

A PROFILE OF THE CHINESE PRINTING INK INDUSTRY

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IAL Consultants is pleased to announce a new title: *A Profile of the Chinese Printing Ink Industry*. This first-edition volume provides a detailed overview of China's rapidly-expanding printing ink industry.

The Chinese market for printing inks has grown steadily over the past few years and in **2003** the market grew by 10%, with **domestic demand** for ink exceeding **270,000 tonnes**. This growth has been fuelled mainly by the explosion of the Chinese printing industry, primarily in the packaging and publishing sectors. In **2002** annual **domestic production** of ink exceeded **220,000 tonnes**, making China the world's No. 4 for ink output.

This *Profile* provides detailed analysis of this dynamic market focusing on both Chinese manufacturing and foreign investment.

The report will provide information on:

- The Chinese ink industry and its raw material supply
- Chinese ink imports and exports
- Ink consumption and production by region
- Market segmentation by end-use sector
- Information on leading and smaller ink producers in China
- Information on leading foreign companies operating in China

The report will serve as a valuable tool for strategic planners, business analysts and marketing managers involved in the manufacture, distribution and marketing of printing inks and their raw materials.

Research for this profile drew on a variety of published sources, including in-house and library data, as well as an extensive interview programme, undertaken by our **Chinese research unit**, during October-November 2004.

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