

INNOVATIONS IN GRAPHIC COMMUNICATIONS

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Expo & Conference • February 24-26, 2011 • Orlando/Orange County Convention Center

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FESPA LAUNCHES *FESPA AMERICAS* EVENT TO EXPAND GLOBAL CONNECTED WIDE-FORMAT COMMUNITY

*Exhibitors and print service providers embrace plans
for high quality pan-regional event*



June 23, 2010 - The first *FESPA Americas* event is confirmed to take place from February 24-26 2011 in Orlando, Florida, occupying around 72000 sq. ft. (8000m²) of exhibition space at the city's Orange County Convention Center.

The event will run alongside the established *Graphics of the Americas* (GoA) show, organised by the Printing Association of Florida (PAF). *FESPA Americas 2011* will be a pan-regional event, targeting audiences from the commercial and wide format print community in the United States, the Caribbean, and Central and South America, and will include visitor programmes in English and Spanish.

The first FESPA-branded exhibition to take place in North America, *FESPA Americas 2011* is further demonstration of FESPA's strategic commitment to become the world's leading global connected community of wide format imaging professionals.

FESPA has received positive feedback from vendors and print service providers since its intentions regarding *FESPA Americas* were first communicated in March 2010, then pending conclusion of FESPA's negotiations with PAF. Many exhibitors have already signalled their intention to participate, and FESPA has received numerous approaches from US-based business support organisations keen to contribute to the event.

FESPA board member Christian Duyckaerts will chair a *FESPA Americas* steering group involving prominent members of the regional wide-format community, the first meeting of which will take place during FESPA 2010 in Munich. Fellow board members Yasar Guvenen and Lascelle Barrow will take responsibility for development of relationships with associations and printers in the regions.

A *FESPA Americas* exhibitor forum will be held in Orlando, Florida in October 2010 to coincide with the IFAI graphics conference (27-29 October 2010), at which FESPA will deliver a keynote presentation.

FESPA managing director Frazer Chesterman explains: "The time is right for *FESPA Americas*. Coming out of the worst recession of the post-war era, entrepreneurs on either side of the Atlantic agree that the rules of engagement have changed, and that success will be founded on an open attitude to innovation in all areas of the business.

"We operate now in a global economy where the greatest threats and opportunities come irrespective of national boundaries. This means that entrepreneurs have a great deal to gain from exchanging ideas across continents. As a business support organisation with an increasingly global footprint, we're confident that FESPA can add significant value for printers in the Americas, complementing the events currently available to PSPs in the region."

FESPA Americas will build on the success of two key FESPA events which have been established over the last three years to meet the needs of wide format printers in the region. *FESPA Mexico*, acquired and re-branded by FESPA in 2007, is now in its third year and has grown by some 30% in terms of exhibitor participation and visitor attendance, establishing itself as the premier wide format event for Central America. *FESPA Mexico* 2010 runs from 26-28 August 2010 at Centro Banamex, Mexico City. FESPA has also established a coveted industry awards scheme for the Mexican community, now in its second year.

FESPA's *Global Summit* took place in Miami in Spring 2010, bringing together print service providers from both sides of the Atlantic. The event received glowing reviews from all delegates, who recognised the tremendous commercial value of exchanging knowledge and best practice with colleagues from other regions. In specific areas such as environmental sustainability, and in applications such as digital textile, American delegates readily acknowledged that the European market offers valuable examples of best practice.

Frazer Chesterman adds: "FESPA has earned a reputation for offering professionally executed, multi-faceted events, enhanced with compelling satellite event programmes. Our overriding aims with any show are to deliver fresh audiences for our exhibitors, and to optimise the return on investment for printers who commit valuable time to attend. Visitors to FESPA events tell us that they feel the American market will benefit from a 'FESPA quality' event, where they can engage with US and European providers of solutions for wide format digital, screen and textile printing, and experience an engaging knowledge-sharing that can deliver tangible benefits to their business."

As well as attracting the wide format printing community from across the region, *FESPA Americas* will offer GoA's 9000-strong commercial print visitor base a first-class opportunity to fully explore the proven profit potential of expansion into wide format services.

George Ryan, President of GOA, concludes: "FESPA is a proven global force offering unmatched benefits for the members of its national associations, and for visitors to its well-executed events and activities. The launch of *FESPA Americas* alongside GoA will give delegates deeper perspectives on their opportunities in the wide format inkjet markets."

-ENDS-

About FESPA:

Founded in 1962, FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen and digital printing industries. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

FESPA member organisations include 26 separate National Associations in Europe, and 10 Associate Member Associations in Australia, China, India, Japan, Korea, Mexico, Nepal, the Philippines, Thailand and Sri Lanka.

About Graphics of the Americas (GOA):

Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. GOA 2011 is scheduled for February 24-26, 2011 at the Orange County Convention Center, Orlando, Florida. GOA is one of the graphic communications industry's largest, annual combined exposition and education events in the U.S. With worldwide attendance, GOA is a unique expo and conference that attracts 9,000 printers, designers, marketers and creative professionals from North America, Central America, South America and the Caribbean. To register or for more information call 1-800-331-0461 or visit www.GOA2011.com.

About Printing Association of Florida (PAF):

The Printing Association of Florida is one of the most active and influential printing associations in North America, occupying a headquarters in Orlando, Florida. More than 500 Florida-based graphic arts companies consider PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America, the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. PAF is located at 6275 Hazeltine National Drive, Orlando, FL 32822, phone: +1 407-240-8009, Fax: +1 407-240-8333, and on the Web at www.pafgraf.org.

Forthcoming FESPA events include:

- FESPA 2010, 22 – 26 June 2010, Munich, Germany
- FESPA Mexico 2010, 26 – 28 August 2010, Mexico D.F., Mexico
- FESPA Americas 24-26 February 2011, Orlando, USA
- FESPA Digital 2011 – 24-27 May 2011, Hamburg, Germany
- FESPA Fabric 2011 24-26 May 2011, Hamburg, Germany
- FESPA Asia 26-28 October 2011, Singapore
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA 2013, 25-29 June 2013, London, UK

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