

NEWS RELEASE

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FESPA Invites Print Innovator JR Kraft to Chair US Steering Committee

FESPA has invited JR Kraft, co-founder of BuildASign.com, to chair its USA Steering Committee, the next meeting of which will take place to coincide with the [SGS Signage & Graphics Summit](#) in Tampa, Florida (26th – 28th January 2011).

Kraft's engagement with FESPA has increased over the past nine months since the March 2010 FESPA Global Summit in Miami, Florida. He was recently a speaker at the [FESPA EMEA Summit](#) in Istanbul, Turkey, and will chair the [FESPA Global Business Forum](#) which runs in a custom-built theater on the show floor at [FESPA Americas](#) in Orlando in February 2011.

The FESPA US Steering Committee comprises a mix of North American print innovators, manufacturers and FESPA Board members, and is charged with shaping FESPA events and products for the North American marketplace. The January 2011 meeting will focus on how FESPA will realise its reinvestment model in North America in 2011, setting out a plan for the deployment of FESPA reinvestment funds in the region following the inaugural FESPA Americas event.

JR Kraft comments: *"From my perspective, FESPA has the scope to give US printers access to an unequalled source of intelligent, international content. FESPA - through events, summits, research and other knowledge-sharing initiatives - offers a unique opportunity for printers here in North America to connect and learn from a global print community. I'm excited to help define FESPA's future agenda in North America, and determine how FESPA will use its resources to the benefit of US wide format printers in 2011 and beyond. I'd be really happy to hear from other printers who would like to contribute to this discussion."*

FESPA Managing Director Frazer Chesterman adds: *"Having worked with JR over the last year, we recognize him as the kind of dynamic, innovative and entrepreneurial business leader who embodies FESPA's own values, and can be held up as a positive example to all members of our global print service provider community. He speaks with passion and authenticity about the challenges and opportunities facing printers. We believe he is well placed to work with us and our various stakeholders in North America to help us realise FESPA's corporate mission to build and nurture an active and connected global wide format printing community, straddling Europe, the Americas and Asia."*

-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.

Forthcoming FESPA events include:

- 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 European Summit, 17-18 November, Barcelona, Spain
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA 2013, 25-29 June 2013, London, UK

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