

NEWS RELEASE

July 2010

FESPA AMERICAS STEERING GROUP STARTS TO SHAPE FIRST PAN-REGIONAL EVENT

The first meeting of FESPA's Americas Steering Group took place during FESPA 2010 in Munich. The Group was brought together to represent all FESPA's stakeholder groups in the Americas, including exhibitors, print service providers, regional business support organisations, media and sector analysts.

Chaired by FESPA board member Christian Duyckaerts (photo: far left), the Group comprised Frank Tueckmantel (EFI); Charlie Taublieb [Taublieb Consulting]; Scott Fresener (T-Biz International); Tim Greene (InfoTrends); [Rich Gottwald] (ISA); Michael O'Ryan (Sampco); Nicholas Hellmuth (FLAAR); JR Kraft (Build a Sign). FESPA was represented by board members Lascelle Barrow, Yasar Guvenen, managing director Frazer Chesterman, and sales and marketing director Marcus Timson.

FESPA managing director Frazer Chesterman explains: "We created this steering group as a forum in which FESPA could listen to real feedback and ideas on how we can shape a FESPA Americas event that precisely meets the current needs of stakeholders across North, South and central America and the Caribbean.

"What we heard is that there is a real appetite for FESPA's brand of event in the Americas, offering a blend of well planned and presented exhibition features, plus high quality educational and knowledge-sharing initiatives. The participants reinforced our own belief in the benefits to be gained by printers from an exchange of experience and best practice between Europe and the Americas. We came away with a very clear understanding of what FESPA Americas should be delivering for all types of visitor, and will be working hard in the coming months to develop the show to meet these needs."

JR Kraft of BuildASign.com comments: "FESPA provides the Americas sign and graphic community with a new and fresh event. This has clearly challenged the show market in the USA but in my opinion this is a good thing. I personally feel tired with the current choices I have and I believe that a new event designed to do different things, for different people is absolutely what we need. That's what we call innovation, and as an innovative business person I think this should be encouraged and I will most certainly be at FESPA Americas in February in Orlando."

The next FESPA Americas steering group meeting will take place in Orlando in October 2010, at IFAI Expo, where Frazer Chesterman & Marcus Timson will deliver their 60 Minutes to Innovate! Seminar.

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).

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Photo Caption:

Photo, left to right:

- 1: Christian Duyckaerts, FESPA
- 2: Rich Gottwald, ISA
- 3: Lascelle Barrow, FESPA
- 4: JR Kraft, Buildasign.com
- 5: Tim Greene, InfoTrends
- 6: Frazer Chesterman, FESPA
- 7: Michael O'Ryan, Sampco
- 8: Charlie Taublieb, Taublieb Consulting
- 9: George Ryan, Printing Association of Florida
- 10: Nicholas Hellmuth, FLAAR
- 11: Scott Fresener, T-Biz International
- 12: Frank Tueckmantel, EFI
- 13: Yasar Guvenen, FESPA

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 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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