

MY TAKE AWAY

This is my second China Print media week and I'm impressed yet again by the utter size of the exhibition and its rapid growth. Along with the exhibition the number of attendees to the Media Week is also increasing. There are more trade journals eager to participate in China Print

and Print China media week to find out the latest developments of these successful shows.

Still there are challenges left, especially when it comes to information that is available in different languages.

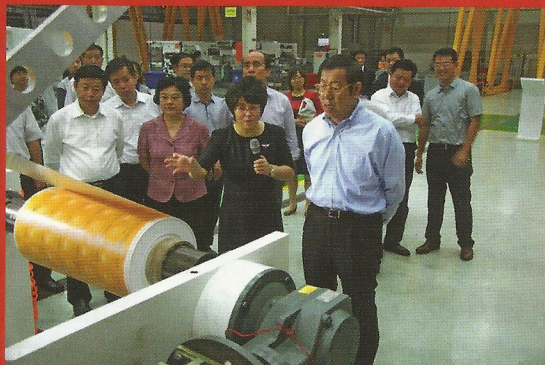
Organizer of the show told me that they will make available content in different languages in their web site, and that they

are trying hard to overcome the language barrier.

But my feeling is that it will take a while. However with the stagnant printing market in the West, the ink on paper industry has to immigrate to a world more welcoming and hospitable.

China seems to be a perfect place and the language is a barrier that printing can easily climb.

A VISIT TO MASTERWORK



The media week was not all about presentations and meetings. The organizer tried to make our visit as interesting as possible, and that's why for the second day a trip to the factory of one of the biggest manufacturers of die cutting machines in China was included in the agenda. The company sells more than 200 die cutting machines per year. Other than automatic platen die cutters the company manufactures automatic platen and cylinder foil stamping press as well as folder gluer and sheet inspection machine in a broad range of sizes and configurations.

The company has 20 offices and more than 1000 partners around the globe. Masterwork was established in 1995. In March 2011, the company was registered in Wall Street and in March 2012 the company was listed on the stock exchange in Shenzhen. In the company's 57,000 square meter facility there is a museum and a gallery filled with die cutting and printing jobs done by Masterwork's customers.

The company's flagship high speed folder gluer is offered in different sizes and configuration. The machine drive system adopts new synchronization belt and drive of synchronization belt wheel. The machine benefits from an all steel structure and modular design. The company's 920 SS - foil stamping and die cutting combination machine has been relatively successful around the globe. The machine overcomes the constraint of one main platen press section on normal foil stamping machine. MK 920 SS is equipped with servo motor for pressure adjustment nonstop feed and delivery system as well

as pneumatic side lay.

The company is represented by Mercongraphics in the Middle East. Mercongraphics is affiliated to Manugraph, which distributes Masterwork products in India. The company's headquarter and plant in China is about one and half hour's drive from Beijing.

Although the company is young but it seems that it has gone through a rapid development attuned to China's fast growth. However the rising cost of labour in China is beginning to bite all the manufacturers including Masterwork.

Followed by Masterwork, we found the opportunity to visit Tianjin Beichen Hi tech industrial park. The park is one of the 57 high tech industrial parks approved by the state council with more than 350 enterprises from 24 countries, 18 of which are amongst the world's top 500 companies. When completed, the park will accommodate industrial manufacturers from different sectors including printing. Our last leg of the trip to China included a guided tour to New China Exhibition Center. To tell you the truth visiting empty halls of a giant exhibition centre is not fun.

But when you think that these halls will be, within a few months time, filled with equipments and people, you will see the brighter side of the picture.

Even the outside area will be covered by temporary tents to accommodate all the companies that did not find (exhibition) space inside the halls. The irony here is that the tents are manufactured and installed by a German company called Losberger.



The charging bull, which is a 'Wall Street Icon', kept at Masterwork. In 2011, the company registered itself at Wall Street.