



TPF 2017 to drive development of digital printing



TPF2017 (Shanghai International Digital Printing Industry Fair), one of the leading international trade fair for digital textile printing in Shanghai will be held from April 19th to 21th 2017 at the Shanghai New International Expo Center (SNEC).

The focus will be on latest industry trends, Chinese and international print technology developments, inks and other consumables. The show highlights include a focus on Chinese digital market, buyers missions & business matching services, China Digital Textile Conference and workshops and technical presentations on the digital textile printing machinery.

Digital printing in China

China is the world's biggest producer of digitally printed textiles. The year 2015 saw a strong increase in installed base of digital printing capacity in China, as well as in the number of domestically manufactured textile machines. As per year end statistics, almost 6,000 dedicated digital textile printers were recorded to be operating in the country, with a capacity to produce over 191 million square meters of digitally printed fabric annually. In addition, there could be as many as 2,000 more adapted roll-to-roll or flatbed machines being used in textile and garment printing applications.

All these activities add up to substantial demand for both ink and transfer paper in the Chinese market. WTiN estimates, the growth rate of digital textile printing production in China could be up to 150% from 2014-2019. Digital textile printing market share will be around 7.2% in 2019, with market expectations to reach 2,000 square meters of total yield, and 100% equipment replacement. WTiN reports that digital textile market posted a growth of 30% in 2016.

Exhibition organizers

The first edition of TPF was launched in 2009 by SUNEXPO. With successful operation spanning over last six years, this exhibition has evolved into an important gathering for the digital textile printing sector and related industry professionals.

In 2015, TPF was acquired by UBM Asia. The UBM Asia and CSTPF teams work in close collaboration with each other and the industry to build the most influential and authoritative international exhibition in the field of digital textile printing. As the most influential fair in the digital printing industry, TPF will promote industry development and create a platform for digital printing machinery, supplier and users to exchange techniques and seek profitable and new business opportunities.

Buyer mission and business matching

International buyer missions from all over the world will converge at TPF 2017. The buyers are invited by UBM overseas branches. This new initiative will give exhibitors an opportunity to gain more insights about overseas demand and expand their business. Visitors from Italy, Spain, England, India, Korea and other countries join as a part of buyer missions.

China Digital Textile Conference (CDTC)

WTiN, in association with the TPF2017, will organise 'WTiN China Digital Textile Conference (CDTC)'. The focus will be on latest industry trends, Chinese and international print technology developments, inks and other consumables. It will also include insights into the unique creative business opportunities provided by digital textile printing technology, and into the supply chain advantages of digital printing over

traditional analogue methods. The speaker's lineup has more than 18 experts and leaders of the textile digital printing industry. Nearly 250 industry elites will gather to witness the development of digital printing industry.

Focus on new business opportunities

The conference will attract leading digital printing machinery companies, ink suppliers, digital printing consumables and design software. As the most influential conference in digital textile industry, CDTC will be a platform for suppliers and users to discuss the opportunities and challenges of this rapidly growing industry.

Incidentally, this is the second time WTiN and TPF have collaborated. In 2016, speakers from Reggiani, SPG Print, Kornit, Sensient and Digitex shared their views on the opportunities and challenges brought about by rapid development of digital printing. Next year, more information and ideas will be highlighted at CTDC 2017.

Workshops: An added attraction

To provide more opportunities for exhibitors to promote their high-quality products and new technologies, TPF 2017 will organise product and technical presentations. The workshops on different topics will be held, giving all an opportunity to gain knowledge about digital printing and its development, as well as market insights and design trends. They will focus on the hot topics of digital printing, such as applications of digital printing, ink technology, print head technology, design software and printing design trends. The industry specialists will share their knowledge to help companies stay competitive and cope with this ever changing business scenario. ♦