

The promotional campaign for PAMEX 2017 started off with a big bang with an International Media Week, organised by All India Federation of Master Printers (AIFMP) in New Delhi from August 3-6, 2017. The first of its kind event witnessed participation from Bangladesh, Bhutan, India, Indonesia, Malaysia, Nepal and Thailand. Pamex 2017 will be held from December 18-21, 2017 at Bombay Exhibition Centre, Goregaon, Mumbai. The promotional campaign successfully started off with the International Media Week, attracting media and industry associations from both home & abroad, the first-of-its-kind event which opened the Indian printing industry to the world. Here are the major highlights of the same:

Indian Associations' Meet



AIFMP organised a joint meeting of printing & allied industries associations on August 3, 2017 at Holiday Inn, New Delhi. It was the first ever meeting of this kind held in the country. The purpose of the meeting was to discuss the issue of common interest and problems faced by printing and allied industries.

Representatives from Federation of Corrugated Box Manufacturers Association (FCBM), Association of Label Printers & Suppliers, Institute of Packaging Machinery Manufacturers of India (IPMMI), News Papers Association of India, Label Manufacturers Association of India and Jalandhar Printers Association attended the meeting. The meeting was chaired by Prof. Kamal Chopra, president, AIFMP.

The topics discussed at the meet included the state of economy & printing industry, identifying common issues that can be taken up jointly with authorities, developing mechanism for resolving inter trade issues, co-operation and support for industry events.

This initiative of organizing such meeting was taken by Prof Kamal Chopra and was well appreciated by all the attendees of the event. It was further decided to have a mutual co-operation and start a forum to discuss the issues of common interest.

Association and media representatives from Bangladesh, Bhutan, Indonesia and Malaysia were also present at the meeting, besides Anand Limaye, honorary general secretary, AIFMP and Tushar Dhote, chairman, Pamex.

International Media Conference



To strengthen the mutual co-operation for the development and betterment of printing industry amongst the neighboring countries, AIFMP organised International Media Conference on 04 August. The association and media representatives from Bangladesh, Bhutan, India, Indonesia,

Malaysia, Nepal, Thailand were present at the event. The idea and initiative of such gathering by AIFMP was well appreciated by everyone, especially the foreign participants. The representatives from International Associations shared the current printing industry scenario in their countries and underlined that such platform will definitely help share the expertise and advancements. Technova Imaging Systems and Chemline India Limited supported the conference as sponsors. Prof. Kamal Chopra, president, AIFMP welcomed all the representatives and expressed his gratitude for supporting this initiative.



Hasina Newaz, vice chairman, Printing Industries Association of Bangladesh; Mughira Nurhani, president, Indonesia Print Media Association; Kelvin LEE Kat Min, assistant secretary general, Malaysia Printers Association and Madhav KC, president, Federation of Nepal Printers Association presented the printing industry scenario of their respective countries. While, Chrisnadi Purnomo, managing editor, Print Indonesia; Katatron Charoenprom, asst manager, The Thai Printers Magazine and Karma Nima, general manager, Kuensel Corporation Ltd. Thimpu, Bhutan were also present for the conference.

One of the objectives to organize this gathering was to inform the global printing industry about PAMEX 2017. Tushar Dhote, in his presentation, highlighted the encouraging response from industry that the event has received so far and also shared the plans of promotional roadshows scheduled in India and other countries. The International association representatives showed keen interest to host roadshows and bring delegates from their countries at PAMEX 2017.

Prof Dr Rajendra Anayath, vice-chancellor, Deenbandhu Chhotu Ram-University of Science and Technology Murthal; Deepak Chawla, head-marketing & corporate communications, Technova Imaging Systems; Dr RN Goel, founder, Chemline India; CN Ashok, managing director, Autoprint Machinery and Abhishek Paul, director of marketing, APL Machinery Pvt Ltd also enlightened the gathering with their technical inputs and expertise in their presentations.

Factory visit



Day 3 of the International Media Week started with a visit to one of the leading industry events PackPlus and CartonTech, organised by Print-Packaging.com (P) Ltd. The delegates were welcomed and briefed about the event by Anil Arora, president, Print-Packaging.com (P) Ltd. All the delegates were taken through an extensive tour of the entire exhibition.

A factory visit to International Print-o-Pack Ltd. (IPP Group) was also organised for the foreign delegates. IPP is one of the renowned and leading houses for commercial & publication printing, packaging and stationery. Amila Singhvi, managing director, IPP Group was kind enough to welcome the delegates and shared about the company's expertise, journey so far and plans ahead with them. The delegates also had an opportunity to witness the on-going

printing jobs in the factory.

A visit to iconic Taj Mahal



AIFMP gave a send-off to all foreign delegates of International Media Week in a unique way by arranging a visit to TAJ MAHAL. All the delegates were excited to visit one of the Seven Wonders of the World.

A tourist guide explained a brief history of Taj Mahal to everyone.