Press Release

# Koenig & Bauer strengthens market presence in Vietnam

Renewed vigour and a strong foundation for future market activities

* Successful participation in the Print & Pack trade fair
* Roadshow reaches out to almost 100 companies
* Modern printing technologies already in use
* Branch office opening in Hanoi

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Koenig & Bauer recently underlined its commitment to the Vietnamese market with its participation in the Print & Pack 2022 trade fair in Ho Chi Minh City, and with a dedicated roadshow. The scale of the two events reflects the strong growth of the local industry, which is characterised by an increasing number of international players. There are around 2,000 printing and packaging businesses in the country, among them companies from all over the world that have chosen to invest in Vietnam. Trade volumes and the national economy are expanding rapidly.

Koenig & Bauer’s objectives are to tap into the Vietnamese market, which is enjoying a post-pandemic boom, and to establish a strong foundation for future market activities. Over the past two years, considerable progress has been achieved – primarily through the group’s Chinese subsidiary – in the provision of modern machinery and technologies, alongside professional services, to support printing and packaging companies in Vietnam.

### Roadshow linking both ends of the country

At events held in Hanoi and Binh Duong, Koenig & Bauer presented future-oriented technologies and state-of-the-art equipment for print production and subsequent conversion to representatives of almost 100 printing companies. At the first event, HH Dream Printing, a joint venture founded by the Hong Kong-based Hung Hing Printing Group, was able to confirm its credentials as one of the leading companies in the local packaging and print industry. HH Dream Printing is primarily active in the field of toy packaging. Hung Hing has installed six medium- and large-format Rapida presses with related equipment since 2017 in order to boost its production capacities and efficiency. One of these modern presses is already in use in Vietnam, and a further installation is to follow in 2023.

The second roadshow event took place at the end of December and was hosted by the print company Lập Thịnh in Binh Duong in the south of Vietnam. A six-colour Rapida 105 with inline coating facilities will be increasing the production capacities here in the near future. Both events served to boost the profile of Koenig & Bauer as a press manufacturer and partner. The visitors were especially impressed by the cooperation with the two local printing companies.

### New branch office to offer comprehensive service

One item of good news announced during the roadshow was that Koenig & Bauer is in the final stages of opening a branch office in Hanoi. Establishing this office will help strengthen the company’s local presence, and will enable the provision of even more comprehensive and diverse services in future. It is hoped that a local representation will lend new impetus to the Vietnamese print industry by ensuring direct access to a first-class portfolio of products and services.

The two Vietnamese trade associations representing the printing and packaging industries have welcomed the initiative and promised their support for the planned opening of an office and service centre for both the northern and southern regions of Vietnam.

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#### Photo 1:

Kelly Tam, general manager of HH Dream Printing, offered important user insights at the roadshow event in Hanoi

#### Photo 2:

The guests in Hanoi were eager to learn more about modern printing technologies from Koenig & Bauer

#### Photo 3:

The speakers in Binh Duong included Nguyen Van Dong, president of the Vietnam Printing Association…

#### Photo 4:

… and Nguyen Ngoc Sang, president of the Vietnam Packaging Association

#### Photo 5:

Group photo with all roadshow participants during the visit to Lập Thịnh

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#### About Koenig & Bauer

Koenig & Bauer AG is a globally active printing press manufacturer with headquarters in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and conversion process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,400 employees. Koenig & Bauer operates manufacturing plants at ten locations in Europe, alongside a global sales and service network. In the financial year 2021, annual sales amounted to €1.116 billion.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)