



China Printing Industry Report, 2010-2012

August 2011

This report

- ◆ **Analyzes China Printing Industry operation**
- ◆ **Focuses on market segments of China printing industry, also printing equipment and printing materials**
- ◆ **Highlights key players**

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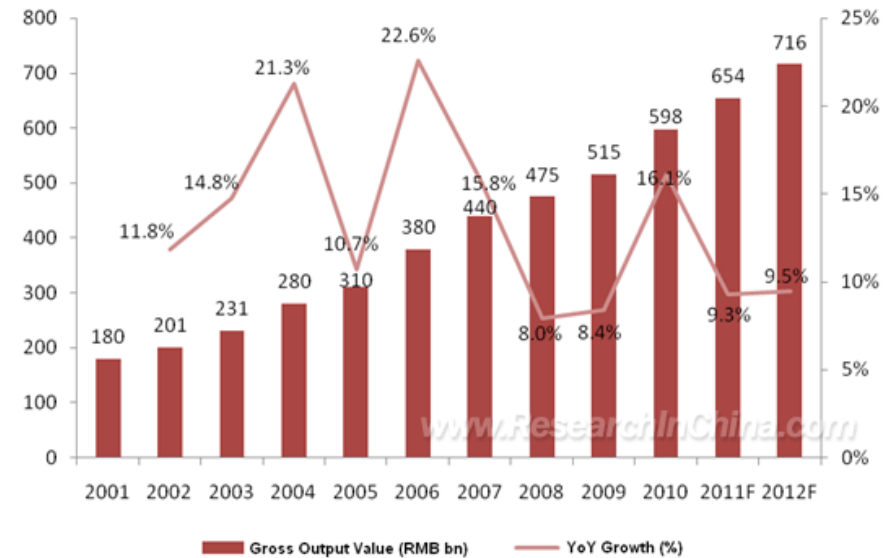
Abstract

In April 2011, China introduced the 12th Five-Year Development Plan for printing industry, indicating that by the end of 2015 the gross output value of China printing industry will exceed RMB1.1 trillion, thus becoming the world's second largest printing power.

In 2010, there were about 106,400 various printing enterprises with 4.46 million employees in China, and the gross industrial output value reached RMB598 billion, ranking third in the world.

China printing industry develops rapidly as a whole, but the sub-industries feature unbalanced development. In terms of scale, the packaging and decoration printing holds the largest proportion, up to 33.3%; book and periodical printing, newspaper printing and foreign trade printing rank second to fourth separately. As far as the growth rate is concerned, label printing, commercial printing, packaging and decoration, foreign trade printing, etc. perform better, while newspaper the worst.

Gross Output Value and Growth Rate of China Printing Industry, 2001-2012



Source: PEIAC; ResearchInChina

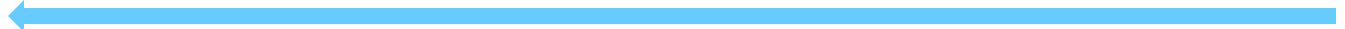
Beijing Shengtong Printing Co.,Ltd. Positioned for the high-end publication and commercial printing market, majorly covering fast printing such as large-scale high-end full-color magazines, luxury metro news, mass commercial propaganda materials, etc. as well as high-end color hardcover books. In 2010, its total profit ranked first in Beijing.

Tungkong Security Printing Co., Ltd. Founded in 1996 with a registered capital of RMB 124 million and total assets of RMB1.5 billion, mainly engaged in commercial note printing. In 2010, the operating revenue of coupon printing registered about RMB712 million, up 29.29% YoY, while the gross margin decreased by 0.90% YoY.

Fujian Hongbo Printing Co., Ltd. Founded in 1999 with a registered capital of RMB156.94 million and total assets of over RMB700 million, a leading enterprise in lottery ticket printing industry. In 2010, its operating revenue rose 44.7% YoY to RMB261 million, and the operating income reached RMB103 million, up 12.99% YoY.

Shanghai Jielong Industry Group Co., Ltd. Founded in 1968, with 25 subsidiaries and total assets of RMB2.598 billion, a large printing-oriented group enterprise. Possessing nine professional printing companies, the annual output value exceeds RMB1 billion, wherein the total export achieved USD20 million in 2010

Shenzhen Jinjia Color Printing Group Co., Ltd. Founded in 1996, it is primarily focused on tobacco package printing and sales, the proceeds of which occupied 89.60% of the total operating revenue in 2010. It has explored such non-tobacco package markets as packaging businesses for liquor products and other well-known brand consumer goods, etc. since 2010, maintaining stable performance.



1 Overview of China Printing Industry

- 1.1 Definition
- 1.2 Classification
- 1.3 Industrial Policy
- 1.4 Development Environment

2 Operation of China Printing Industry

- 2.1 Enterprise Quantity
- 2.2 Printing Methods
- 2.3 Gross Industrial Output Value
- 2.4 Segmental Fields
- 2.5 Regional Distribution
- 2.6 Top 10 Enterprises

3 Market Segments of China Printing Industry

- 3.1 Newspaper Printing
 - 3.1.1 Printing Volume
 - 3.1.2 Regional Distribution
 - 3.1.3 Output Value
- 3.2 Book and Periodical Printing
 - 3.2.1 Book Printing
 - 3.2.2 Periodical Printing
 - 3.2.3 Output Value
- 3.3 Label Printing
 - 3.3.1 Industrial Output Value
 - 3.3.2 Regional Distribution
 - 3.3.3 Tendency
- 3.4 Packaging and Decoration Printing
- 3.5 Other Market Segments
 - 3.5.1 Foreign Trade Printing

- 3.5.2 Commercial Printing
- 3.5.3 Booklet Printing
- 3.5.4 Screen Printing
- 3.5.5 Large Advertising Printing

4 China Printing Equipment Market

- 4.1 Profile
- 4.2 Output Value
- 4.3 Import & Export
- 4.4 Industrial Structure
 - 4.4.1 Market Structure
 - 4.4.2 Tendency

5 China Printing Materials Market

- 5.1 Plate
- 5.2 Film
- 5.3 Ink
- 5.4 Paper & Cardboard

6 Key Players

- 6.1 Beijing Shengtong Printing Co.,Ltd.
 - 6.1.1 Profile
 - 6.1.2 Leading Capacity of High-end Color Printing
 - 6.1.3 Strong Export Capacity of Hardcover Books
- 6.2 China South Publishing & Media Group Co., Ltd.
 - 6.2.1 Profile
 - 6.2.2 Operation
- 6.3 Chengdu B-ray Media Co., Ltd.
- 6.4 Anhui Time Publishing and Media Co., Ltd.
- 6.5 Tungkong Security Printing Co., Ltd.

- 6.6 Fujian Hongbo Printing Co., Ltd.
 - 6.6.1 Profile
 - 6.6.2 Operation
- 6.7 Liaoning Note Printing Co., Ltd.
 - 6.7.1 Profile
 - 6.7.2 Operation
- 6.8 Toppan Leefung Pte. Ltd.
 - 6.8.1 Profile
 - 6.8.2 Operation
- 6.9 Shanghai Jielong Industry Group Co., Ltd.
 - 6.9.1 Profile
 - 6.9.2 Operation
- 6.10 Xiamen Hexing Packaging Printing Co., Ltd.
 - 6.10.1 Profile
 - 6.10.2 Operation
- 6.11 Shenzhen Jinjia Color Printing Group Co., Ltd.
 - 6.11.1 Profile
 - 6.11.2 Operation
- 6.12 Shaanxi Jinye Science Technology and Education Co., Ltd.
 - 6.12.1 Profile
 - 6.12.2 Operation
- 6.13 AMVIG Holdings Limited
 - 6.13.1 Profile
 - 6.13.2 Operation
- 6.14 China Print Power Group Limited
 - 6.14.1 Profile
 - 6.14.2 Operation
- 6.15 Hong Hing Hung Hing Printing Group Limited

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- Classification of Printing
 - Policies Concerning China Printing Industry
 - China's GDP, 2003-2010
 - Structure of Printing Enterprises in China, 2010
 - Constitution of Printing Methods in China, 2010
 - Gross Output Value of China Printing Industry and Its Growth Rate, 2001-2012
 - Distribution of Printing Industry of China, 2010
 - Growth Rate of Printing Subsectors, 2004-2012
 - Regional Distribution of China Printing Industry
 - Output Value of China Printing Industry by Region, 2010
 - Top Ten Printing Enterprises in China by Sales, 2010
 - Newspaper Printing Volume in China, 2009-2010
 - Top Ten Enterprises in China by Printing Volume, 2010
 - Newspaper Printing Volume in China by Region, 2009-2010
 - Newspaper Printing Output Value in China, 2003-2012
 - Book Printing in China, 2003-2010
 - Periodical Printing in China, 2003-2010
 - Book and Periodical Printing Output Value in China, 2003-2012
 - Label Printing Output Value in China, 2007-2012
 - Geographical Distribution of Printing Companies with Label Printing Business, 2010
 - Increase or Decrease of Label Printing Demand in Various Industries, 2010
 - Packaging and Decoration Printing Output Value in China, 2003-2012
 - Growth Rate Comparison between Printing Industry and Packaging & Printing Sub-Industry, 2006-2012
 - Foreign Trade Printing Output Value in China, 2004-2012
 - Commercial Printing Output Value in China, 2006-2012

- 
- Life Cycle of Different Commercial Printing Products
 - Notebook Printing Output Value in China, 2006-2012
 - Screen Printing Output Value in China, 2007-2012
 - Large Advertising Printing Output Value in China, 2007-2012
 - Classification of Printing Equipment
 - Printing Equipment Output Value in China, 2003-2012
 - Import and Export of Printing Equipment in China, 2003-2010
 - Market Share of Imported Printing Equipment in China
 - Domestic Printing Equipment Revenue Structure by Company, 2010
 - China's Share of Global Printing Equipment Market, 2010
 - Production and Consumption of Offset Printing Plate in China, 2003-2012
 - Production and Consumption of PS Plates in China, 2003-2012
 - Import and Export of PS Plates in China, 2003-2012
 - Production and Consumption of CTP Plates in China, 2005-2012
 - Import and Export of CTP Plates in China, 2005-2012
 - Production and Consumption of Film in China, 2003-2012
 - Import and Export of Film in China, 2003-2012
 - Production and Consumption of Ink in China, 2003-2012
 - Import and Export of Ink in China, 2003-2012
 - Production and Consumption of Paper & Cardboard in China, 2003-2012
 - Import and Export of Paper & Cardboard in China, 2003-2012
 - Per Capita Consumption of Paper & Cardboard in China, 2003-2012
 - Periodicals Printed by Beijing Shengtong, 2010
 - Sales of Beijing Shengtong by Product, 2008-2010

- Sales of Hardcover Book Printing of Beijing Shengtong by Region, 2008-2010
- Printing Business of China South Publishing & Media Group, 2010-2011
- Printing Related Business of Chengdu B-Ray Media, 2010-2011
- Printing Related Business of Anhui Publishing Group, 2010-2011
- Main Businesses of Tungkong Security by Sector and Product, 2010-2011
- Sales Profit to Sales Ratio of Tungkong Security, 2008-2011
- Printing Business Revenue of Fujian Hongbo Printing, 2010-2011
- Printing Business of Liaoning Note Printing, 2010
- Periodicals Printed by Toppan China, 2011
- Printing Business of Shanghai Jielong, 2010-2011
- Companies Controlled/Held by Shanghai Jielong, 2011
- Packaging and Printing Business of Xiamen Hexing, 2010
- Printing Business Revenue of Shenzhen Jinjia, 2008-2011
- Printing Business of Shaanxi Jinye, 2010-2011
- Tobacco Package Printing Business of AMVIG Holdings, 2010
- Key Operating Indicators of China Print Power Group, 2008-2011
- Operating Revenue by Product of Hung Hing, 2006-2010
- Operating Income by Product of Hung Hing, 2006-2010
- Revenue by Region of Hung Hing, 2010

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