



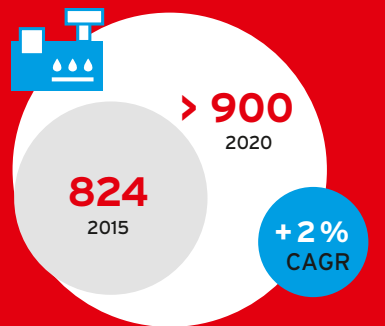
International Packaging and Printing Exhibition for Asia

September 20-23, 2017
 Bangkok, Thailand
 BITEC
 www.pack-print.de



Key Facts Print

Market volume (worldwide)
 in billion USD



Market Insight Thailand

100% of the packaging, offset and digital printing machines are imported!

Growth drivers

1. Growth in package printing
2. Growth in emerging markets
3. Added value in the digital printing sector

Markets for digital and analog printing

While the markets for digital and analog printing in several countries are declining, other countries can be identified as growth regions:



Digital printing

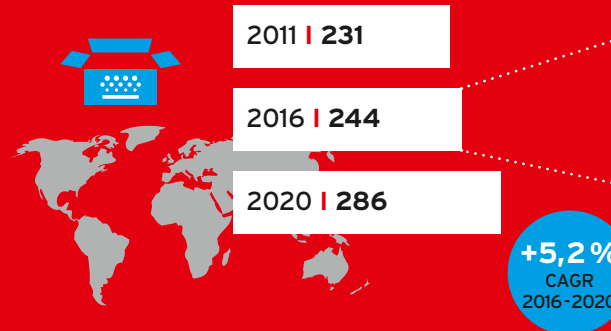
Share in market volume



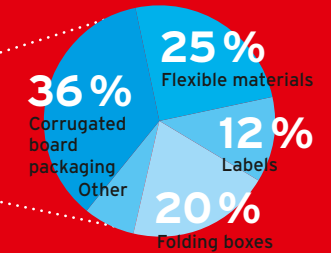
Key Facts Print Packaging

Market development (worldwide*)

Market volume in billion USD, average annual growth rate (CAGR)



Shares as a % 2016

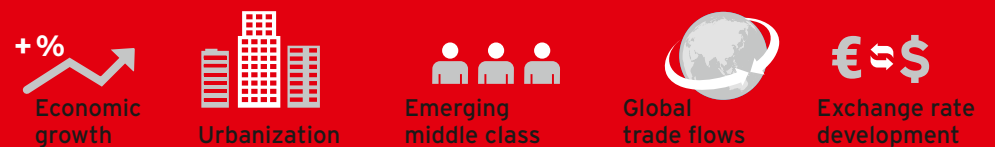


Trends in Print Packaging

Industry-specific and external trends



Macroeconomic and demographic trends



*Values are based on a study of the EU, in which 26 countries are taken into account; share of global GDP/world population: 80%/70%. Sources: glai, UN DESA (Population Division), IMF, United Nations Demographic Yearbook, National Bureau of Statistics of China, The Economist Intelligence Unit (EIU), Smithers Pira, our calculations.



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Key Facts Economy

Thailand



Currency
Baht



Language
Thai, English

Inflation
(in 2016)

0.3 %
(as compared to previous year)

69 M
Inhabitants

Economic growth

GDP in billion USD, real growth rate

2017 | **404** +3.3%

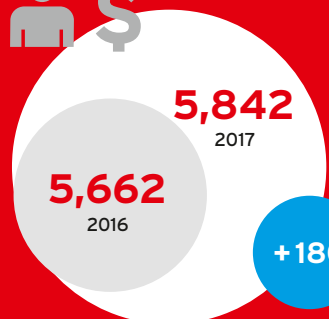
2016 | **391** +3.2%

Share of global GDP
2016, sale-adjusted



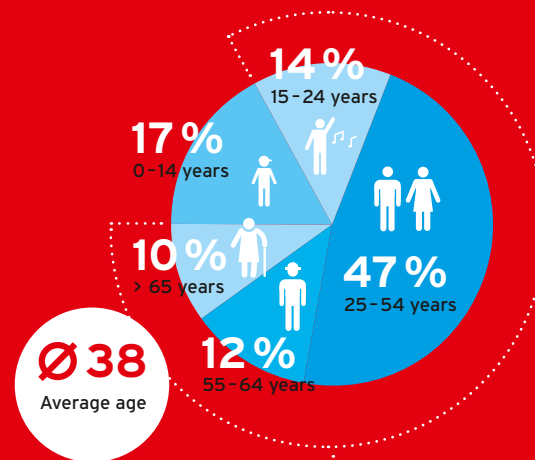
GDP per capita

2016 & 2017, in USD



Key Facts Population

Population structure



Level of education

94 %

Literacy rate
(2015)

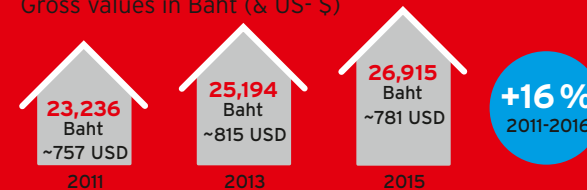


345,899

University graduates (2014)

Income development of households

Gross values in Baht (& US- \$)



ASEAN Economic Community (AEC)

Thailand is one of 10 members of the AEC.
A market with:

620 M
Consumers

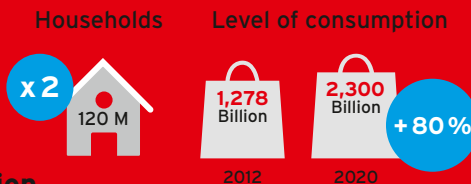


BIP 2,600
Billion USD



According to Accenture, this regional integration in Southeast Asia will lead to a sustainable increase in consumer spending!

Forecast of AEC development by 2020:



Urbanization

Share of the total population

