



By Popular Demand...

GRAPHICS OF THE AMERICAS 2009 BRINGS BACK FULL SPANISH-LANGUAGE CONFERENCE PROGRAM

Tight Focus Emphasizes Information and Strategies for Success

Orlando, July 28, 2008 - The many thousands of Spanish-speaking attendees who make up almost 37% of Graphics of the Americas (GOA) visitors are having their wishes answered, as GOA 2009 brings back its popular Spanish language educational conference program. Slated for February 26-28, 2009, the Spanish-language seminars will once again be a key component of the Graphics of the Americas conference and tradeshow, scheduled for February 26-28, 2009, in Miami Beach, Florida.

The multinational presenters are among the best in the industry, leading 11 seminars for Latin American graphic arts professionals at GOA 2009:

- Steps and Organization for Maximum Effectiveness
- Observations from drupa: Lowering Costs through Technology and Production
- Strategy and Interaction with the Market
- Managing a Graphic Arts Firm
- Successful Small and Medium-sized Family Businesses
- 5 Proven Tools for Cost Reduction
- Make Money: PRINT!
- Color Proofing - Present, Importance, Future Part 1
- Color Proofing - Present, Importance, Future Part 2
- Myths and Realities of Color Management
- Improving Production Efficiency

Speakers include: (See Addendum, following, for full speaker biographies.)

- Ricard Casals - Spain
- Jaime Ojeda - Chile
- Carlos Alvarado - Mexico
- Luis Enrique Reynoso - Mexico
- Rainer Wagner - Germany
- Julian Fernandez - Argentina

GOA President George Ryan says that the goal of the Spanish Language Conference Program is to help graphic arts professionals weed out the best solutions and methods for success among the numerous offerings available to the marketplace. "The Latin American markets in both hemispheres are in the enviable position of having stronger

economies at this time. The seminars will help them take maximize their advantage in the world marketplace."

Says Mike Burgstein, a renowned Latin American graphic arts consultant who for many years has served as a GOA liaison and advocate for GOA's Spanish-speaking constituents, "Graphic Arts is a very technology oriented industry and the proper selection of equipment and systems is the key to success. If you have enough quality information, you can avoid uncertainty and make sound decisions."

About Graphics of the Americas (GOA)

Now in its 34th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. Taking place each year in Miami Beach, Fla., GOA is the largest, annual combined exposition and education event in the U.S. With worldwide attendance and exhibitors, GOA is one of the only conferences that attract print providers, suppliers and creative professionals. For 2009, GOA will be held Feb. 26-28, and will provide a one-of-a-kind international event that showcases the convergence of industry knowledge, products and technology. For more information call 1-800-331-0461 or visit www.graphicsoftheamericas.com. Outside the U.S. and Canada, dial 407-240-8009.

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Addendum

Graphics of the Americas 2009

Spanish Language Conference Program

Speaker Biographies

Ricard Casals

Ricard Casals is from Barcelona Spain; after graduating with industrial engineering studies from the Barcelona University he started his own printing and publishing company. In 1963 he founded the Howson - Iberica SA Company, locally manufacturing printing plates and chemistry until it was incorporated into the greater Dupont Company. Always interested in the latest technologies, he participates in important and special interest congresses, maintaining wide reaching contact with International Institutes and Associations. He is member of the ISO TC 130 work group in Spain and president of the European graphic Arts Consultant group GAIN (Graphic Arts Intelligence network) a position from which he leads a great number of activities and projects of the association. He leads RCC Casals Consultants S.A., an independent consultants group specializing in management, technology and marketing development activities.

Jaime Manuel Ojeda Torrent

Jaime is from Santiago, Chile. He graduated as an Engineer and MBA, and is a doctoral candidate in Business Administration with vast experience in management and teaching in labor related fields that have included management and consulting positions in association educational institutions.

His current position is principal of the Chilean Graphic Studies Institute. He is responsible for the repositioning of the institute as a source entirely responsible for education, planning, organizing, and developing technical and administrative training programs for the national and international markets.

Salvador Julián Fernández

Julian is from Argentina with residence in Canada, and he is the Senior Packaging Solution Specialist for the Intermarket Corporation in Miami, Florida. He has a degree in Aeronautical engineering from the national technological University and a Masters degree in Marketing from Saint Andrews University. He is a Six Sigma Greenbelt holder. His present professional activity includes market and business development for the Caribbean and Latin American Regions for the Intermarket Corporation in Miami. Julian is an expert in computer and digital systems, specializing in prepress proofing and all digital reproduction systems.

Luis Enrique Reynoso Vilches

Luis is Mexican residing in Guadalajara Jalisco; he is an Industrial designer and a Mexican Graphic industries business leader. His career includes presidency of the Jalisco chapter of the National Chamber for the Graphic Arts Industries in which he also held the position of vice-president. He is the promoter and organizer of the International designer Festival, DESIGNFEST, and chief of the section specializing in design of the Guadalajara chamber of commerce. His current position is Chief Editor of the Bazar Grafico, Imprenta Mexico and Rediseño magazines.

Carlos R. Alvarado Aceves

Carlos is Mexican living in Leon Gto. He graduated from the "Union de Industriales Litografos de Mexico A.C". After graduation he continued as an instructor for the same association and for "Canagraf", the National Chamber of the Graphic industries. He worked as production and prepress manager for a number of important companies in Mexico and as the director of the CEFETI foundation, IAP Graphic School in Mexico DF. Later he was named director of the ICAGG Graphic Arts School in Leon Gto. He works as an independent Graphic consultant and instructor with activities covering Mexico, Central and South America.

Rainer Wagner

Rainer Wagner is German; he is a Graphic Engineer and resides in Chile and Costa Rica. He graduated from the Rudolf Diesel Graphic Technical College, in Germany. His activities include Technical consulting for CIM/GTZ Germany, Technical Adviser IEG Chile, and Wagner-Print-Consultants in Costa Rica. He is Advisor for the Technical Cooperation between the German and Latin American Graphic Industries with a position at the Chilean Institute of Graphic Studies (IEG), and an independent Consultant for Central America and the Caribbean in San José Costa Rica. He is also the technical consultant for CIM/GTZ Germany responsible for transfer of Graphic technologies appointed to ASIMPRES Santiago de Chile.

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