

# SINO LABEL 2027

## 中国国际标签展

# 2027.3.4-6

广州·中国进出口商品交易展馆A区  
Area A, China Import and Export Fair Complex,  
Guangzhou, P.R. China

数字、智能、可持续  
引领标签行业新风向

Digital, Smart, Sustainable  
Lead the Way for Labeling Industry

搜索公众号 [华南印刷展]

[华南印刷标签展]小程序



Official Website大会网站 [www.SinoLabelExpo.com](http://www.SinoLabelExpo.com)

主办单位  
Organizers

中国对外贸易中心集团有限公司  
China Foreign Trade Centre Group, Ltd.

雅式展览服务有限公司  
Adsale Exhibition Services Ltd.

同期展览  
Concurrent Exhibition

PFP EXPO **Printing 2027**  
South China  
华南国际印刷展

# Sino Label

# 2027

## 聚焦 数字 | 智能 可持续发展

### 四展 联动

## 150,000+

展场面积 Exhibition Area

## 2,200+

参展商数目 No. of Exhibitors

## 138,000+

观众总数目 No. of Visitors

### 优质买家云集 开拓新商机 | High Quality Buyers Gathered at Sino-Label

### 实力印企 // Top Printing & Label companies (partial list部分名单)



艾利 AVERY  
柏盛 BAISHENG  
宝绅 BAOSHEN  
保点 CHECKPOINT  
美棋 MEIKEI  
万昌 WANCHANG  
正峰 ZHENGFENG  
沃顿 WHARTON  
锦翰 JINHANG

柏星龙 BAIXINGLONG  
冠为 GUANWEI  
贤俊龙 XIANJUNLONG  
善熙 SHANXI  
隽思 QP  
安姆科 AMCOR  
德盟 DETMOLD  
聚鑫 JUXIN  
盛大 SHENGDA

智源 ZHIYUAN  
当纳利 DONNELLEY  
雅图仕 Leo  
新华 XINHUA  
金杯 GOLEDEN CUP  
精联 JINGLIAN  
深圳报业 SHENZHEN PRESS  
金通达 JINTONGDA  
鸿兴 HONGXING

裕同集团 YUTO  
庞度 PANDO  
中华商务 C & C  
斯道拉恩索正元 STORA ENSO INPAC  
铭丰 MINGFENG  
虹之彩 HONGZHICAI  
新新 XINXIN  
高明领航 GAOMING LINGHANG  
溯彭城 SUPENGCHENG

食品饮料  
Food & Beverage



日化用品  
Daily Chemical Products



高端烟酒  
Tobacco & Alcohol



终端应用领域  
Renowned Brand Owners

鞋服  
Shoes & Clothing



电子产品  
Electronic Products



医药及保健品  
Pharmaceuticals  
Health Product



物流及电商  
Logistics & E-commerce



餐饮外卖  
Catering



# 展商、买家高度赞誉

Highly recognized by exhibitors & Visitors

## 得世中国

Durst China

市场部 主管 Marketing Executive

祝贺 Sino-Label 2026 圆满落幕，Durst 深感不虚此行，感谢主办方搭建了这样一个优质平台。作为深耕华南、辐射全国至全球的行业盛会，展会不仅观众专业度高，现场洽谈氛围更是热烈务实。从展位人流到供需对接的精准度，都超出了我们的预期，让 Durst 的高端数码标签解决方案得到了充分展示与认可。期待来年再聚，共拓市场新机遇！

Congratulations on the successful conclusion of Sino-Label 2026! Durst had a highly productive show and appreciates the organizer for this excellent platform.

As a premier industry event, it drew professional visitors and enabled efficient business discussions. The turnout and business matching exceeded our expectations, with Durst's high-end digital label solutions well received. We look forward to reuniting next year to explore new opportunities together!

## 马来西亚印刷商公会

Malaysia Printers Association

署理会长 Deputy Chairman

在2026年华南展上，我们欣喜地看到新参展商数量显著增加，尤其是在中国国际标签展。会员们普遍认为此次展会在采购印刷机械、材料、油墨及数码印刷解决方案方面具有极高的相关性。随着马来西亚印刷业在疫情后持续稳步复苏，本协会始终致力于鼓励会员通过参观中国的展会获取前沿技术，以助力其业务增长与发展。为此，我们本次特别组织了规模可观的代表团前往参观。

At Printing South China 2026, we were delighted to see a significant increase in new exhibitors, particularly within the Sino-Label sector. Members found the show highly relevant for sourcing printing machinery, materials, ink, and digital printing solutions. As the Malaysian printing industry continues its gradual recovery following the pandemic, our association remains committed to encouraging members to explore shows in China for access to the latest technologies, helping them grow and boost their businesses. To this end, we organized a significant number of delegates to attend the show this time.



# 2026 盛况回顾

## General Review

# 126 国家及地区

包括：俄罗斯、马来西亚、泰国、韩国、越南、菲律宾、乌兹别克斯坦、印度尼西亚、哈萨克斯坦、土耳其、西班牙、澳大利亚、巴西、德国、印度、日本、美国、中国香港、中国台湾等。

Including: Russia, Malaysia, Thailand, Korea, Vietnam, Philippines, Uzbekistan, Indonesia, Kazakhstan, Turkey, Spain, Australia, Brazil, Germany, India, Japan, United States, Hong Kong (China), Taiwan (China), etc.



四展  
联动

150,000<sup>m</sup><sup>2</sup>

展场面积  
Exhibition Area

2,218

参展商数目  
No. of Exhibitors

129,037

观众总数目  
No. of Visitors

310+

国内及海外参观团  
Visiting Groups

## 海外买家配对会

Overseas Visitors Matching



## KOL云逛展

KOLs' Virtual Exhibition Tour



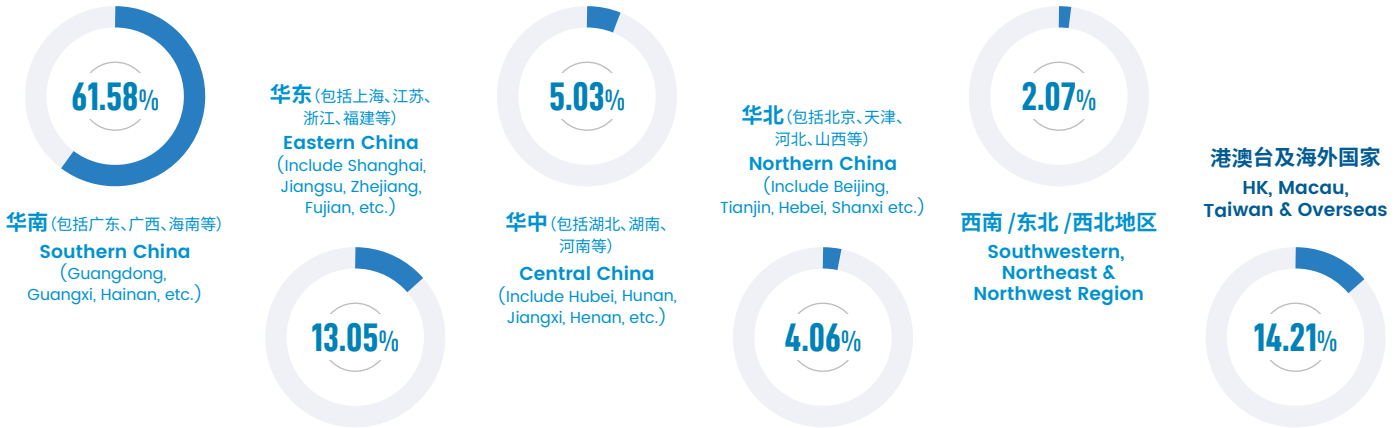
## 菁英访谈

Exhibitor Interview

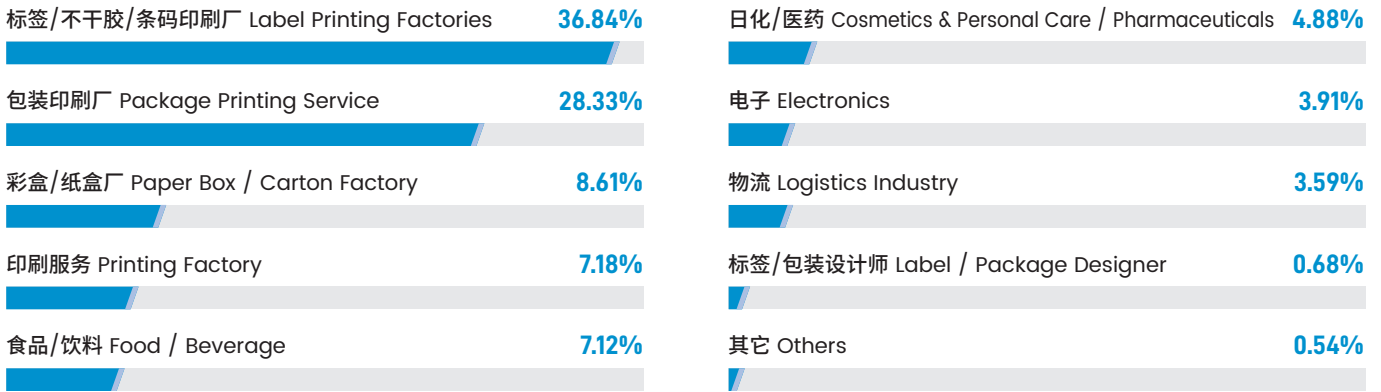


# 观众分析 | Visitor Profile

## 地区分类 // Breakdown by Geographical Origins



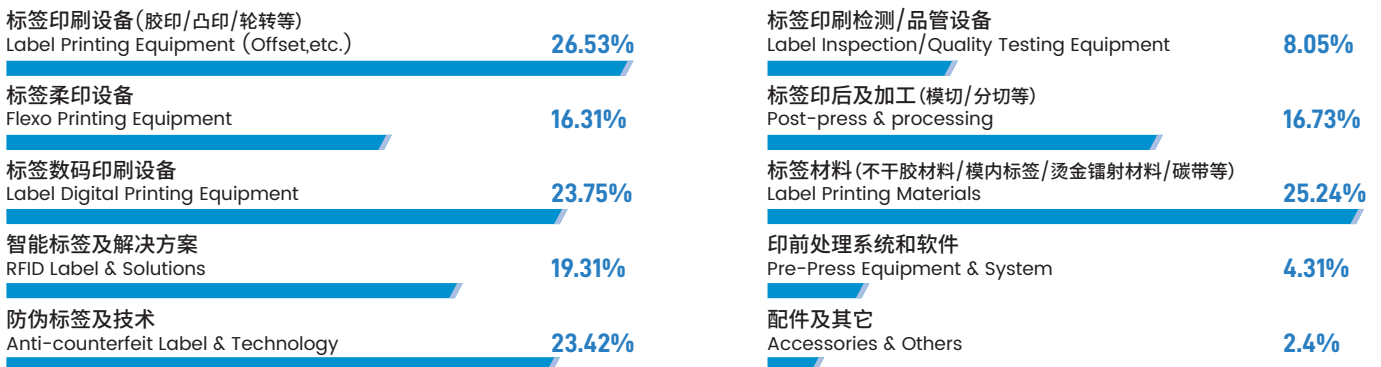
## 行业分类 // Breakdown by Visitors Industry (Visitors can make multi-choices 观众可选多项)

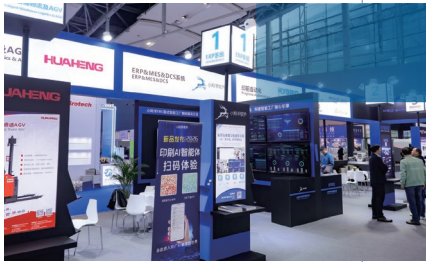


## 职位分类 // Visitors' Job Profile



## 感兴趣之展品 // Interested Product Groups (Visitors can make multi-choices 观众可选多项)





## 智能工厂4.0演示区 Smart Factory 4.0

**标签数字化生产线一站式解决方案，设备、数据、系统深度融合。**  
One-stop digital production line solution for labels-deep integration of equipment, data, and systems.

**双工艺并行，日化、食品饮料等终端领域全覆盖。**  
Dual processes in parallel, covering all end-use sectors including daily chemicals, food and beverage.



## RFID生态展示区 RFID Application Zone

**RFID全产业链实景展示。**  
RFID Full Industry Chain Live Demonstration.

**深度解析鞋服零售行业的RFID技术应用。**  
In-depth Analysis of RFID Technology Applications in the Apparel & Footwear Retail Industry.



## 防伪溯源专区 Anti-counterfeit and Traceability Zone

**覆盖烟酒茶、食品饮料、日化、宠物、潮玩等多个终端领域。**  
Covering end-user sectors including tobacco, alcohol, tea, food and beverages, daily chemicals, pet products, trendy toys, etc.

**为企业品牌保护、防窜溯源、数字营销等多维方案。**  
Solutions on brand protection and products traceability and digital marketing.

# 同期活动 前瞻产业风向 Concurrent Events



**数据驱动革命：RFID如何重塑鞋服零售生态**  
Data-Driven Revolution: How RFID is Reshaping the Footwear and Apparel Retail Ecosystem

**新材智技·标签未来2026 第二届标签材料及创新技术发展论坛**  
New Material & Intelligent Technology · Label Future-The Second Label Materials and Innovative Technology Development Forum

**2026（第九届）防伪与智能追溯技术论坛**  
The 9th Forum on the Development of Anti-counterfeiting and Intelligent Traceability Technology

**2026 标签产业创新应用发展论坛**  
2026 Label Industry Innovation and Application Development Forum



**打开印刷包装新蓝海**  
Unlocking New Markets in Printing and Packaging Industry

**2026 防伪与溯源技术应用论坛**  
Anti-counterfeiting and Traceability Technology Application Forum 2026

**感知无界，数智未来—2026无源物联网及RFID应用创新大会**  
Perception Without Bounds, Intelligence for the Future-2026 Passive IoT & RFID Application Innovation Conference



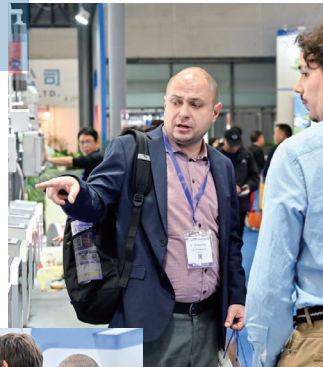
## 展品分类 | Scope of Exhibits

- 标签印刷设备 (数字/柔印/胶印等)  
Label Printing Equipment (Digital/Flexo/Offset etc.)
- 绿色标签材料  
Green Label Materials
- 印前处理系统及制版技术  
Pre-press System & Plate Making Equipment
- 印后加工及设备  
Post-press Equipment
- 智能标签及解决方案  
RFID Label & Solutions
- 标签防伪技术、安全方案及应用  
Anti-counterfeiting & Traceability Technology
- 标签印刷服务/配套/配件  
Label Printing Services/Supplies/Accessories



## 目标观众 | Target Visitor

- 标签印刷厂  
Label Printing Companies
- 电子标签厂  
RFID Companies
- 软包厂  
Flexible Packaging Factory
- 包装印刷厂  
Packaging & Printing Companies
- 贸易商  
Trading Companies
- 广告和设计公司  
Advertising & Design Services
- 进出口公司  
Export and Import Company
- 标签行业相关协会及媒体  
Label Related Trade Associations and Publications
- 终端产品制造商, 如: 食品、饮料、日化、医药、化妆品、电商、物流、电子、电器等  
End Products Manufacturers, e.g. : Food, Beverage, Daily Chemical, Pharmaceutical, Cosmetics, E-Commerce, Logistics, Electronics, Electrical Appliances, etc.



## 展会查询 | Enquiries

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