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 **ufi** • Approved International Event

**APPP
EXPO**
上海国际广印展

APPP EXPO

2026 SHOW REPORT

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APPPEXPO 2026

Innovation Hub, Global Impact

With the concerted efforts of industry colleagues and the enthusiastic participation of global advertising and sign elites, the 33rd APPPEXPO was successfully held from March 4 to 7, 2026, at the National Exhibition and Convention Center (Shanghai). Under the theme "Connect · Create · Change," the expo brought together 1,300 outstanding enterprises from home and abroad, creating a 150,000 m² exhibition platform covering the entire industry chain, and accelerating the high-quality development of the advertising and sign industry.

The expo integrated resources from its seven specialized sub-exhibitions, showcasing a diverse range of products including inkjet printing, cutting, engraving, materials, signage, display, commercial retail, lighting, textile printing, quick printing, packaging, and inkjet printing industrial applications. With integration, innovation, and internationalization as the dual driving forces for growth, the expo fully demonstrated its core competitiveness of "global resource integration + precise supply-demand matching," injecting powerful momentum into the sustainable development of the global industry.

In terms of innovation leadership, this year's expo served as a premier launchpad for new products and bestsellers, attracting top global enterprises to showcase new materials, new equipment, and new processes, promoting the industry's transformation and upgrading toward intelligent, low-carbon, efficient, and sustainable directions. In terms of industry exchange, the expo continued its "exhibition + conference" dual-engine model, focusing on cutting-edge trends and featuring a variety of highlighted activities, including summit forums, special exhibition zones, IP pop-ups, business matching sessions, global live broadcasts, and overseas expansion salons. These initiatives helped industry colleagues spark cross-border inspiration and ignite the industry's endogenous driving force.



Shanghai Int'l Ad & Sign Technology & Equipment Exhibition



Shanghai Int'l Digital Textile Printing Expo



Shanghai Int'l Express Printing & Graphic Expo



Shanghai International New Retail & Design of Consumption Scene Expo



Shanghai Int'l Lighting Expo



Shanghai Int'l Digital Signage System & Application Exhibition



Shanghai Int'l Digital Corrugated, Folding Carton & Label Exhibition



Exhibitor Data Analysis

Proportion of Exhibitors by Industry Sector

- 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



Audience Data Analysis

Total Number of Visitors

128,179



Total Number of Overseas Visitors

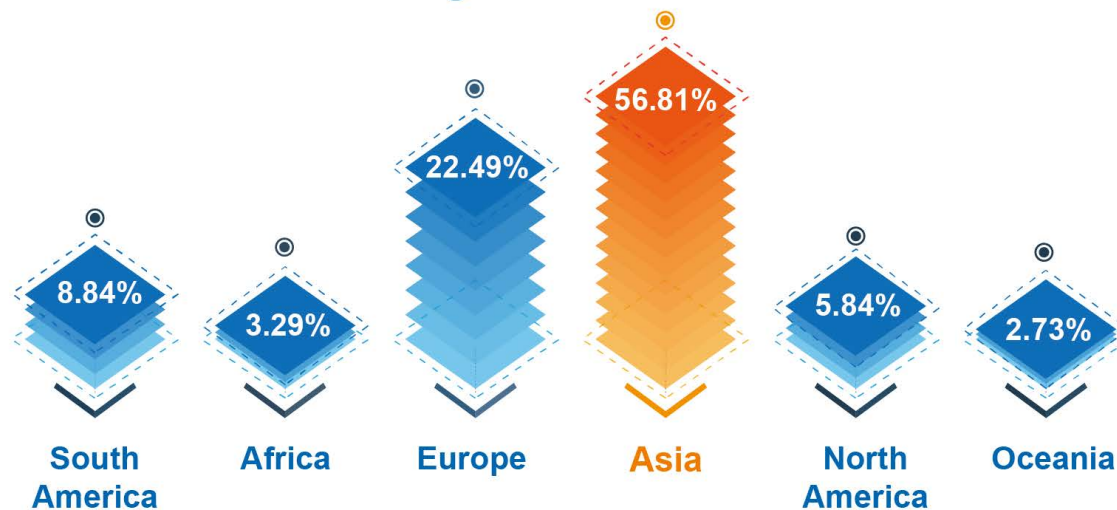
29,618



Domestic Audience Regional Distribution



Overseas Audience Regional Distribution



Data Analysis

- Visitor Enterprise Nature Analysis

Ad & Sign + Digital Signage System

Ad Design Company	28.99%	Media	3.25%	VR	0.81%
Ad Production Company	21.80%	End-user Enterprise	2.80%	Government Association	0.77%
Traders, Distributors	13.21%	Digital Display	2.47%	AR	0.77%
Ad Material Manufacturer	7.71%	Ad Agency	2.37%	Others	2.40%
Ad Equipment Manufacturer	4.93%	Advertiser (Brand Enterprise)	2.05%		
Ad Products Manufacturer	4.67%	Colleges & Universities	0.98%		

Digital Textile Printing

Textile Printing Production Manufacturer	35.79%	Garment Manufacturing Enterprise	6.31%	Colleges & Universities	1.51%
Outdoor Ad ,Sign Textile Printing Manufacturer	16.16%	Home Textile Fabric Manufacturer	4.62%	Government Association	0.89%
Apparel Textile Printing Material Manufacturer	9.06%	Leather, Plush Fabric, Apparel Processor	4.44%	Other	8.44%
Textile Printing Dyeing Manufacturer	8.61%	Media	4.17%		

Express Printing & Graphic

Express Printing & Graphic Store	22.03%	Express Printing & Graphic Material Vendor	5.62%	Express Printing & Graphic Software Vendor	2.03%
Ad Production Store	15.12%	Express Printing & Graphic Solution Supplier	4.70%	Express Printing & Graphic Franchise Institution	1.66%
Ad Design Company	13.18%	Express Printing & Graphic Equipment Vendor	4.42%	College & University	1.11%
Trader & Distributor	10.97%	End-User Enterprise	3.96%	Government Association	0.65%
Signage Production Store	8.94%	Media	3.23%	Other	2.40%

Printing

Printing and Packaging Material, Sales Enterprise	20.80%	Digital Quick Printing Enterprise	9.73%	Publishing House, Newspaper Office, Magazine	2.65%
Packaging Printing, Label Printing Enterprise	16.37%	Internet and Software Service Company	6.64%	Government Agencies, Industry Associations,	2.21%
Publication Printing Industry	11.95%	Commercial Printing, Ticket Printing Enterprise	4.87%	News Media	
Paper Box Factory, Paper Bag Factory, Color	9.73%	Paper Mill and Related Sales Enterprise	4.87%	Other	7.08%
Printing Factory, Paper Packaging		Education and Training, Scientific Research Institutions	3.10%		

New Retail

Design Company	27.50%	Chain Supermarket	7.50%	Media	3.50%
Brand Company	14.00%	Commercial Real Estate	6.00%	Convenience Store	3.00%
Equipment Dealer & Service Provider	10.00%	Technology Dealer & Service Provider	5.50%	Government Association	2.00%
Catering Enterprise	9.00%	Shopping Centre	5.00%	Other	7.00%

Lighting

Trader & Distributor	23.49%	AR & VR	4.70%	Property	2.68%
Ad Material Manufacturer	11.41%	System Integrator	3.36%	College & University	2.68%
Ad Product Manufacturer	11.41%	Brand Marketing Planning	2.68%	Shopping Centre	2.01%
Ad Media & Operation	8.72%	Hotel	2.68%	Real Estate	2.01%
Exhibition Display Service	6.04%	End-User	2.68%	Greening & Lighting Company	2.01%
Culture Communication	5.37%	Commercial Chain	2.68%	Government Association	1.34%
				Other	2.01%

Data Analysis

- Visitor Interest in Products Analysis

Ad & Sign + Digital Signage System

Digital Inkjet Printing Equipment / Digital Image Technology Output Equipment	15.68%	Engraving Machine / Laser Engraving Machine / CNC Engraving System	3.67%
UV Flatbed Digital Inkjet Printing Equipment	11.88%	Promotional Gift / Design Book / Picture Bank / Software / Post-Production Technology	3.61%
Cutting Machine / Cutting Plotter / Bending Machine / Polishing Machine	6.88%	Commercial Decoration Material / Product Display Cabinet / Equipment for Sales Promotio	3.00%
Acrylic Board / PVC Foam Board / Aluminium Composite Panel	6.82%	LED Display Screen	2.98%
Flex Banner Fabric / Glue Product / Reflective Material / Photographic Paper & Digital Printing Consumable	6.33%	LED Light / LED Neon	2.83%
Ink / Printing Ink	5.82%	Signage Making Equipment / Plastic Vacuum Forming Machine / Acrylic Equipment	2.69%
Banner Machine / Cold Laminator / Conveyor Machine / Lamination Machine	5.54%	New Media / Digital Signage / LCD Advertising Machine / 3D Product	2.63%
Sign / Signage Product/Triple and Multi-face Flipping	5.42%	Holographic Projection Equipment / AR, VR Equipment / Somatosensory Interaction	2.21%
Exhibition & Display Equipment / Portable Exhibition Equipment / Display Stand & Other POP Product	3.92%	Other	4.20%
Light Box / Luminous Product	3.88%		

Digital Textile Printing

UV Flat Inkjet Textile Printing Equipment	12.74%	Textile Direct-Injection Printing Ink	6.48%
Digital Direct-Injection Printing Equipment	12.74%	Thermal Transfer Paper	6.48%
Garment Printing Equipment	9.98%	Sublimation Ink	6.17%
Digital Inkjet Textile Printing System	9.85%	Sublimation System	6.08%
Thermal Transfer Equipment	8.23%	Textile Fabric / Accessory	5.91%
Digital Textile Printing Fabric	8.01%	Other	0.35%
Laser Cutting Equipment	7.00%		

Express Printing & Graphic

Material	15.02%	Related Accessory and Consumable	8.31%
Pre-printing Equipment and Software	14.41%	Office Supply and Equipment	5.67%
Printing Equipment	14.22%	Express Printing & Graphic Franchise Institution / Express Printing & Graphic Solution Supplier	4.56%
Printing / Packaging Product	13.24%	Tool and Fitting	4.06%
Post-printing Equipment	11.15%	Other	0.12%
Personalized Printing Equipment	9.24%		

Data Analysis - Visitor Interest in Products Analysis

Printing

Digital Printing Equipment	19.49%	Special Materials	7.91%
Paper Cups, Paper Boxes, Paper Bags, etc.	12.71%	ERP and Information Management System	6.78%
Printing Consumables	11.58%	Post-Printing Binding Equipment	6.21%
Various Industrial Papers	10.73%	Chinese and Foreign Cultural Artworks, Famous Paintings Creative Design, Reproduction, and Customization	6.21%
Chinese and Foreign Printing and Packaging Creative Design and Production	9.60%	Other	0.56%
Advertising Creative Design and Production	8.19%		

New Retail

Store Decoration Planning	8.46%	Goods Shelf System	4.51%
Art Display Props	7.05%	Store Lighting	4.23%
Display Props	6.77%	Theme Entertainment	4.09%
Store Logo	6.49%	Intelligent Terminals	4.09%
Window Display	6.21%	Intelligent Information Technology	3.39%
Decoration Materials	6.21%	Smart Solutions	3.24%
Construction Service	5.50%	IP Authorized Party	2.96%
POP Marketing	5.22%	Interactive Technology	2.96%
Lighting Art	5.22%	Self-Service & Vending Machine	2.12%
Art Display Factory	4.80%	Inflatable Installation	1.55%
Event Company	4.80%	Other	0.14%

Lighting

Display Equipment and Technology	20.74%	Video Solution	8.76%
Light	20.74%	Software and Information Publishing System	8.29%
Ad Machine and All-In-One Machine	14.29%	Touch Technology	8.29%
Smart Home	13.36%	Transmission System and Equipment	5.07%
		Other	0.46%

Audience Comments



I come from Israel, and this is my third time participating in APPPEXPO. I have successfully connected with high-quality cooperation resources and discovered a variety of new materials. APPPEXPO brings together the diverse resources needed by the industry, significantly enhancing the convenience and efficiency of procurement and business matching. It fully demonstrates its leadership and industry influence as a world-leading professional exhibition.



I come from Italy, and this is my first time participating in APPPEXPO. The exhibition is great and very easy to navigate. It brings together high-quality resources across the entire industry chain. My goal for this visit is to further promote exchanges and cooperation between Chinese enterprises and the European market. I have also discovered a number of high-quality products and advanced equipment that meet European standards.



I come from Kosovo, and this is my first time participating in APPPEXPO. The exhibition brings together the world's cutting-edge technologies and innovative achievements. The smart manufacturing technologies related to LED displays, in particular, offered me a completely new and refreshing experience. I also connected with several potential partners on-site, further expanding my business opportunities.



I come from South Africa, and this is my first time participating in APPPEXPO. As a professional in the printing industry, I came specifically to focus on networking for textile printing resources, and I have successfully connected with several high-quality suppliers at the exhibition. The expo offers broad coverage and a wide range of choices. The DTF equipment and dyeing-related products displayed on-site left a very deep impression on me.



I come from Portugal, and I have participated in APPPEXPO more than 20 times. The overall exhibition experience is excellent, with a clear and well-organized layout. The cutting-edge equipment, innovative materials, and emerging technologies are truly impressive. What's even more surprising is that many product categories this year offer outstanding value for money, creating excellent conditions for in-depth discussions and long-term cooperation in the future.



I come from Australia, and this is my first time participating in APPPEXPO. I came mainly to expand my supplier network and learn more about advanced equipment. The UV and DTF technologies were particularly appealing to me and brought quite a few surprises. Many of the innovative solutions I saw here have never appeared in the Australian market before. It truly opened my eyes.



I come from the United States, and this is my first time participating in APPPEXPO. This visit has been very rewarding—it not only broadened my industry perspective but also provided many inspirations for future cooperation and market planning. What interested me the most was the LED signage technology, which delivers highly impactful visual effects in terms of brightness, color, and dynamic interaction. It truly caught my eye.



I come from Italy. Although this is my first time participating in APPPEXPO, the experience has been excellent. I came mainly to find new suppliers, factories, and printing equipment, and I have already found satisfactory cooperation resources at the exhibition. The product prices are reasonable and the quality is excellent. I am planning to conduct on-site visits to partner factories in the future to further advance business cooperation and technical exchanges.



China Sign Association

CSA gathers all the energy of the industry!

Chaining together strengths for collective success, we move forward with honors. At this year's Shanghai International Advertising & Sign Expo, the series of major events hosted by CSA received widespread acclaim from exhibitors and member companies, fully demonstrating the core strength and responsible leadership of this benchmark industry association.



This year's CSA series of events have been comprehensively upgraded, covering diverse segments including the "Smart Chain, Boundless Future; Growth Reborn" AI Innovation Forum, the "Silk Road Imprints, Digital Opportunities" Consul Salon, one-on-one global business matching sessions, professional buyer group exhibition tours, precise supply-demand matching at booths, and a showcase of outstanding finished product case studies from members and their companies. Driven by innovation and connected for the long term, the association has delivered comprehensive value across multiple dimensions: high-level thought leadership, cross-border trade empowerment, global resource networking, precise supply-demand alignment, and benchmark achievement displays. By providing in-depth and efficient full-spectrum member services, CSA joins hands with partners across the entire industry chain to jointly shape a new future of high-quality development for the advertising and sign industry.

“ Asian Advertisement Association

During this edition of APPPEXPO 2026, the series of AAA events were successfully held, serving as a core highlight of the expo in deepening global industry collaboration and expanding its international presence.

Co-creating the Future Of AAA

During the core internal meeting of the federation, the Japanese representative as the guest country of honor completed a handover ceremony symbolizing responsibility and collaboration, marking the official return of the new rotating presidency of the AAA to China. At the same meeting, a major announcement was made: the organizing committee from Kazakhstan, an AAA member country, will jointly launch an "APPPEXPO Kazakhstan" edition with the APPPEXPO. This project serves as a key extension of APPPEXPO's global expansion strategy and provides a core platform for member countries to deepen resource integration, channel sharing, and complementary advantages. It effectively breaks down regional cooperation barriers and opens up new opportunities for coordinated, high-quality development of the global advertising and printing industry.

Meanwhile, under the coordinated organization of the AAA, multiple overseas industry associations and international visitor groups attended the expo in force, engaging in in-depth precision business negotiations and industry exchanges. The communication landscape—characterized by multilingual dialogue, multi-regional collaboration, and multi-sector integration—fully activated new drivers for cross-border resource matching and coordinated industry development.



Summit Forum

Smart Chain, Boundless Future·Growth Reborn

AI Connects Advertising Manufacturing & Business Growth Innovation Forum



This forum was co-hosted by CSA and the Organizing Committee of APPEXPO, with strong support from WAIC. Closely aligned with the wave of AI technology and the key pain points of industry transformation, the forum brought together heavyweight speakers including global industry analysts, renowned brand owners, and technology leaders. Focused on core topics such as AI-driven full-chain upgrading of the advertising and printing industry, brand business growth, and the global expansion of the industry, the forum delivered cutting-edge insights and actionable solutions. It established a high-quality platform for exchange and collaboration, helping the advertising and printing industry make the leap from traditional manufacturing to intelligent manufacturing.



Summit Forum

The 3rd Global Top Forum On Digital & Packaging Industry Of Corrugated & Folding Carton & Label

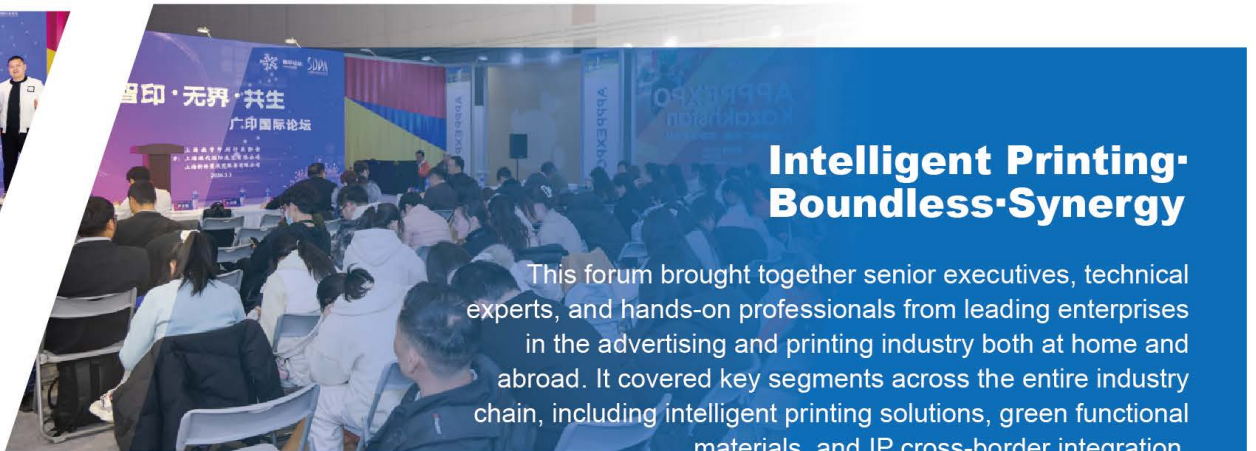
This year, leading enterprises, experts, scholars, and equipment suppliers from China and abroad in the digital corrugated carton, label, printing, and packaging industries were invited to gather together, jointly exploring the blue ocean market of digital corrugated carton, label, printing, and packaging.



At the exhibition, industry experts shared comprehensive insights into the innovative breakthroughs and practical application achievements of cutting-edge digital printing technologies and equipment from both China and around the world. Their presentations helped attendees gain a deep understanding of global trends in the digital printing industry, continuously advancing the printing and packaging sector toward digitalization, intelligence, and high-quality development.



Focusing on the three main themes of "digital and intelligent transformation, green development, and cross-border integration," the forum precisely addressed industry pain points, challenges, and growth drivers. Participants shared in-depth cutting-edge practical experiences, achieved deep collaboration between industry, academia, research, and application, and facilitated two-way exchanges between domestic and international resources. This injected new momentum into the high-quality development of the global advertising and sign industry, jointly building a new, boundaryless, and symbiotic ecosystem for the industry.



Intelligent Printing· Boundless· Synergy

This forum brought together senior executives, technical experts, and hands-on professionals from leading enterprises in the advertising and printing industry both at home and abroad. It covered key segments across the entire industry chain, including intelligent printing solutions, green functional materials, and IP cross-border integration.

Summit Forum

The 4th "New Path of Promotion" Forum New Media Marketing Helps Enterprises Transform and Develop



The forum specially invited top industry influencer Wangwang along with several hands-on experts to share their insights. Focusing on hot topics such as trend forecasting, short-form video customer acquisition, and AIGC applications, they deconstructed the core pain points of short-form video marketing from multiple perspectives. They shared actionable and replicable breakthrough methods and practical experiences, helping enterprises open up online customer acquisition channels, improve brand communication efficiency, and achieve digital marketing upgrades. This clarified new growth directions and injected fresh momentum into the high-quality development of the signage industry.

Niu Pi Tang Advertisers Club Industry Recommended Brands Awards Gala



The event specially invited several industry speakers to share in-depth insights around the themes of "AI Empowerment · IP is King: From Traffic to Retention" and "Precision Customer Acquisition and Long-Term Operation through New Media for Advertising Professionals." They analyzed the latest industry trends, technology applications, and marketing innovation cases, directly addressing the opportunities and challenges facing the advertising industry in the wave of AI. The event provided advertising professionals with the dual benefits of thought-provoking exchanges and practical experience, helping them identify trends, optimize strategies, and achieve innovative transformation and efficient upgrades.

CSIA Alliance Industrial Innovation and Growth Summit



As the wave of digitalization intertwines with the upgrade of consumer demand, the advertising and signage industry stands at a critical juncture of innovation-driven growth and value restructuring. The CSIA (China Sign Industry Internet Alliance), leveraging its benchmark industry IP — the "Year-End Masterclass" — partnered with APPPEXPO to create the "Year-End Masterclass for the Advertising & Signage Industry (CSIA 10th Anniversary Special Edition) & Industry Innovation and Growth Summit Forum." This event brought together authoritative forces from across the industry to unlock the secrets of innovation and jointly explore new horizons for development.

Diverse Activities

2026 Global Business Matching Conference

This business matching session is built around the core principles of "Precision Matching, Efficient Deal-Making, and Global Connection." It features specially invited, high-quality international industry buyers from around the world. All buyers attend with verified procurement lists and clear order requirements. On-site, exhibitors and buyers engage in one-on-one precision matching and face-to-face efficient negotiations, helping enterprises rapidly expand into international markets, secure high-quality overseas orders, and share in the growth dividends of the global advertising and printing industry. This event is expected to achieve a total procurement value of 17.63 million RMB, with a buyer satisfaction rate of 80%.



North America

Cuba
El Salvador
Mexico
Canada



South America

Colombia
Bolivia
Chile
Peru
Argentina
Ecuador



Europe

Bulgaria
Spain
Germany
France
Poland
Romania
Georgia
Russia
Turkey



Asia

Pakistan
Bangladesh
Nepal
Philippines
South Korea
India
Singapore
Iran
Indonesia



Africa

Morocco
Egypt
Cameroon
Congo
Rwanda

Diverse Activities

Silk Road Imprints, Digital Opportunities Exploring New Silk Road Opportunities with Shanghai-based Commercial Officials" Salon

This salon is built around the core principles of "Diplomatic Empowerment, Precision Matching, and Industry Collaboration." It features specially invited commercial diplomats and high-level diplomatic business resources based in Shanghai, who will be present on-site to build an exclusive overseas expansion exchange platform for exhibitors across the entire advertising, printing, and packaging industry chain. The event aims to precisely help enterprises seize new opportunities in the Belt and Road markets, break down cross-border information barriers, and connect with overseas policies, market insights, and channel resources.



APPPEXPO Global Live

Breaking through geographical boundaries and transcending national borders, APPPEXPO 2026 proudly launched the "Global Live" during the exhibition. Through multi-scenario online streaming, it transcended the limitations of time and space, creating an immersive cloud-based exhibition experience for audiences worldwide.

The live broadcast featured a rich variety of exciting content, including exhibitor interviews, cutting-edge product demonstrations, on-site coverage of key events, and behind-the-scenes footage — delivering a comprehensive, multi-dimensional, real-time presentation of the expo's vibrant atmosphere. No matter where you are, advertising and printing industry professionals around the globe could tune in to the exhibition simultaneously, experience the energy of the event up close, and share in the latest industry trends and innovative achievements.



Special Exhibition Area

NexTech AD Workshop



This year, the organizer unveiled a specially designed IP-themed booth. At the entrance, the expo's mascot "ADA" was creatively combined with an ink bottle installation, with the overall shape resembling a surging, unfolding giant printing roll — vividly capturing the innovative energy and boundless possibilities of printing technology. Inside the booth, brand showcases and interactive experiences were integrated, featuring cutting-edge achievements such as 3D printing, industrial printing, and smart packaging. The entire space, expressed through IP-driven, youth-oriented, and scenario-based design, created an immersive and creative exhibition zone that blended technology, artistry, and strong shareability.

APPPEXPO

Embarking Forward · A Starlit Gallery



"APPPEXPO: Embarking Forward · A Starlit Gallery" uses time as its axis and the industry as its lifeline, featuring core sections including the "advertise & Print Masterpiece Gallery," "Global 'Print' Chronicles," "APPPEXPO Global Expansion," "AAA Assembly," and "CSA Assembly." With a clean, flowing spatial design that accommodates rich content, it offers a panoramic view of APPPEXPO's industry strength and future blueprint. Among these, the "Sign & Print Masterpiece Gallery" showcases printed finished products from outstanding inkjet equipment and advertising materials companies, presenting tangible, hardcore achievements and uniting industry forces through high-quality excellence.

China Sign Association



During this year's exhibition, the China Sign Association set up a dedicated booth showcasing cutting-edge technologies, innovative products, and benchmark achievements in the industry, comprehensively presenting the new trends of intelligent, digital, and green development. At the same time, a supply-demand information inquiry desk was established on-site, providing free, precise, and efficient one-stop matchmaking services for global overseas buyers. Through its professional strength, the association connects global trade and supports cross-border cooperation and high-quality development of the advertising and printing industry.



*The APPPEXPO
Spectacle
An Unforgettable
Show of Energy and
Enthusiasm*



OUR PRODUCTS

- Flamingo
- Digital

热升华转移印花



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