based applications covering inkjet printing, cutting, engraving, materials, signage, display systems, commercial retail, lighting, textile printing, quick graphic printing, packaging, and industrial digital printing. It accelerates the high-end, intelligent, eco-friendly and efficient transformation of the advertising and printing sector, guides the industry to forge ahead toward new opportunities and smart upgrades, and steers the whole industry to a broader, more innovative future.



170,000 ^m²
Exhibition Area



1,500⁺
Exhibitors



160,000⁺
Visitors

AUGMENTED·ADVANCED·ALIGNED

Faced with the trends of accelerating technological innovation, reshaped industrial boundaries and deep integration of global markets, APPPEXPO 2027 revolves around the new theme "AUGMENTED·ADVANCED·ALIGNED" to build an international industrial platform that expands growth scope through value upgrading, builds core competitiveness with advanced technologies and unites industrial synergy through co-creation. Giving full play to the exhibition's agglomeration effect, it brings together global innovative resources and industrial insights, unlocks value potential through cross-industry integration and stimulates innovation vitality via open coordination. It will continuously cultivate new growth momentum for the industry and work with advertising and printing practitioners across the globe to drive the industry into a new phase of high-quality development.

A

At APPPEXPO, "Augmented" represents practical and future-oriented industry value. The exhibition will focus on digital transformation, sustainability, and cross-industry integration, promoting collaboration across equipment, materials, technologies, and services to support industry upgrading.

AUGMENTED

Creating New Value and Growth

ADVANCED

Driving Technology Forward

A

As global competition continues to evolve, "Advanced" means more than leading technology — it represents the overall advancement of the industry. APPPEXPO will highlight AI-powered manufacturing, digital innovation, circular economy, and green development, helping the industry move from following trends to leading them.



ALIGNED

Building a Collaborative Industry Ecosystem

A

"Aligned" means moving from simple connections to deeper collaboration. APPPEXPO will strengthen cooperation across the industry chain, connecting brands, manufacturers, distributors, and end users to encourage resource sharing and business opportunities. Through cross-sector collaboration, the show aims to build a more open, connected, and sustainable industry ecosystem.

2026 Exhibition Review



128,179

Total Number of Visitors

29,618

Total Number of Overseas Visitors



Exhibitor Proportions by Field

● 16.70% Inkjet Printing Equipment

● 14.94% Digital Textile Printing Equipment

● 10.84% Advertising Materials

● 10.44% Graphic Quick Printing

● 9.79% New Retail & Design of Consumption Scene

● 8.17% Creative Printing and Packaging

● 8.01% Acrylic Sheets

● 6.63% Sign & Signage

● 6.63% Exhibition and Display Equipment

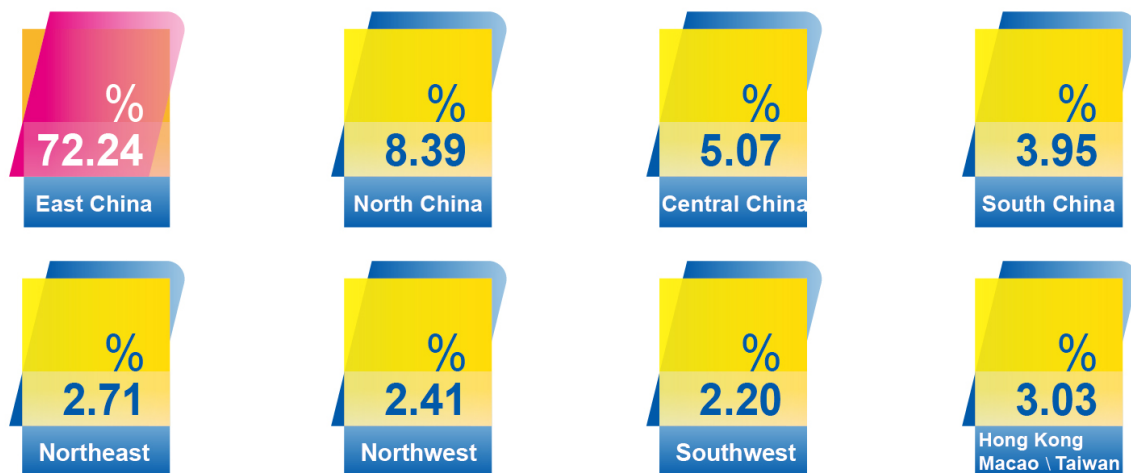
● 4.77% LED Lighting

● 2.99% Engraving and Cutting Equipment

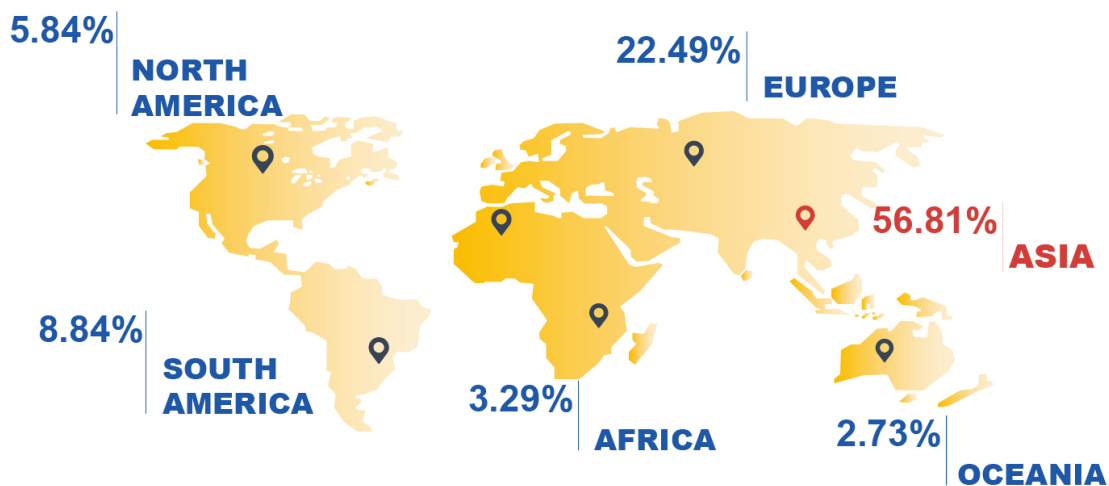
● 0.08% Cultural and Creative Industries



Domestic Audience Regional Distribution



Overseas Audience Regional Distribution



2026 Exhibition Highlights



**Digital Printing
Technology &
Equipment**



**Digital Textile
Printing**



Media & Substrates



**Sign &
Digital Signage**



**Industrial Printing
Application**



**New Retail & Design
of Consumption Scene**

2026 Exhibition Highlights



Exhibition Display



LED Lighting



Express Printing & Graphic



3D Printing



Engraving & Laser Equipment



Creative Design & Packaging

ASIAN ADVERTISEMENT ASSOCIATION



Gather Synergistic Strength, Forge a New Industrial Ecosystem

Since its establishment in 2015, the Asian Advertising Alliance (AAA) has built a strategic industrial cooperation network covering 27 countries and regions. Besides its three major guest countries, China, South Korea and Japan, the Alliance now has 36 official member organizations from Kazakhstan, Malaysia, Pakistan, India, Iran, Vietnam, Thailand, Singapore, the UAE, Turkey, Brazil, Indonesia, the Philippines and other countries and regions. Its members include advertising and signage associations, exhibition institutions, professional media and trade service providers, forming a cooperative ecosystem with coordination across the whole industrial chain.



Taking promoting in-depth coordination among members and helping them jointly explore the global advertising market as its core mission, the Alliance commits itself to boosting sound and sustainable growth of the global advertising industry. As a collaborative community driving industrial advancement, AAA fully stimulates cooperation vitality among members. It has created benchmark industrial events including overseas APPPEXPO exhibitions, reciprocal visits of professional buyer delegations and annual general meetings of members. These initiatives inject robust momentum into deepening cross-border industrial exchanges, tapping potential business opportunities, tracking global industrial trends, building efficient trade matching platforms, and fostering the new development pattern of domestic and international dual circulation.



CHINA



KOREA



JAPAN



HONG KONG, CHINA



INDIA



IRAN



INDONESIA



MALAYSIA



SINGAPORE



PAKISTAN



TAIWAN, CHINA



THAILAND



TURKEY



UNITED ARAB EMIRATES



VIETNAM



KAZAKHSTAN



PHILIPPINES



SRI LANKA



BANGLADESH



MACAU, CHINA



MYANMAR



LAOS



AZERBAIJAN



EGYPT



NEPAL



PERU



BRAZIL

CHINA SIGN ASSOCIATION OF EQUIPMENT SUPPLIERS



Csa Gathers all Energy of the Industry!

Founded in 2006, China Sign Association of Equipment Suppliers (CSA) is an industrial social organization voluntarily formed by enterprises engaged in the R&D of advertising materials and the manufacturing of equipment and supplies. For years, the association has been deeply engaged in industry services with its core mission of advancing industrial technological innovation, trade communication, market expansion and sustainable high-quality development.

To meet members' development demands, the association has built an in-depth service system covering various scenarios including industry awards, high-end summit forums and targeted buyer matching groups. It gives full play to its role as an industry leader and communication bridge. Joining hands with all industry practitioners, it empowers development through professionalism and creates the future with consensus, jointly drawing a new blueprint for the high-quality development of the advertising industry.

Join Us and You Will Gain

Lead member companies to explore global markets through overseas study tours, enriching your international exhibition experience while enjoying our association's group subsidy services for unified applications.

Priority access to APPPEXPO and global series exhibitions' resources with exclusive discounts, enabling efficient business matchmaking.

Participate in various exchange meetings and industry forums organized by the Association to share practical experiences and expand market channels collectively.

Leverage on CSA's industry resources to receive recommendations and priority support, gaining competitive advantage in Certification Applications, Bidding Participation and IP Protection.

Depending on the specific circumstances of member companies, customized exclusive events can be tailored to provide more practical services for members.

Follow the CSA WeChat Official Account to stay updated with cutting-edge industry insights, keep abreast of exhibition information, and receive exclusive enterprise updates.

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towards, let's start with

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SHANGHAI INT'L AI-POWERED PRINTING & PACKAGING INNOVATION EXPO

AIPPE
上海国际AI智印与包装创新展
Shanghai International AI-Powered Printing & Packaging Innovation Expo

AI EMPOWERMENT

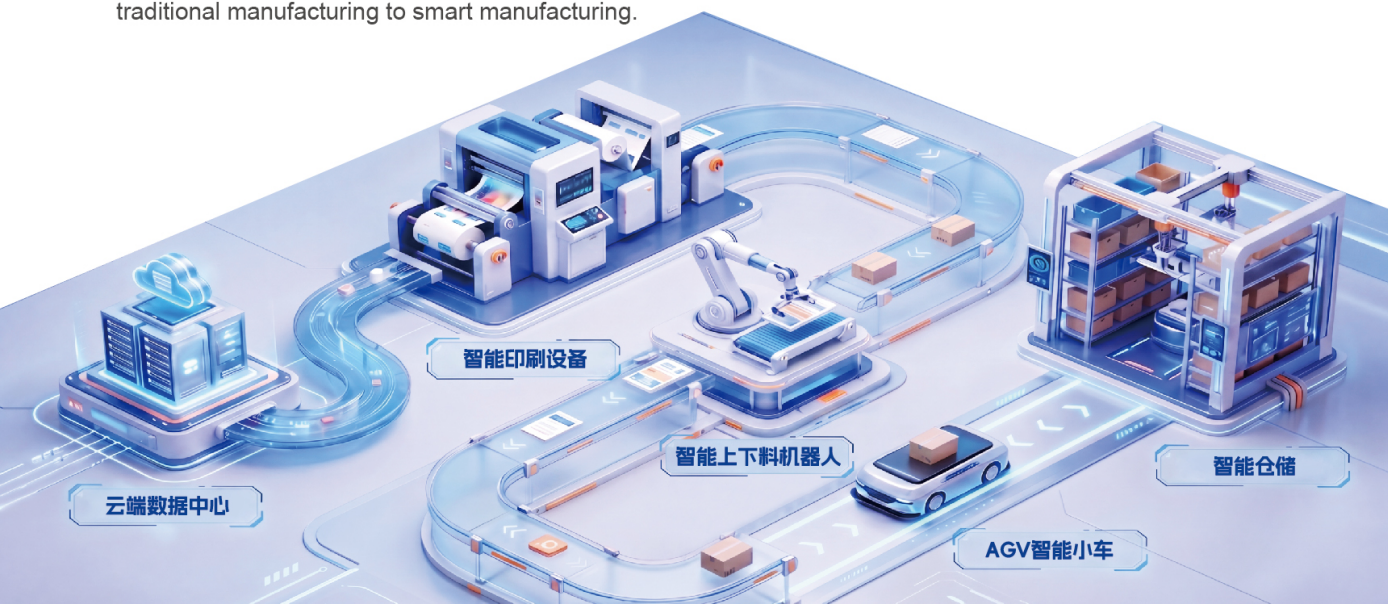
Explore the Boundaries of Intelligence, Empower the Digital Future

Against the backdrop of deep integration of global economic integration and a new round of technological revolution, we can't help wondering: Where lies the future of the printing industry? The answer lies in the deep cross-industry integration of the industrial chain, and in the wave of transformation from digitalization to intelligence. Artificial intelligence is accelerating the development of the printing industry, driving the entire industrial chain of advertising printing and smart packaging to shift from "manufacturing" to "smart manufacturing", and bringing new opportunities for efficiency revolution, model innovation and value upgrading to the whole sector.



Digital & Intelligent Technology Implementation Drives Smart Manufacturing Upgrade of the Industry

Leveraging AI technologies, a host of innovative technologies including intelligent control systems, smart equipment, automatic production lines, remote operation and maintenance platforms, intelligent sorting machines and AI interconnection for special equipment are being rapidly applied. AI is deeply integrated into key links such as printing, quality inspection, production scheduling, packaging and automated warehouses, systematically restructuring and optimizing the whole pre-press, in-press and post-press workflow of the printing and packaging industry. This greatly improves enterprises' production efficiency, meets diversified market demands for small-batch, customized and fast-delivery products, and accelerates the industry's shift from traditional manufacturing to smart manufacturing.





Full-chain AI Innovation Explores New Growth Drivers for the Industry

AI technology is reshaping the printing and packaging industry comprehensively from underlying computing power and platform architecture to application layers. It addresses core pain points of the traditional industry including low production efficiency, slow delivery, single product types, insufficient marketing support and high resource consumption. It facilitates the industry's transformation from scale-driven growth to value-driven growth, realizing quality improvement, efficiency growth, flexible response and green upgrading across the entire industrial chain.

Industry First · Full-Chain Live Scenario

For the first time, full technical linkage of printing equipment, collaborative robots, AGV logistics and intelligent warehousing systems is realized, forming a complete closed-loop intelligent production line for the industry. It thoroughly breaks the limitation of single-point display in traditional tech exhibitions, and achieves equipment interconnection, data circulation and production collaboration.



Precise Demand Matching · Focus on Industry Pain Points

Centered on the intelligent upgrading demands of advertising printing and smart packaging sectors, it targets core goals including cost reduction & quality improvement, automated transformation and business model innovation. It showcases a full range of intelligent solutions, forming implementable and replicable paths for smart manufacturing upgrading, and boosting precise alignment between technical supply and real-scene demands.



Real-Scenario Implementation · Boost Efficient Value Conversion

Built upon real production scenarios, immersive dynamic demonstrations and interactive experiences transform cutting-edge technological achievements into tangible practical applications. Visitors can directly experience efficiency improvement and operational optimization brought by AI empowerment, accelerating the conversion of technological innovation into commercial value and market competitiveness.



INKJET PRINTING: USHERING IN A CROSS-INDUSTRY NEW ERA OF PRINTING ON ALL SUBSTRATES

With continuous innovation and deep integration of digital printing technologies, inkjet printing boasts core strengths including plate-free production, on-demand output, flexible customization, high efficiency and environmental friendliness. It keeps breaking application boundaries and has evolved into a mature process fueling innovation across various industries with huge cross-sector development potential. No longer limited to traditional commercial, publishing and packaging printing, inkjet printing is rapidly expanding to industrial manufacturing and daily-life scenarios. Widely applied on surfaces of flooring, panels, ceramics, glass and other diverse materials, it truly creates a brand-new industrial landscape where everything can be printed.

Supported by digital and intelligent technologies, inkjet printing provides customized, efficient and eco-friendly integrated solutions tailored for different industries, perfectly catering to market demands for small batches, diverse varieties and fast delivery. Against the backdrop of accelerated development of new quality productive forces, constant technological innovations driven by inkjet printing boost industrial upgrading in multiple sectors, push traditional manufacturing toward low-carbon, intelligent and eco-efficient transformation, and unlock broader imagination space and growth potential for high-quality development of all industries.

Industrial Applications of Inkjet Printing Across Various Sectors



Home Decoration Sector



Daily Goods Sector



Apparel & Textile Sector



Consumer Labels Sector



Packaging & Printing Sector



Automotive Sector

SHANGHAI INTERNATIONAL DIGITAL TEXTILE PRINTING EXPO



The digital textile printing market has enjoyed vigorous growth over the past two years. Surging demand for personalized customization, widespread advocacy of environmental protection concepts and in-depth integration of smart manufacturing technologies serve as core drivers elevating the industry to new heights. From cutting-edge fashion and cozy home spaces to customized commercial services and diversified cultural innovation, advanced digital technologies enable digital textile printing to connect global creative resources with market demands, break traditional industrial barriers, facilitate in-depth integration and coordinated growth across sectors, and lead the industry into a brand-new development phase.

Themed Forum – Path of Transformation from a Global Perspective

Bring together industry leaders and professionals. Keynotes, roundtable discussions and trend briefings will thoroughly analyze the development trends of digital textile printing in technological innovation, green sustainability, cross-industry application and market upgrading.



Creative Exhibition Zone – Sparks of Cross-border Integration

Featuring personalized printed apparel, artistic home decor, creative gifts and immersive art installations, the zone inspires idea exchanges and fully demonstrates boundless possibilities digital textile printing brings to creative industries.



Quick Response Supply Chain Matching Station – Live Demonstration Site for Small-Batch Fast Response

A fully operational mini quick-response production line offers immersive on-site experiences, targeting procurement pain points of three high-growth markets: live-stream e-commerce, niche brands and corporate customization.



SHANGHAI INT'L NEW RETAIL & DESIGN OF CONSUMPTION SCENE EXPO



The digital wave surges forth and the global landscape evolves rapidly, bringing brand-new development opportunities to the retail industry. Driven by technological innovation, consumption upgrading and business model iteration, the sector is speeding toward a new track featuring personalization, intelligence and immersive experiences. With meticulous spatial planning, cutting-edge technology adoption and empathetic design concepts, revitalized scenarios empower the future of retail. Let us jointly explore the new value paradigm of "Space as a Service" and draw a fresh blueprint for innovative retail scenario upgrading amid the wave of experience economy.

New Retail Technology

Restructure the three core retail elements of consumers, goods and venues with new retail technologies to improve customer shopping experience and retailers' operational efficiency.



Commercial Art Installation

Create visually appealing commercial spaces that convey brand values through artistic display design, decorative props and lighting art.



Consumption Scenario Design & Equipment

Highly personalized, tech-driven visual creation and scenario design greatly enrich consumers' shopping experience and generate more business opportunities for brands.



SHANGHAI INT'L LIGHTING EXPO

2027
Light
SHANGHAI EXPO

Against the backdrop of global energy conservation, emission reduction, low-carbon development and smart city construction, the LED lighting industry is shifting its focus from basic functional supply to extended value creation. New technologies including AI, 5G and renewable energy keep expanding technical boundaries and application scenarios, advancing the industry toward smart sensing and low-carbon sustainability. Catering to diverse demands covering commercial and household spaces, LED lighting serves as a highlight powering the global smart and green economy.

Market Scale Continues to Expand

With increasing global emphasis on energy conservation and emission reduction, coupled with strengthened policy support, LED lighting—as an efficient and environmentally friendly lighting solution—is experiencing sustained growth in market demand. It creates more beautiful, energy-efficient, and eco-friendly living and working environments for humanity while also unlocking boundless innovation opportunities for the industry.



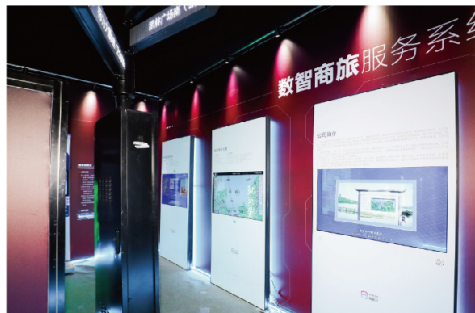
Applications Becoming Increasingly Widespread

With continuous technological advancements and expanding application fields, LED lighting has now deeply penetrated diverse scenarios ranging from residential and commercial lighting to outdoor and industrial lighting. Using light as its medium, it helps various industries achieve synergistic development of energy efficiency, intelligent features, and aesthetic value - where each application shines in its unique way while complementing others, collectively upgrading lighting applications toward higher quality and richer experiences.



Technological Innovations Emerging Continuously

Empowered by artificial intelligence, naked-eye 3D, big data and other technologies, intelligent lighting is becoming the mainstream development direction of the lighting industry. It is evolving from a single lighting function to comprehensive intelligent control, scenario linkage, and data analysis, precisely meeting users' diverse demands for lighting quality and personalized intelligence.



SHANGHAI INT'L EXPRESS PRINTING & GRAPHIC EXPO



With the deep integration of artificial intelligence, big data and IoT technologies, the quick graphic printing industry has entered a new stage of full-chain digital and intelligent upgrading. Innovative technologies such as 3D printing, AI intelligent typesetting, AR/VR interactive printing and automated production continuously expand the industry's scope, covering diverse scenarios including commercial supplies, office documents, cultural and creative products and on-demand publishing. They deliver an immersive customized experience of "what you imagine is what you get" and help all industries boost communication efficiency and user experience.

Green Low Carbon, Leading a Sustainable Future

Driven by the dual carbon goals and ESG concepts, green printing has become the core development direction of the industry. Eco-friendly inks, biodegradable materials, waterless printing and carbon-reduction processes are widely adopted. Full-process carbon footprint management and zero-inventory on-demand production cut pollution and consumption at the source, accelerating the industry's high-quality shift toward low-carbon, circular and sustainable development.



Global Connections, Seizing New Industrial Opportunities

As an international exchange event for quick graphic and commercial printing sectors, APPPEXPO brings together world-leading graphic suppliers, manufacturers and industry experts. Focusing on core trends including AI empowerment, green transition, booming customization and cross-industry integration, it guides the graphic printing industry toward a smarter, more efficient and eco-friendly future.



SHANGHAI INT'L DIGITAL CORRUGATED, FOLDING CARTON & LABEL EXHIBITION



Shanghai Int'l Digital Corrugated, Folding Carton & Label Exhibition 2026, fully integrated into APPPEXPO - the global import and export exhibition of cutting-edge achievements in digital printing industry. Responding to the demands of both domestic and international markets, it will centrally showcase the most advanced technological equipment and material achievements from Chinese and international digital corrugated, folding carton and label printing and packaging brands. Targeting the huge domestic market, especially the user, buyer and agent markets from over 150 countries

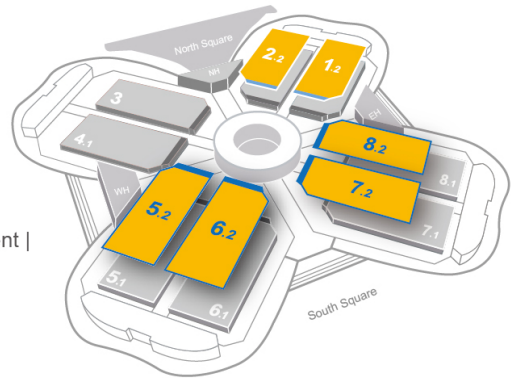


Digital corrugated, folding carton and label printing and packaging equipment is environmentally friendly, requires no plate-making, produces no waste, with high efficiency and high quality. It will continuously transform the production methods of product printing and packaging, create personalized and differentiated competitive advantages in the market competition, and capture this huge blue ocean market of corrugated, folding carton and label printing and packaging.



2026 Exhibit Profile

NECC-16M



5.2H

International Brands

| Digital Printing Equipment | Digital Imaging Technology Output Equipment |
| Digital Textile Printing Equipment | Printhead Technology |
| Advertising Consumables, etc.

6.2H

AI-Powered Printing & Packaging Innovation

| AI Digital Infrastructure | AI Digital Printing & Packaging | Industrial Robots | Robotic Manipulator Applications |
| AGV Intelligent Transportation | Smart Warehousing | Smart Sensors, etc.

Digital Printing Industrial Applications

| Industrial Printing Equipment | Printhead Technology | Personalized Customization | Quick Graphic Printing |
| Commercial Printing | Digital Corrugated Box, Label Printing & Packaging | Ink | Software |
| Industrial Printing Field Related Services

7.2H

Media & Substrates

| Inkjet Cloth | Adhesive Products | Reflective Materials |
| Photo Paper and Related Indoor and Outdoor Digital Printing Consumables | Ink | Ink | Acrylic Sheets |
| PVC Foam Board | Aluminum Composite Panel, etc.

8.2H

Signs and Digital Signage, LED

| Signage | Signage Products | Three-Sided and Multi-Sided Flipping | New Media | Digital Signage |
| LCD Advertising Machine | 3D Stereo Products | LED Advertising Light Source | LED Module | Light Box |
| Luminous Products | UVLED Sterilization Lamp, etc.

Exhibition Displays

| Exhibition and Display Equipment | Portable Exhibition Equipment Series |
| Exhibition Stands and Other POP Products, etc.

New Retail & Design Consumption Scene

| Consumer Scene Design and Equipment | Commercial Art Display | New Retail Technology |
| Promotional Equipment | Holographic Projection | Interactive Multimedia |
| Augmented Reality AR | Virtual Reality VR | 3D Display, etc.



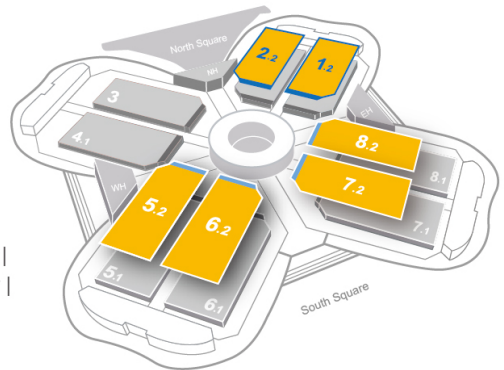
2026 Exhibit Profile

NECC-16M

1.2H

Digital Printing Equipment & Supplies

Digital Inkjet Equipment	Indoor and Outdoor Digital Photo Equipment	
UV Flatbed Printer	UV Roll-to-Roll Printer	UV Board and Roll Printer
Digital Imaging Technology Output Equipment	Banner Machine	
Cold Mounting Machine	Splicing Machine	Laminating Machine
Printing Equipment Related Consumables and Accessories, etc.		



Engraving Machines

| Cutting Equipment | Engraving Machine | Laser Engraving Machine | CNC Engraving System | 3D Printing |
 | Cutting Tools and Accessories | Signage Equipment | Sucking Machine | Acrylic Equipment | Engraving Machine |
 | Bending Machine | Polishing Machine, etc.

2.2H

Digital Textile Printing

| Digital Inkjet Textile Printing Equipment | Digital Inkjet Textile Printing System | Textile Printing Products |
 | Digital Printing Consumables, etc.

Digital Printing Industrial Applications

| Industrial Printing Equipment | Printhead Technology | Personalized Customization | Quick Graphic Printing |
 | Commercial Printing | Digital Corrugated Box, Label Printing & Packaging | Ink | Software |
 | Industrial Printing Field Related Services





Organizers

Shanghai Modern International Exhibition Co., Ltd.

Shanghai Gray Exhibition Co.,Ltd.

Shanghai Advertising Association

China Sign Association of Equipment Suppliers
