

8-11 NOVEMBER 2018

Hall 2-3 IMPACT Thailand

f sign asia expo www.signasiaexpo.com



In Conjunction with  
No.1 Sign Show from Shanghai



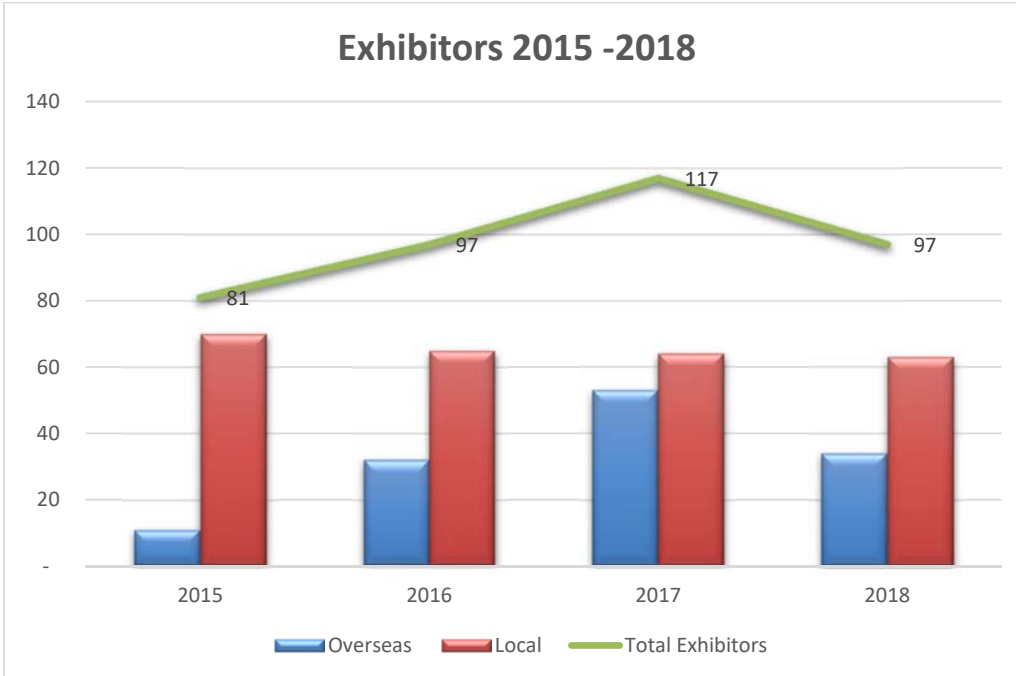
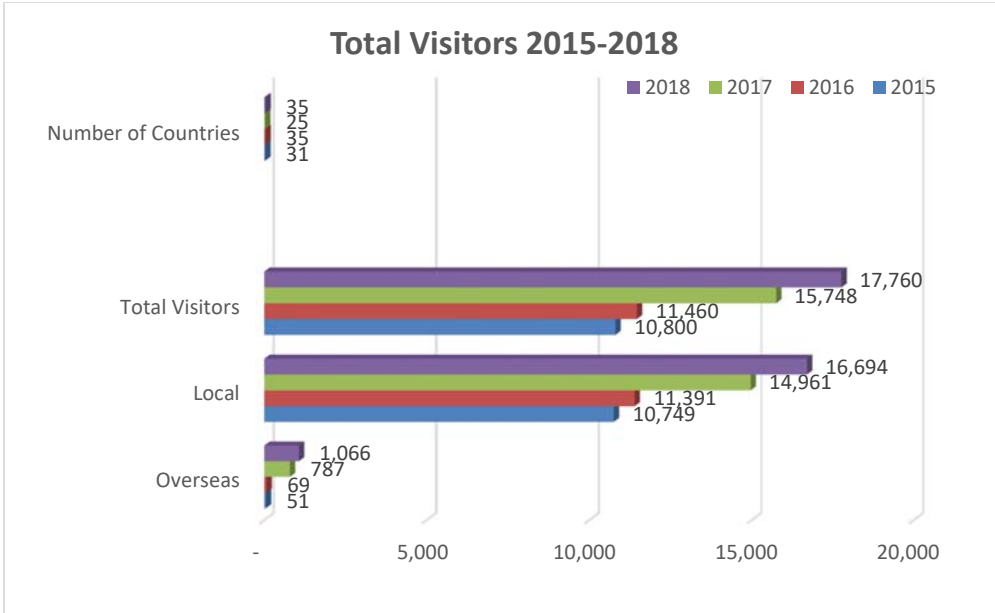
## Post Show Report of SIGN ASIA EXPO/APPPEXPO THAILAND 2018



**SIGN ASIA EXPO 2018**, the 16<sup>th</sup> International Signage exhibition is held by IBRIX the international trade show in conjunction with **APPPEXPO THAILAND 2018**, the 2<sup>nd</sup> year of cooperation on SIGN SILK ROAD PROJECT with SMIE- Shanghai Modern International Exhibition, the organizer of APPPEXPO SHANGHAI, China under the concept **“TOTOL SOLUTIONS FOR SIGN, DIGITAL PRINTING and LED”**, with co-organizers and supporters which were Advertising & Sign Producing Association (ASPA), Thai Advertising Business Development Association (TABDA), Thai Inkjet Club (TIC), Out Of Home Media Club (OHMC), Knowledge Signage New Gen (KSN), the Signage Technician Thailand Association (STTA) on **8-11 November 2018**, at Hall 2-3, IMPACT Muang Thong Thani, Thailand.



## 2015-2018 Statistics of Visitors & Exhibitors



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“IBRIX” has actively organized roadshows to Thailand’s large provinces while promoted the “SIGN ASIA EXPO 2018” and the “APPEXPO THAILAND” abroad. The event will highlight a total



solution for sign, advertisement, and digital printing businesses with over 400 leading brands to showcase over 75,000 product items, top up with seminars and workshops to be organized by sign and advertisement gurus, and the sign business products in its new **China Zone**.

Throughout the 4 days, **96** exhibiting companies from **8** countries; Thailand, China, India, Dubai (UAE), Taiwan, Malaysia, Indonesia, and Vietnam with **17,760** visitors from **35** countries participated in the show. Number of total visitors are increased by last year by **13%**, from 15,748 visitors (number of visitors in year 2017), number of countries participated in this year expo are 35 countries. Visitor were from *Thailand, China, Myanmar, Laos, South Korea, Malaysia, Cambodia, Hong Kong, Japan, India, Indonesia, Singapore, Tawian, United States of America, Germany, Vietnam, Maldives, Mauritus, Reunion, Australia, Bahamas, Israel, Macedonia, Norway, Pakistan, India, Sri Lanka, Turkmenistan, Belgium, Canada, Iraq, Lenanon, Spain, United Arab Emirates (Dubai), and United Kingdom.*

2018	Exhibitors ( companies)	Visitors	Countries
<b>Overseas</b>	31	1,065	34
<b>Local</b>	65	16,694	1
<b>Total</b>	<b>96</b>	<b>17,760</b>	<b>35</b>

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This complete and extravagant annual expo for sign, advertisement, and digital printing will gather all the leading products and services and a total solution for sign, advertisement, and digital printing in one place. It will offer answers to all needs of people in this industry. The event will also include workshops by experts in various fields such as *seminars and workshops* in signs and printing from UV, Latex, CNC Machines, the cutting demonstration and racing car sticker mounting for motorcycles, sedans, and pick-up trucks, which will be organized by the Thai Advertising Business Development Association (TABDA).

One of the activities will also include a workshop to teach how to hand-bend metal letters by a mix use of innovation and advanced machinery and the old-day hand-bending production in order to get the most desirable outcomes. This workshop will be organized by the Signage Technician Thailand Association (STTA). These will truly provide business opportunities to benefit the sign and advertisement business operators.

## LOCAL ROADSHOW IN 4 PROVINCES WITH TABDA



This year 2018, IBRIX has conducted roadshows to Thailand's big cities, including Nakhorn Ratchasima, Nakhorn Sawan, Had Yai, and Ubon Ratchathani provinces to promote **the SIGN ASIA EXPO 2018**.

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## Special Program for Myanmar and Laos Buyers



Ibrix's special programs are the Group visitors from Myanmar and Laos by Direct invitation the associations and club. There are 2 Pre-Press Conference in Yangon, Myanmar and Vientiane, Laos to publicize SIGN ASIA EXPO 2018 in Conjunction with APPEXPO Thailand 2018 among targets that involved in Sign Business, Digital Printing, Advertising Media businesses. The purpose of the special programs are leading the owners of Sign Business in neighboring countries to attend our expo to see new technology and exchange experience in business and open up the new opportunities Printing and Sign Association for key players of signage, advertising and out-of-home media by visiting sign factories in Thailand for developing the standard of signage and advertising business as AEC Connection Gateway as our mission planned. We have joined hand with the **Myanmar Digital Printing & Sign Club** and the **Laos Signage Club** to organize press conferences to promote the SIGN ASIA EXPO in **Yangon** and **Vientiane**.



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These press conferences aimed at officially announcing these clubs for the first time of the year and declaring the clubs' missions that want drive the exchange of knowledge among the sign and printing business entrepreneurs in order to add more trade opportunities and tighten business relationships. The clubs will invite business entrepreneurs in these industries to form groups to join our SIGN ASIA EXPO and to visit the sign and printing factories in Thailand in order to exchange their sign and printing technologies.



SIGN ASIA EXPO 2018 offer further hospitality by providing accommodations and transportation between sign and inkjet printing factory visits for these groups. We will also host the Sign Asia Networking Dinner to create a friendly networking platform for Thai and international sign and advertisement business entrepreneurs.