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The China International Exhibition on Label Printing Technology, SINO-LABEL 09 - Based in South China and Influence across the Country.

SINO-LABEL 09 ---Over 400 local and international exhibitors are expected to gather under the same roof, serving as a market hub to showcase the latest printing technology and materials from China and worldwide.

/24-7PressRelease/ - HONG KONG, July 18, 2008 - The China label market has achieved a growth rate of 15%-20% over the last ten years, higher than the global market growth rate of 3-6%. The South China (Pearl River Economy Delta) progresses by leaps and bounds and is the largest region for the printing and packaging industry. Statistics show that there are a total of 1,000 label printing enterprises and over 10,000 packaging companies in the region. A large number of well-known international and local suppliers of label materials cluster in South China. Guangdong Province and Hong Kong alone accounts for 67% of the country's total label printing production.

The China International Exhibition on Label Printing Industry (also known as Sino-Label) is one of the largest and most influential international exhibitions of its kind in China covering a spectrum of label printing, decoration, and processing and technology application. It will be held again during March 3-6, 2009 at China Import and Export Fair Pazhou Complex, Guangzhou. The show will cover label printing machinery, bar code printer, RFID label machinery, anti-counterfeit technology, label security solutions & applications, self-adhesive materials, testing equipment & accessories, label design, etc. It will cater for the entire industries of label printing, decoration, manufacturing, processing and application in China. High-Level conferences and symposia will be arranged to facilitate information and technological exchanges.

Sino-Label 08 expanded in leaps and timely provided a unique business and technological exchange platform for industry players in this strategic and key region. Renowned exhibitors including AVT(Brotech), Mark Andy, Lintec, Avery Dennison, Avery Dennison Printer System, Pantone, Labelmen, Wutung, ETI, SanKi, ITW, TaiYo, Wanan, Zhongtian, Haotian, Gold Fai, H. Shine, Colamark, Faxinzhongxin, Zhongshan Fuzhou, King Label, Lecco, KK-Tack etc. displayed the latest label printing technologies, equipments and materials, etc. Sino-Label 2008 built a very successful business and technology exchange platform for the label printing industry. Built on the success of the 2008 exhibition, many exhibitors have confirmed their participation or reserved exhibition space already in Sino-Label 09. The fair will once again be the ideal platform to tap the lucrative market potential in China label printing industry.

Symposium on Labeling and Packaging Technology for Daily Chemical Products and Symposium on Labeling and Packaging Technology for Food Products were held concurrently with Sino-Label 08 to enhance the technological exchanges and cooperations in Label printing and packaging industries. Topics of the symposia covered the development trends of global labeling market; opportunities & challenges in China market; the standards for labeling and packaging of daily chemical and food products in Europe and America; technology and applications in smart labels, flexo printing, total coding, inkjet digital printing; 100% automation inspection technology, application of label materials; in-mold labeling technology, etc. Experts and quality speakers introduced the latest development trends and challenges of the label printing and packaging industries, shared their successful business experiences with over 150 audiences.

China's existing per capital label consumption is only 0.5m²-0.6m², far less than that of other countries which reached 10 m² +. Vast development opportunities hence can be found in the China label printing market. Applications of label in China have already been used widely in food, drinks, pharmaceuticals, cosmetics, electronic products industries, etc. With the increasing shortening of product life cycles in the above industries, demands for various kinds of labels are increasing significantly. It is estimated that in the forthcoming years, China's label printing industry will grow at a rate of 30%+.

Sino-Label 09 will be held concurrently with Printing South China 2009 and Sino-Pack 2009. The two shows have come to the 16th edition and are the leading exhibitions of its kinds in Southern China region. Gross area of the three shows will reach 60,000 sq.m. and are expected to bring the maximum synergy effect to one another.

Sino-Label 09 is jointly organized by the China Foreign Trade Center (Group) and Adsale Exhibition Services Ltd., and co-organized by Label Printing Sub-Council, China Trade Association for Anti-Counterfeiting. For more information about

exhibiting, please contact Ms. Celine To (tel: 852-2516 3371) / Ms. Sally Ouyang, (tel: 86-755-8826 5635), Fax: (852) 2516 5024/(86-755) 82326252, E-mail: pfp@adsale.com.hk or visit the show website: www.SinoLabelExpo.com

Issued by Adsale Exhibition Services Ltd.

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About Adsale Exhibition Services Ltd

Established in 1978 in the same year when China formally adopted the open-door policy, Adsale will be celebrating this year our 30th Anniversary! Over these years, our businesses have been growing both in scope and scale. With the extensive support from our business associates and clients, Adsale has now become the major international trade media group in Asia Pacific region, dedicating to satisfying customers' needs in cost effective integrated marketing programs through exhibitions, trade magazines and online media in over 20 related industries for the China and Asian markets. Furthermore, Adsale is the first exhibition organizer in Asia to receive the ISO 9002 certification.