



The 12<sup>th</sup> RemaxWorld Expo

# Post Show Report

October 17,18-20, 2018  
Zhuhai International Convention & Exhibition Center

Organizer: Recycling Times Media Corporation

# Contents

Exhibition Overview

Highlights

Exhibitors Analysis

Visitors Analysis

Concurrent Events

Marketing Promotion

Media Report







# Exhibition Overview

Sinopec Beijing Yanshan Company, the corporation currently ranked third on the list of the Top 500 Fortune Enterprises in the world, brought its 3D printing materials and technologies to the 12<sup>th</sup> RemaxWorld Expo in Zhuhai, China. The printer original equipment manufacturer, Epson, also caught the attention of visitors at the show with its various new label printers. The future of office, printers and consumables, copiers and consumables, intelligent office solutions were showcased at the 12<sup>th</sup> RemaxWorld Expo.

This year, the RemaxWorld was held again in the International Convention and Exhibition Center on October 17,18-20, 2018 in Zhuhai, China, the one-day Summit and three-day expo attracted more than 450 exhibitors and more than 14,000 visitors from 104 countries and regions.

The 13<sup>th</sup> RemaxWorld Summit and Expo will be held on October 16,17-19, 2019 at Zhuhai International Convention & Exhibition Center.

# Highlights

## International influence increases, countries of attendees show diversity

According to Recycling Times Media Corporation (RT Media), there were more than 14,000 professional buyers from China, USA, Canada, Germany, UK, South Africa, India, Malaysia, Japan, Egypt, the United Arab Emirates, Pakistan, France, Mexico, Argentina, Peru and more than 90 other countries. The number of international buyers visiting the Expo for the first time increased by 32%. Thanks to the stronger global economy and event strategies put in place by RT Media, there was a significant rise in visitors from emerging markets including central Europe, India, Africa, the Middle East and Latin America.

## Printer OEM and Fortune 500 company exhibit

The international influence of RemaxWorld continues to increase each year in its capacity as the world's largest print consumable trade event. This year, the printer original equipment manufacturer Epson and the currently ranked Top 500 Fortune Enterprise Sinopec Beijing Yanshan Company exhibited at RemaxWorld for the first time. They brought their latest products to the expo and expressed their confidence in RemaxWorld and the office imaging industry.

## Leveraging the "Big Office" platform, continue to explore new opportunities

To better serve visitor demand for a one-stop shop to explore new opportunities for business, the new product zone was expanded this year. Office supplies, e-commerce, label printers, medical imaging equipment and more products were introduced to the expo. The aim to deliver a more comprehensive "Big Office" platform meant providing printers and consumables, copiers and consumables, office supplies, 3D printing and related office solutions for visitors.

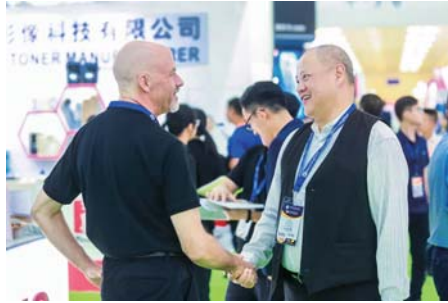
## Trends of trade transformation, long-term cooperations made

Nowadays, value-added service is a key factor for business. Business models are shifting from transactional one-off sales to contractual cooperation that provides a one-stop service and business solution. According to RT Media, this year, more professional buyers were seeking long-term, dynamic relationships with the suppliers of products, business models, business solutions and customer support. The onsite survey reveals that the factor of price is no longer the most important factor compared with previous years.



"We like to come to RemaxWorld Expo. There are many high quality suppliers here. We like the idea of exploring new products and new opportunities, so we spent lots of time in the New Products Zone. We have many partners in China, and thanks to RemaxWorld Expo, I can meet all my partners in the one place at the one time instead of having to travel around China: it saves me lots of time and money.

——Alexey Barelko  
MAKtorg.kz (Kazakhstan)



**94.23%**

of exhibitors claim  
they were “satisfied”  
or “highly satisfied”  
with the expo

**93.12%**

are regular exhibitors

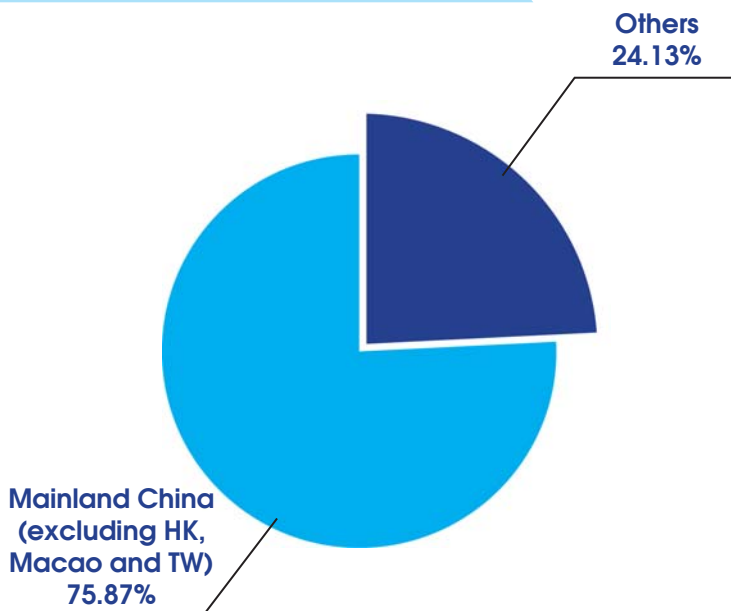
## Exhibitors' Analysis

**More than 450 exhibitors**

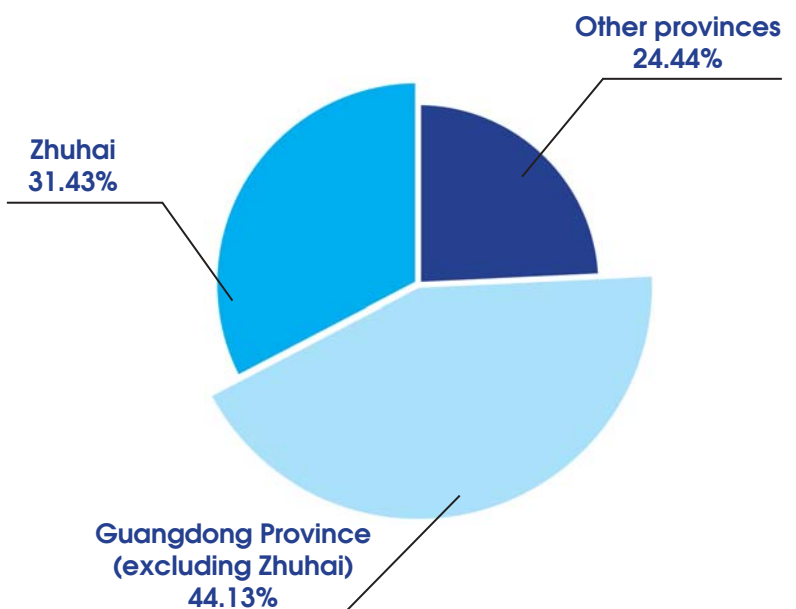
Hundreds of small to medium size companies joined the expo alongside industry giants including Ninestar, Epson, Sinopec, Apex Microelectronics, Static Control, UniNet, Mito, Dinglong, SGT, Jadi and Cartridge Web. With 30,000 m<sup>2</sup> of exhibition space, the expo showcased diversified products including printers and consumables, copiers and consumables, finished products and spare parts, imaging services and solutions and intelligent office solutions.

For more details about the exhibitors, please visit the website:  
[www.RTMworld.com/2D](http://www.RTMworld.com/2D).

### Exhibitors Distribution



### Chinese Exhibitors Distribution





# Visitor Analysis

**More than 14,000 visitors**

The 12th RemaxWorld Expo attracted thousands of visitors and buyers coming from all over the world, including China, USA, Canada, Germany, UK, South Africa, India, Malaysia, Japan, Egypt, the United Arab Emirates, Pakistan, France, Mexico, Argentina, Peru and other countries and regions. The number of international buyers visiting the Expo for the first time accounted for 32%. Under the global economy and the global event strategies of RT Media—RT Imaging Summit & Expo—EMEA and RT Imaging Summit & Expo—Americas were held earlier this year in Cairo and Cancun respectively, there is a significant rise in visitors from emerging markets including central Europe, Africa, the Middle East and Latin America.

**81.33%**

visitors said the intelligent office sections were very helpful

**95.28%**

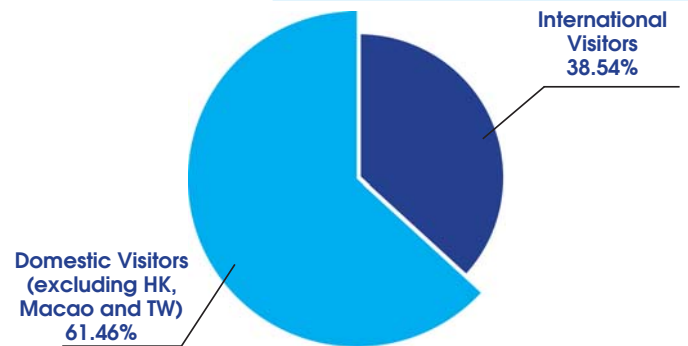
visitors were “satisfied” or “highly satisfied” with the quantity and quality of exhibitors

**96.67%**

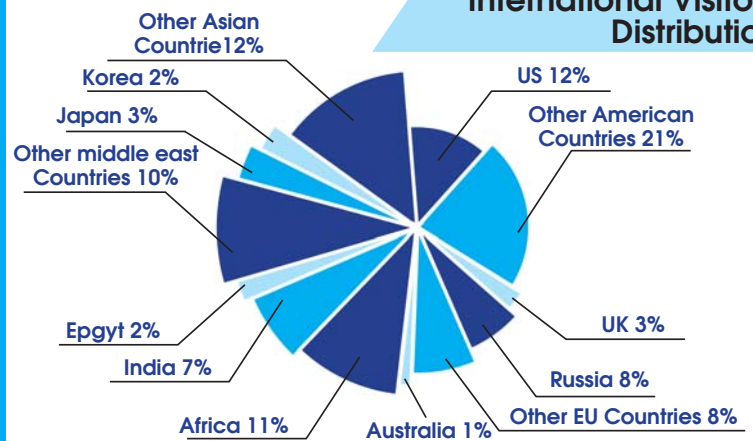
visitors claimed they will visit the show again in 2019



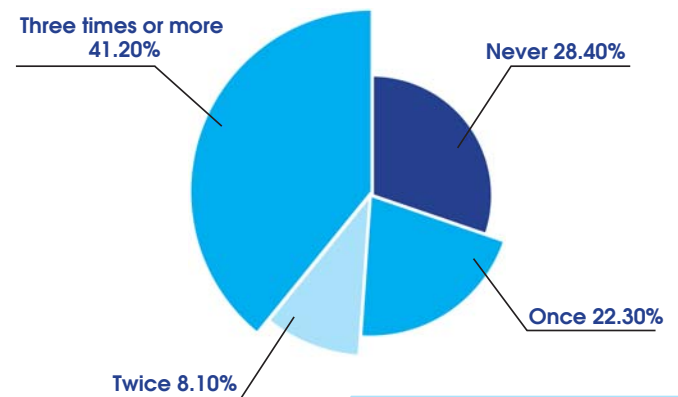
## Visitors Distribution



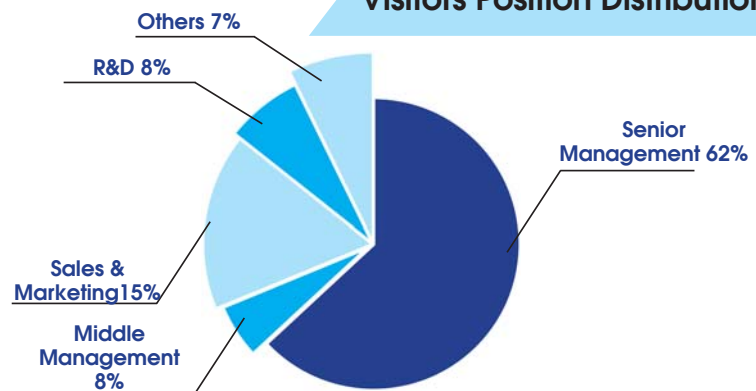
## International Visitors Distribution



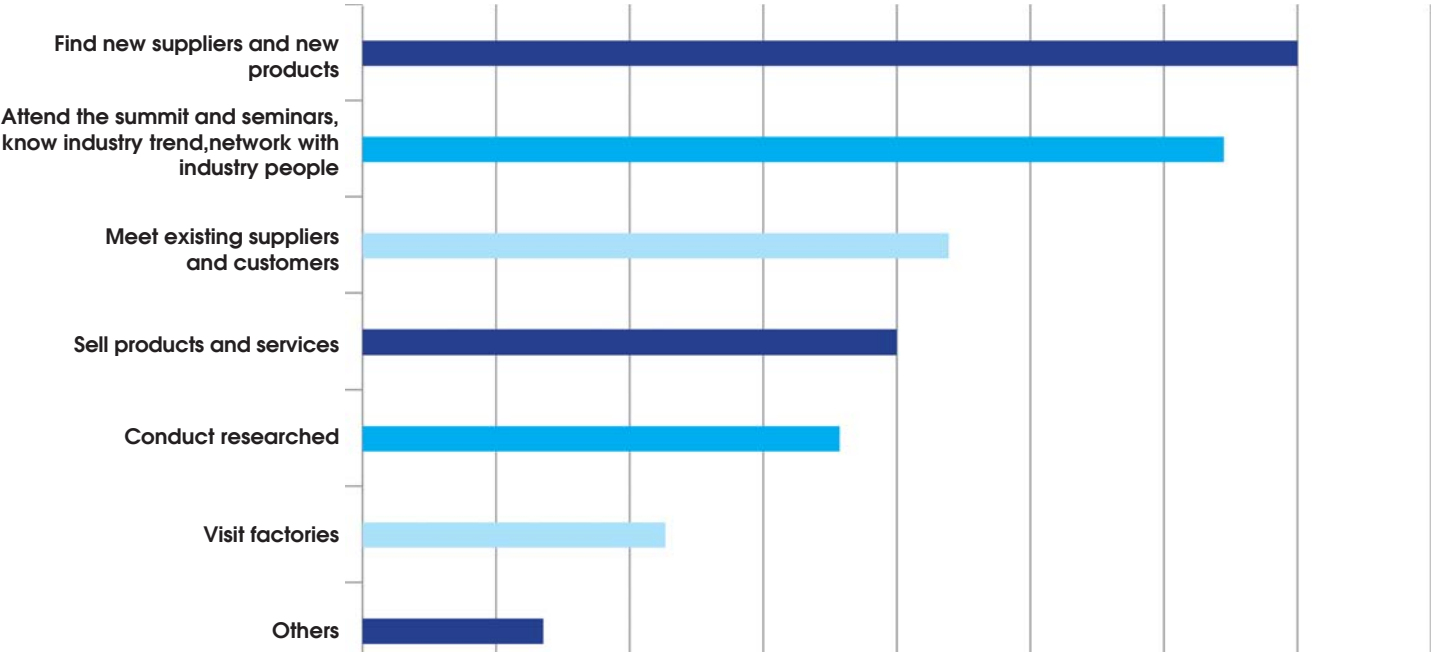
## Have you attended RemaxWorld Expo before?



## Visitors Position Distribution



# Why visit?



"Thanks to the helpful RT team I am here to exhibit, because for exhibitors, we only here to exhibit for a short time, the RT team helped us with the visa issues and the hotel issues. I am very impressed. And the RemaxWorld Expo is exceeded our expectation, we have met lots of potential customers here, we believe more orders will be placed in the following months. We are very satisfied, we are looking forward to coming again next year."

——Muhammad Ali Pasha, Director, Copier International Trading L.L.C (United Arab Emirates)

# Concurrent Events

## RemaxWorld Summit 2018

The RemaxWorld Summit 2018 was successfully held in the Zhuhai International Convention Centre on October 17. Thirteen industry experts from 8 countries shared their insights on the theme: Conflict and Compromise: what are the solutions? Maggie Tan, Associate Vice President of Imaging, Printing & Document Solution, IDC Asia/Pacific shared "Which Global Markets Should the Imaging Supplies Industry be Focusing Upon?" and Merritt Blakeslee from The Blakeslee Law Firm had unique opinions about the US-China trade war. Allen Westerfield, President of Imaging Supplies Coalition talked about "Infringing and Counterfeit Imaging Supplies". This year, RT Media invited important industry players from emerging markets, Manuel Balta Kruger, General Manager of Insumos y Accesorios de Oficina SAC (Peru) and Farid Ahmed Vawda, CEO of FAV Group of Companies (Pakistan) shared how the imaging industry is performing in their countries, as well as the market share of the OEMs and the Aftermarket.

This year, a live-TV debate was conducted for the first time at the summit. Steve Weedon, Director & Corporate Strategist, Print Rite Group, Christian Pepper, President of LD Products, Tricia Judge, Executive Director of International Imaging Technology Council, Merritt Blakeslee, The Blakeslee Law Firm and other delegates debate intensely on the industry's hot topic of the year: Reman vs New-Built Cartridges—Which Aftermarket Business Model Will Survive? This session attracted a large global audience of more than 1,000 as a live FaceBook video event.





# Concurrent Events



## The 6<sup>th</sup> iPrint 3D Expo

The 6<sup>th</sup> iPrint 3D Expo was successfully held in Zhuhai International Convention and Exhibition Center on October 18-20, the same date and same venue with RemaxWorld Expo. Diversity 3D products were exhibited at the show, including desktop 3D printers, industrial 3D printers, 3D printing materials, 3D printer accessories and 3D printing services, with a full industrial chain and solutions display. Sinopec, eSUN, Sunlu, Union Technology, Da Bang, Lanjing and a number of outstanding 3D companies exhibited at the expo. The 3D expo attracted more global visitors than 2017 with the number of first-time visitors increasing by 43%.

# Concurrent Events

## RT Media Global Imaging Awards Ceremony 2018

RT Media Global Imaging Awards Ceremony 2018 was successfully held on October 18, the first day of RemaxWorld Expo. The panel of judges received more than 1,000 nominations from 21 countries and regions. 11 awards were awarded to 18 companies or individuals for their outstanding achievements and pioneering spirit. The Imaging Awards encourage and inspire innovation, entrepreneurial spirit and leadership for the aftermarket imaging supplies industry.



Awards	Awardees
Highly Commended	Cartridge World (USA) Static Control (USA) Integral GmbH (GERMANY) Dongguan Sino Imaging Technology Co., Ltd (CHINA) Zhuhai Jingtong Printing Consumables Company (CHINA) Zhongshan Tiantong Printer Consumables Company (CHINA) Metrofuser (USA)
Customer Choice Award	LMI Solutions (USA)
Anti-Counterfeiting Award	Imaging Supplies Coalition (USA)
E-commerce Leadership Award	LD Products (USA)
Industry Breakthrough Award	Hangzhou Chipjet Technology Company (CHINA)
Excellent Service Award	Zhuhai Mito Color Imaging Company (CHINA)
Global Brand Award	Apex Microelectronics Company (CHINA)
Outstanding Marketing Award	Union Technology International (M.C.O.) Co. Ltd. (CHINA)
Quality Leader Award	Clover Imaging Group (USA) UniNet Imaging (USA)
Technology Innovation Award	Ninestar Corporation (CHINA)
Diamond Pioneering Award	William "Skip" London (USA)



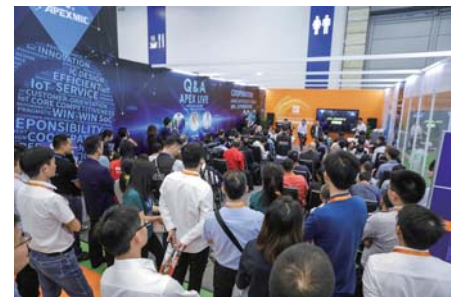


# Concurrent Events

## Seminars and Workshops

More than 500 participants joined seminars and workshops held over the first two days of the expo at RT Media's booth. Eleven international speakers presented 12 free workshops about new products and shared technical information. For example speakers from Apex Microelectronics shared the latest advances in chip technology attracting a large number of audiences.

Apex Microelectronics CEO, Jason Wang was joined by Li Ding (CTO of Apex Microelectronics), Yuanxue Wang (VP of Apex Microelectronics) and John McCracken (Technical Director of CET Group) as the most sought out speakers of the workshops.







# Pre-show Promotion

## RT Media

As the organizer of RemaxWorld Expo, RT Media published event information on its own website [www.RTMworld.com/2D](http://www.RTMworld.com/2D) (Chinese, English and Spanish), ImagingWorld Magazines (Chinese, English, Spanish, Russian and Arabic), and social media and video platforms (Facebook, Twitter, LinkedIn, YouTube, Vimeo, WeChat and Toutiao). Expo news was broadcast around the world through e-mailings, press releases, video and online and hardcopy advertisements.

## Mass Media

The RemaxWorld Expo enhanced its global brand image and its influence by improving the promotion with digital media Tencent, Toutiao and SMS, based on the big data technology, the organizer achieved a better promotion result.

## Industry Media and Associations

In order to reach more high-qualified exhibitors and visitors to RemaxWorld Expo, the organizer cooperated with more than 20 international industry media groups, associations and expo organizers, including Business-Inform in Russia, International Imaging Technology Council in the USA, Guia del Reciclador in Argentina, InfoChannel in Mexico. Expo news was published over to five continents in multiple languages.

## Inviting VIP Buyers

This year, the organizer continued to seek new VIP buyers to the expo through one-on-one invitations, "Old introduce to the New, Benefit Both" VIP plan, and successfully attracted more first-time visitors and high-qualified buyers.

## Expos

The organizer visited more than 10 industry global expos, including PaperWorld, Indian Recharger, China Printing Expo, China Stationery Fair to keep up with the dynamic industry and to reach and invite high-qualified visitors.

# Media Report

More than 30 Chinese and international industry and mass media reported on the expo between September to November, including Xinhua Net, China National Radio, Nanfang Metropolis Daily, InfoChannel and ENX. In total, more than 80 news stories about the event were reported globally. This year, a live photo platform was introduced at the expo for the first time. The channel obtained more than 420,000 views during the expo.



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## RemaxWorld Expo 2018

October 18-20 Zhuhai, China

RemaxWorld Expo 2018, the not-to-be-missed event for the Imaging Industry, returns again this October 18-20 in Zhuhai, China!

Now in its 12th year, the world's largest printer consumables expo is getting ready to welcome 450+ exhibits and 15,000+ visitors from 100+ countries. Check out what you can find at the expo!

**Free Tickets** **VIP Application**



## Tune into the Debate of the year! - REMAN VS. NEW-BUILTS

Posted on 10-16-2018 10:48 AM 0 Comments

Wherever you are in the world, tune in to the controversial debate, LIVE on Facebook Facebook @RT Media on October 17. The highly anticipated debate will be streamed live at the following times:

Time	Location
21:00	China
09:00	New York
8:00	Mexico
15:00	Cairo
15:00	Germany

Join delegates from all over the world to hear industry experts battle it out which cartridge model will survive in the aftermarket. The debate participants range in backgrounds and experiences and won't leave a single point left unsaid. Tricia Judge and Zoltan Matyas will be putting forward strong arguments in favour of Remanufacturing with Volken Kappus also being supporting Remanufacturing with an environment oriented stance. Other experts participating include expert litigation lawyer, Merritt Blakeslee, and Director at Print-Rite, Steve Weedon. With ample experience in the industry, Christian Pepper from LD Product's Channel Partner division will also be contributing valid points for New-built cartridges.

This hot topic debate is not one to miss out on.

Follow us on social media, and share our Summit facebook event and you'll be automatically entered in a draw to WIN Amazon, Apple or Google Play gift cards!

**RT**



广东频道 > 广东快讯

## 第十二届中国（珠海）国际打印耗材展览会开幕 原装打印机品牌首次参展

2018-10-18 23:01:00 来源：央广网

央广网珠海10月18日消息（记者 郭翔宇 通讯员 汪萌）今天，第十二届中国（珠海）国际打印耗材展览会在珠海国际会展中心拉开帷幕。本届展会搭建“大办公+3D打印”交流平台，预计将有来自超过100个国家的16000余名与会者到场。

### 原装打印机品牌首次参展

今年，知名原装打印机品牌爱普生首次参展，带来多款标签打印机产品，可兼顾家庭、办公及工业用途，这也是原装打印机厂家首次参加珠海国际打印耗材展。

除此之外，纳思达、恒久、湖北鼎龙及名图等知名通用耗材品牌也展出包括硒鼓、墨盒、碳粉及刮刀等全系列打印耗材及配件产品。

据了解，近年来，珠海国际打印耗材展引入“大办公”理念，开拓新产品展区，吸引办公文具、办公软件及标签打印机等新展品，为广大专业买家提供更多选择。为吸引全球更多优质买家参加珠海国际打印耗材展，今年主办方升级“首次来华买家”服务，海外买家注册情况与去年同比增长达50%。

### 行业峰会直击热点 3D打印备受关注

2018年中国（珠海）国际打印耗材行业峰会于10月17日在珠海国际会展中心举行。本届峰会，多位

## 原装打印机企业首次与通用耗材企业同台亮相

来源：新华网 时间：2018-10-20 20:29

新华网广州10月20日电（记者魏蒙）围绕通用打印耗材，来自百余国家和地区的1.6万名采购商，18-19日在珠海参加第十二届中国（珠海）国际打印耗材展览会。

### 暗战在“原装”与“通用”间

虽然打印机早就进入了人们的生活，但在色带、墨盒、硒鼓等耗材领域，一直存在着激烈的暗战：原装耗材与可替代其的通用耗材竞争激烈。珠海市有通用耗材企业616家、从业人员近5万人，是国内通用打印耗材产业的一个重要基地。

“通用耗材行业是目前唯一一个配套完整、上下游产业齐全的产业链，相关配套企业共127家，是全球最大的打印耗材及零配件生产基地。全球超过50%的通用硒鼓，85%的通用耗材，90%的色带均来自珠海。特别是全新硒鼓模具制造、OPC集鼓、磁辊等核心部件也已出现。”珠海市商务局相关负责人表示。

珠海越来越多传统耗材企业已将目光瞄准3D打印市场。记者注意到，包含在该展中的亚洲3D打印展览会，今年首次开通了海外专业买家注册服务，受到全球3D打印爱好者及经销商的广泛关注，中国电信、伟创力、Schneider Electric施耐德电气等知名企业，中国民航大学、西安交通大学、华中科技大学、清华大学美术学院及北京航空航天大学等知名学府加入专业买家团。

“价廉但同样物美的通用耗材，直接挑战了采用低价卖机却靠耗材谋利的原装打印机厂家。它们用专利战



# RT Global



1

**RT Imaging Expo—EMEA 2019**  
APR 16–18 Accra · Ghana  
APR 21 Cairo · Egypt



2

**RT Imaging Expo—Americas 2019**  
JUN 11 Mexico City · Mexico  
JUN 13–14 Bogota · Colombia



3

**Business-Info**  
MAY 15–17  
Moscow · Russia



Early bird discount available before December 31, 2018!  
Visit us at Booth 6888 for more information.

To exhibit, please contact  
✉ Victoria.Zhao@RT



# Events 2019



ai · China

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orm 2019

ussia

**The 14<sup>th</sup> RemaxWorld Summit**  
OCT 16

**The 13<sup>th</sup> RemaxWorld Expo**  
OCT 17-19

**The 7<sup>th</sup> iPrint 3D Expo**  
OCT 17-19  
Zhuhai · China



5

**Indian Recharger Xpo 2019**  
MAR 7-9  
Mumbai · India

**Imaging Solutions India Expo 2019**  
NOV New Delhi · India



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RT MEDIA

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# ImagingWorld

The Most Trusted Name in Print in 5 Languages

## Looking Behind the News

Russian



Arabic



Chinese



English



Spanish



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# RT MEDIA DIGITAL PRODUCTS AND CHANNELS

## Social media



3D Printing World:  
50,000+ Followers



RT Media:  
15,000+ Followers



760,000+ annual  
page views



18,000+ followers  
ID: Recycling\_Times



5,000+ weekly news viewers  
ID: intouchnews



19,000+ followers  
ID: recyclingtimes



8,000+ followers  
ID: tonyleertm



20,000+ video views  
ID: Recycling Times Media



3D Printing World



RT Media

## InTouch Weekly Newsletter

50,000+ Newsletter Subscribers, In Chinese, English and Spanish



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