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Welcome to the September 2025 edition of the Global Print Newsletter.

This issue brings together key insights from Italy, China, Japan, and the United Kingdom, highlighting both recovery and innovation across the global printing industry. From strong export performances and major exhibition successes to evolving market dynamics and sustainability efforts, the sector continues to adapt and grow.

This newsletter is made possible by the contribution of Global Print members (ACIMGA, PEIAC, JPMA, PICON, and more), whose expertise helps us unpack trends that matter: digital transformation, sustainable practices, and global trade dynamics. As we move forward, let's continue to leverage these connections, embrace innovation, and build a more vibrant, connected printing industry.

Thank you for your continued engagement and support.



## News from ACIMGA

### THE ITALIAN PRINTING AND CONVERTING INDUSTRY

#### THE 2024 MARKET

Industrial-size Italian manufacturers are around 250 and employ over 9,000 people. The sector shows the typical characteristics of the Italian advanced mechanics industry: it is mostly comprised of highly medium to small enterprises, which have flexibility as their main strength and are connected to a wide network of sub-contractors, ensuring excellent quality in production throughout the supply chain from start to finish.

Italy is one of the world's largest manufacturers of graphic, paper and converting machines, with Italian companies offering a comprehensive range of products. Italy is world leader in rotogravure and flexographic printing machines as well as paper and converting machines, while it is dependent on imports mainly for phototypesetting machines, scanners, and prepress processes in general. In regard to target sectors, over the last few years there has been a progressive shift towards the packaging market (which now generates over 80% of total industry revenues) mirrored by a drop in production intended for the graphic industry (less than 20%) resulting from the increasing spread of multimedia technology in the graphic and publishing industry. Production for other industry sectors is almost insignificant at around 1%.

The Italian industry has always been strongly export-oriented and over the last few years, in spite of the global economic crisis, it even succeeded in slightly improving its international standing.

Domestic consumption in 2024 increased very little, +0,7%, to €1,926 million. The 2024 market share covered by the domestic industry grows strongly, reaching 72%. Employment levels reach 9.100 people in the whole industry, with a 4% increase compared to 2023. It's the fourth consecutive year that employment rates register an expansion, and this data reflects both the positive trend in turnover and the importance of skilled labour for the companies in the industry. Investment rates register a huge leap forward, growing by +23,6%.

**4** INDICATORI FONDAMENTALI DI SETTORE 2022-2024 (MILIONI DI EURO)  
2022-2024 INDUSTRY TRENDS (MILLIONS OF EUROS)

	2022	2023	2024	Δ% 23/22	Δ% 24/23
Fatturato   Turnover	2.945	3.050	3.200	+3,6	+4,9
Esportazioni   Exports	1.750	1.797	1.813	+2,7	+0,9
Consegne sul mercato interno   Deliveries on domestic market	1.195	1.253	1.387	+4,8	+10,7
Importazioni   Imports	735	659	539	-10,3	-18,3
Consumo   Consumption	1.930	1.912	1.926	-0,9	+0,7
Saldo commerciale   Trade balance	1.015	1.138	+1.275	+12,1	+12,0
Export su fatturato   Exports on Turnover	59,4%	58,9%	56,7%	-	-
Import su Consumo   Import on Consumption	38,1%	34,5%	28,0%	-	-

Official figures show a minimal growth in foreign sales (+0,9%) and a new strong decrease in imports (-18,3%). The trade balance hence increases, from €1,138 million to €1,275 million. It's a new record value; higher, although very slightly, than that of 2018.

## EXPORT

Inclination towards export, after hitting a low of 58,1% in 2020, had already risen both in 2021 and 2022, reaching 59,4%. In the following years, exports grew less than domestic deliveries: as a result, in 2024 the indicator falls at 56,7%. Exports in 2024 increased by only €16 million compared to the previous year, standing at a value just over €1,800 million. The record 2018 figure is still about forty million higher.

On the one hand, converting machines (+9,4% on 2023) and binding machines (+3,1%) recorded a growth in exports; on the other hand, paper and cardboard processing machines (-10,8%), printing machines (-9,5%) and pre-press machines (-7,6%) decreased.

A glance at main export macro- highlights a decrease in sales in the EU, which is the first destination area for Italian machinery; exports to East Asia and Central and South America are also decreasing, while sales of Italian machinery are growing in North America, non-EU Europe, the Middle East and South Asia, and Africa.

**9** ESPORTAZIONI PER PAESI DI DESTINAZIONE (MILIONI DI EURO)  
ITALIAN EXPORTS BY MAJOR DESTINATION COUNTRIES (MILLIONS OF EUROS)

	2022	2023	2024	Quota/Share 2024	Δ% 24/23
Stati Uniti   United States of America	288,9	290,5	328,1	18,1%	+12,9
Germania   Germany	132,2	141,4	139,7	7,7%	-1,2
Francia   France	101,6	108,0	112,9	6,2%	+4,6
Polonia   Poland	51,0	97,0	94,5	5,2%	-2,6
Spagna   Spain	101,9	90,0	104,6	5,8%	+16,2
Cina   China	83,8	76,1	51,7	2,8%	-32,1
Turchia   Turkey	81,2	72,4	77,6	4,3%	+7,2
Messico   Mexico	85,1	56,6	68,7	3,8%	+21,4
India   India	41,6	44,3	44,6	2,5%	+0,8
Regno Unito   United Kingdom	50,8	42,7	54,6	3,0%	+27,8
Romania   Romania	12,5	40,3	16,9	0,9%	-58,0
Rep. Ceca   Czech Republic	39,5	35,3	33,0	1,8%	-6,7
Brasile   Brazil	33,1	31,5	43,2	2,4%	+37,0
Grecia   Greece	16,2	30,2	30,2	1,7%	-0,1
Russia   Russian Federation	29,2	28,7	23,0	1,3%	-19,9
Svizzera   Switzerland	16,9	27,8	19,1	1,1%	-31,3
Giappone   Japan	19,2	26,9	13,6	0,8%	-49,4
Canada   Canada	18,6	26,7	22,8	1,3%	-14,8
Paesi Bassi   The Netherlands	19,1	25,7	29,0	1,6%	+12,7
Indonesia   Indonesia	6,3	22,3	11,1	0,6%	-50,3
Totale top 20   Top 20 total	1.228,6	1.314,3	1.318,7	72,7%	+0,3
Altri   Other	521,4	483,0	494,4	27,3%	+2,4
<b>TOTALE   TOTAL</b>	<b>1.750,0</b>	<b>1.797,3</b>	<b>1.813,2</b>	<b>100,0%</b>	<b>+0,9</b>

## IMPORTS

As previously mentioned, in 2024 Italian imports of graphic, paper and converting machinery dropped by 18,3%, after the -10,3% registered in 2023.

In terms of value, in 2024, converting machines rise to first place, with a share of 32,5%, surpassing printing machines, at 32%. Paper and cardboard processing machines follow in third position with 23,6%. Compared to 2023, the very strong decline in printing machines (-37,8%) and converting machines (-11,9%) stand out; only sales of paper and cardboard processing machines grew (+9,6%). All other product categories also decreased: pre-press machines register -5,5% and binding machines -2,0%.

The European Union is still by large the main area of origin of Italian imports with 75,2% of the total (€405 million, -20,4%), followed by East Asia, which accounts for 13,7% of total imports, for a value of €73,7 million. In third place is non-EU Europe, with €41,6 million (+12,9%), in front of North America, which drops to €12,8 million (-39%). Other regions of origin only account for marginal shares in the 2024 import data.

An analysis of the main geographic areas of origin of imported machinery macro-categories indicates that:

- from EU countries, imports come mainly for printing machines (€124,4 million, 44,5%), converting machines (€120,8 million, -12,6%) and cardboard and paper processing machines (€117,1 million, +18,2%);
- imports from East Asia, on the other hand, mainly concern converting machines (€32,3 million, -6,8%) and printing machines (€24,5 million, -22,9%);
- in 2024, imports from non-EU Europe grew for printing (+24,2%) and converting machines (+6,9%);
- imports from the North American area derive mainly from converting (-43,4%) and printing machines (35,1%).

The ranking of the ten main countries Italian users have bought technology from, reveals a significant stability for the first positions: in 2024, Germany is again the top-ranking market with a share above 40%, followed by France (at 16%), China (9,9%) and the Netherlands (5%).

**15** IMPORTAZIONI PER PAESI DI PROVENIENZA (MILIONI DI EURO)  
ITALIAN IMPORTS BY MAJOR ORIGIN COUNTRIES (MILLIONS OF EUROS)

	2022	2023	2024	Quota/Share 2024	Δ% 24/23
Germania   Germany	305,0	272,0	217,8	40,4%	-19,9
Francia   France	94,1	85,5	86,4	16,0%	+1,0
Cina   China	82,8	63,1	53,2	9,9%	-15,7
Paesi Bassi   The Netherlands	55,8	49,8	26,7	5,0%	-46,4
Belgio   Belgium	11,8	16,3	21,1	3,9%	+29,2
Giappone   Japan	26,4	16,7	16,7	3,1%	-0,0
Svizzera   Switzerland	20,0	18,6	16,7	3,1%	-10,5
Spagna   Spain	19,5	22,4	12,5	2,3%	-44,1
Stati Uniti   United States of America	11,1	19,0	11,5	2,1%	-39,4
Regno Unito   United Kingdom	10,8	8,3	10,8	2,0%	+29,9
Totale top 10   Top 10 total	637,3	571,8	473,4	87,9%	-17,2
Altri   Other	97,4	87,1	65,3	12,1%	-25,0
<b>TOTALE   TOTAL</b>	<b>734,7</b>	<b>658,9</b>	<b>538,7</b>	<b>100,0%</b>	<b>-18,3</b>

## THE 2025 MARKET FIRST QUARTER

The first quarter of the year shows decidedly improving dynamics for the Italian industry, both in terms of orders and turnover.

### ORDER INDEX

The index of orders in the first quarter of 2025 showed dynamic growth compared to the corresponding period of 2024: +19.6% in order intake on the domestic market; +22.2% in that on foreign markets. Overall, the trend growth in total orders in the first quarter of the year is more than 20 percentage points.

## TURNOVER

In the first quarter of 2025, turnover (in terms of value) recorded a year-on-year growth of 5.6 percentage points, thanks to the significantly positive contribution of foreign markets (+23.7% compared to the corresponding period of 2024), compared to the trend decline highlighted on the domestic market (-17.4%).

## SECOND QUARTER

The second quarter of the year shows worsening dynamics, both in terms of orders and turnover. In addition, expectations for the third quarter appear to be further improving.

## ORDER INDEX

The index of orders for machinery for the graphic industry collected in the second quarter of 2025 shows a decreasing dynamic compared to the corresponding period of 2024: -15% in order intake on the domestic market; -4.3% in that on foreign markets. Overall, the year-on-year reduction in total orders in the second quarter of the year was close to 7 percentage points. At the end of the first half of 2025, the level of orders is, however, about 10 percentage points higher than in the first half of 2024, with the greatest growth cues from the foreign front (+11.2%).

## TURNOVER

In the second quarter of 2025, turnover (in terms of value) recorded a year-on-year decline of 10.2 percentage points, mainly due to the significantly negative contribution of foreign markets (-14.2% compared to the corresponding period of 2024), compared to a less penalizing year-on-year reduction on the domestic market (-4.2%).



**CHINA**

## News from PEIAC

### I. Basic Situation of Chinese Printing Industry

According to data released by the Printing and Distribution Bureau of the Publicity Department of the CPC Central Committee, in 2024, there were approximately 109,000 printing enterprises nationwide, a year-on-year increase of 2.3%. The total output value of the printing industry reached 1.5 trillion yuan, representing a growth of 3.9% year-on-year. However, total profits amounted to 70 billion yuan, a decrease of 2.0% year-on-year. The industry employed approximately 2.3 million people nationwide.

Customs statistics show that in 2024, the total import and export value of Chinese mainland printing industry's three major categories of goods (printed products, printing equipment, and printing materials) reached \$24.8 billion, a year-on-year increase of 6%. Among these, printing equipment exports were valued at \$3.7 billion, up 16% year-on-year, and printing materials exports reached \$1.3 billion, an increase of 15% year-on-year.

For the first half of 2025 (January to June), the total import and export value of printed products, printing equipment, and printing materials was \$12.1 billion, a growth of 1% compared to the same period last year. Printing equipment exports stood at \$1.98 billion, an increase of 17% year-on-year, while printing materials exports were \$637 million, up 1% year-on-year.

These figures indicate that Chinese printing equipment and materials are gaining increasing recognition and acceptance in the international market, with exports achieving substantial growth.

### II. Overview of CHINA PRINT 2025

"The 11th Beijing International Printing Technology Exhibition (CHINA PRINT 2025)" (hereinafter referred to as CHINA PRINT 2025) concluded successfully on May 19, 2025. With the extensive participation and strong support of the global printing community, China Print 2025 achieved tremendous success. Under the theme "Four Decades Together, For a Greater Future," the exhibition comprehensively showcased new concepts, new technologies, and a wide variety of advanced and applicable printing equipment and materials. China Print 2025 spanned 180,000 square meters, featuring 1,335 exhibitors from 25 countries and regions. It attracted 221,530 visiting entries of professionals across 105 countries and regions, representing a 62% increase compared to the previous edition.



In terms of the number of exhibitors, exhibition scale, and visitor attendance, CHINA PRINT 2025 set new records, solidifying its position as the world's largest and most influential printing industry event of 2025.

Detailed information about CHINA PRINT 2025 can be found in the post-show report

During China Print 2025, Global Print meeting and Asia Print meeting were held. Mr. Bin Yang, Vice Chairman of PEIAC, was elected as President of Global Print Federation and Asia Print Federation.

### **III. Plans for PRINT CHINA 2027**

The 6th International Printing Technology Exhibition of China (Guangdong) (PRINT CHINA 2027) will be held from April 12-16, 2027, in Dongguan, Guangdong. The official launch of PRINT CHINA 2027 already took place during CHINA PRINT 2025. For this upcoming exhibition, the show area is expected to reach a new high, expanding from the previous 140,000 square meters to 160,000 square meters. The number of exhibitors is also anticipated to set a new record.

The exhibition will once again mark a milestone for technological innovation, featuring numerous technologies and products making their global debut, Asian premiere, or first showcase in China—particularly the latest achievements in digitalization, automation, intelligence, and sustainable development. While maintaining its leading position and influence in traditional areas like pre-press, offset printing, digital printing, label printing, bookbinding, and packaging finishing, Print China 2027 will actively expand into specialized segments such as flexible packaging, labels, and corrugated printing.

To meet the growing demands of the exhibition, we are actively working with the local government and the venue investor to construct a new Hall 2 between the existing Hall 1 and Hall 3. Upon completion, Hall 2 will provide nearly 20,000 additional square meters of exhibition space to accommodate exhibitor demand. Since its launch during CHINA PRINT in May, registration for PRINT CHINA 2027 has been highly enthusiastic. Promotional activities and roadshows for the exhibition are also about to commence. We look forward to PRINT CHINA 2027 setting new records. Throughout this process, we expect and deeply appreciate the continued strong support and assistance of all Global Print members.





**JAPAN**

## News from JPMA

### 【Japanese Economy and the Printing Market in Japan】

The Japanese economy is slowly recovering. This owes to an increase in inbound demand, steady personal consumption owing to wage increase, strong corporate motivation for capital investment, among other things. Looking forward, in spite of high geopolitical risks and uncertainty regarding the U.S. policies, the steady growth of the Japanese economy is expected to continue mainly because of domestic demand. It is predicted that companies will make a progress toward improving productivity as an economic environment for price, wage, and interest rate increases comes to be firmly established, despite increases in labor and manufacturing costs.

While a sign of recovery, albeit slow, is beginning to appear in the printing industry, its business environment remains challenging as chronic problems have piled up, including diversification in information media and the shrinking market due to the less fertile and aging Japanese population. According to the Current Production Statistics by the Ministry of Economy, Trade and Industry (METI), production values by product types in the printing industry in 2024 were as follows: 50.4 billion yen for publishing printing (2.8% decrease year on year), 124.4 billion yen for commercial printing (0.3% decrease year on year), 6.2 billion yen for security printing (7.2% increase year-on-year), 46.6 billion yen for printing for the office work (2.5% decrease year on year), 94.6 billion yen for package printing (2.3% increase year on year).

In the printing machinery industry, the amount of capital investment increased, partly supported by subsidies and grants from the Japanese government and local autonomies, which affords an expectation for the livelier market. According to the Machinery Statistics by the METI, the production value of printing machinery during 2024 was 196.6 billion yen (1.3% decrease year-on-year). The breakdown by types of machinery for 2024 was as follows: 141.9 billion yen for printing machines (5.3% increase year-on-year), 4.7 billion yen for plate making machines (6.2% decrease year-on-year), 12.4 billion yen for book binding machines (17.0% increase year on year), and 37.5 billion yen for paper converting machines (23.1% decrease year-on-year). According to the Trade Statistics of Japan by the Ministry of Finance, the export value of printing machinery for 2024 was 156.8 billion yen (1.0% decrease year on year) and the import value thereof was 47.6 billion yen (11.2% increase year on year).

Goals pursued in the Japanese printing industry include automation, labor-saving, unmanning, and digital transformation. A smart factory, which encompass the pursuit of these goals, has become and is expected to remain the most basic trend at IGAS.

## Printing machinery industry market

	2024	TOTAL	Printing Machinery	Pre-press Machinery	Bookbinding Machinery	Paper converting Machinery
Production	Million Yen	196,613	141,899	4,734	12,445	37,526
	versus 2023	▲ 1.3%	5.3%	▲ 6.2%	17.0%	▲ 23.1%
Export	Million Yen	156,819	106,925	4,992	9,049	35,852
	versus 2023	▲ 1.0%	1.8%	30.3%	16.8%	▲ 14.3%
Import	Million Yen	47,602	26,594	3,366	1,883	15,759
	versus 2023	11.2%	16.9%	14.7%	15.8%	1.8%

### 【About IGAS 2027】

The next IGAS is scheduled to be held in August 2027. It will be the first exhibition in five years due to the renovation of Tokyo Big Sight, where the exhibition is held.

IGAS2027 is aimed to go beyond a mere printing machineries exhibition into an exhibition of cutting-edge technologies and solutions by enhancing feature programs more than before.

A call for exhibitors is planned to start in October 2025. You will be informed of its details later as soon as they are finalized.

We are looking forward to your visit to Japan.

<https://www.igas-tokyo.jp/2027/f1/en/>





**GREAT BRITAIN**

## News from **PICON**

PICON Council meeting 11th July:

“State of the UK Print Industry. Following the last few meetings which had comprised tales of ever worsening, doom laden woe, expectations for an encouraging discussion were not high. However, just when you thought the rain would never stop, a little sunshine broke through. At the end of the discussion the Chairman summed it up as follows:

5 more positive

3 neutral

3 negative

Highlights and lowlights included the following:

Better orders of new equipment were reported by several members with one commenting that maybe we had now reached the bottom.

More than one supplier reported that the main competition for new presses was nearly new second hand presses from Italy, due to Government subsidies on new investment there.

Many printers were expressing interest in inkjet.

Service business continues buoyant, the flip side of lack of investment.

One supplier reported that video calling had revolutionised their servicing operation meaning many issues could be resolved by the customer with a technician's help.

Sales of coated stock were reported to be down 20% year on year”.

As suggested by Picon, report released by BPIF (British Printing Industry Federation) is attached to share with Global Print members. Appreciations to Picon and BPIF.