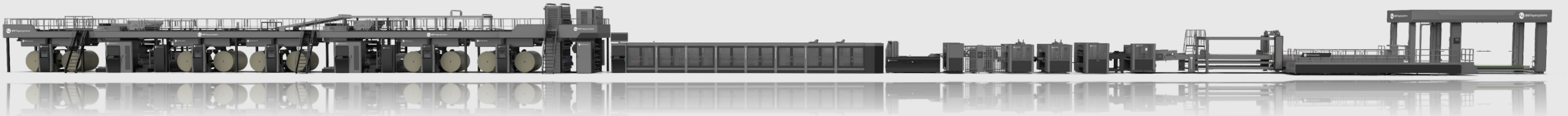


2024 BWP Asia Open House

Intelligence for Brilliance



About the Open House

INTELLIGENCE FOR BRILLIANCE

BW Papersystems Asia 6th Anniversary

We are paper converting!

SINCE 1885



INVITATION

JUNE 19-20th, 2024

📍 Dongguan · China

AGENDA

Purpose of the Event

Marketing Strategy

Branding Strategy

K&H



BW Papersystems Asia
(known as Marquip in China)

Product Strategy

BWP Asia



An addition to BWP's Global MFG Sites
Part of BWP's Global Strategy

Purpose of the Event

Why did we choose this timing?

- 🕒 3 years delay due to the pandemic and insufficient orders afterwards
- 🕒 Dongguan Jinhui Value Corrugator running for 10 months with high speed, high-quality board, as well as low energy consumption
- 🕒 Maofeng triple-wall Value corrugator ready at our plant
- 🕒 New machine designs (appearance, mechanical, Orchestro, Intelligent Maintenance System by Siemens) ready for release
- 🕒 Release of the Horizon Corrugator

Open House Day One

Watch Video Highlight Reel: <https://youtu.be/bRqdWHPgwQQ>



Open House Day Two



Customer Award at Dinner



Theme of the dinner is
to thank our strategic customers

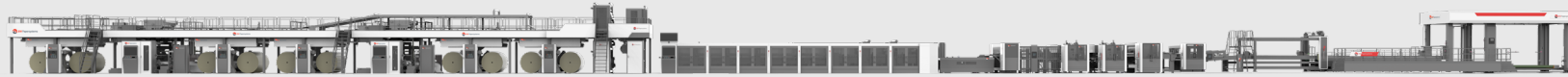
-  Chaozhou Maofeng
-  Dongguan Jinhui
-  Guangxing Group
-  Taiwan Ta Hsia



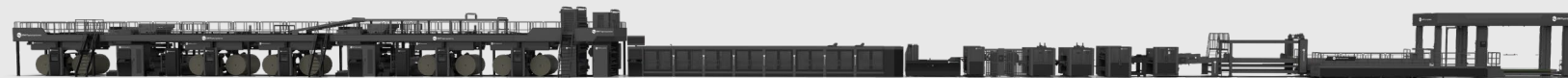
The Launch of the HORIZON 3150/3350 mm CORRUGATOR



Royal Grey



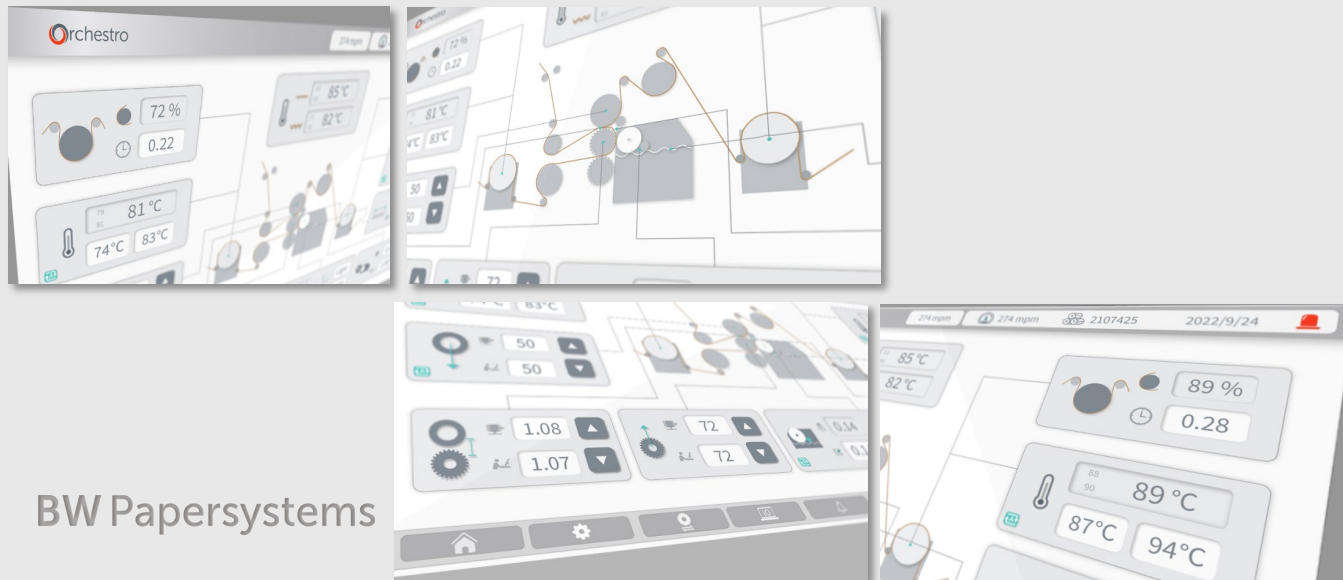
Elegant White



Obsidian Black

Orchestro

An Intelligent Corrugator Management system



Intelligent Maintenance System

Preparation of the Event

Timeline

- 🕒 6 months before - Discussion on the budget, theme, slogan, style of visual, topics, etc.
- 🕒 3 months before - Agenda, venue booking, plant tour route, design of gift...
- 🕒 6 weeks before - Advertising every week, customer invitation, ordering of materials
- 🕒 3 weeks before - Confirmation on material arrival, drafts of speeches..
- 🕒 1 week before - Sorting of customer list, confirmation of venue setting and logistics, finalizing the presentation of the launch...



Summary of the Event

Conference on 19 th June	160+ attendees
Dinner on 19 th June	188+ attendees
BWP Asia Plant Visit on 20 th June	104+ attendees
Lunch on 20 th June	100+ attendees
Total of 52 packaging companies visited	46 from China, 1 from Taiwan, 1 from Thailand, 1 from Vietnam, 1 from Singapore, 1 from Indonesia

- 📍 Approx. 160 attendees from 52 packaging companies, 24 partner suppliers, major media companies and China Packaging Federation
- 📍 14 English version and 32 Chinese version of Everybody Matters given out
- 📍 Inquiries of existing equipment upgrade and new installation received after the open house
- 📍 Over 300,000 viewers watched our event through social media within two weeks
- 📍 A more effective event than tradeshow, customers focus more on us during the 2 days
- 📍 Plan of open house event every 3 to 5 years when we have new product to launch