

# POST SHOW REPORT



**19 20 21 SEPT 2023**

**9.00a.m - 6.00p.m**

**Kenyatta International Convention Centre (KICC).  
NAIROBI - KENYA**





# Post Expo Report: 8th Print Pack Sign Expo

The 8th Print Pack Sign Expo took place from 19-21 September 2023 at the esteemed Kenyatta International Convention Centre (KICC), marking a significant event in the Printing, Packaging and digital printing industry. This exhibition served as a pivotal moment in the advancement of the Printing and Packaging industry.

## Event Overview:

The Print Pack Sign Expo has been a leading platform since 2012, uniting key players in the Printing, Packaging and corrugation industries under one roof. The event featured conferences that delved into the development of the Print Industry, facilitating discussions among prominent industry figures.

## Facts and Figures:

104 companies actively participated in the expo, showcasing their latest innovations and products.

## Participating Countries at the 8th Print Pack Sign Expo:

The 8th Print Pack Sign Expo held at the Kenyatta International Convention Centre (KICC) welcomed participation from various countries directly or through their representatives. The international presence added a diverse perspective and global insights to the event. The following countries actively participated in the expo:

- 1. Germany:** Known for its cutting-edge technology and innovation in the printing industry, Germany's participation contributed valuable expertise to the event.
- 2. Japan:** Renowned for its precision and high-quality printing technologies, Japan's presence showcased the latest advancements in the industry.
- 3. India:** With a thriving printing and packaging sector, India's representation highlighted the country's significant role in the global printing industry.
- 4. United Kingdom (UK):** Bringing in a blend of traditional craftsmanship and modern printing techniques, the UK's participation added a unique flavour to the expo.
- 5. China:** As a major player in the global printing market, China's presence showcased the country's technological advancements and manufacturing capabilities.
- 6. Kenya:** The host country of the expo, Kenya's active participation demonstrated its commitment to fostering growth and innovation in the local printing and packaging industry.

The involvement of these countries and their representatives enriched the 8th Print Pack Sign Expo by facilitating cross-border collaborations, knowledge sharing, and showcasing the best practices from around the world. This international exchange of ideas and technologies further solidified the event's position as a premier platform for the Printing and Packaging industry.

A total of 4784 Print Industry professionals attended the exhibition, engaging with industry experts and exploring new opportunities.

Print industry professionals from countries like Tanzania, Uganda, Rwanda, and Ethiopia graced the expo, fostering regional collaboration and knowledge exchange.



## Promotional Strategies:

The expo was promoted through a multi-channel approach, maximizing outreach and visibility.

## Promotion efforts included:

Email campaigns to reach a targeted audience.

Utilization of popular messaging platforms like WhatsApp for communication.

Active presence on social media platforms to engage with a broader audience.

Strategic placement of billboards and mobile billboards to capture attention.

Advertisement in the Nation Media Newspaper to reach a wider readership.

The 8th Print Pack Sign Expo served as a significant gathering for industry professionals, fostering networking opportunities, knowledge sharing, and business collaborations. The event's success underscores its importance in driving innovation and growth within the Printing



For further details or inquiries, please feel free to reach out to the event organizers.



Organizer

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