

Press Release  
March 2011



**FESPA APPOINTS SALES MANAGER FOR  
MEXICO AND LATIN AMERICA**

In line with its commitment to serving screen, wide format and digital printers in the Americas, FESPA has announced the appointment of Jose Luis Anaya Buenrostro to the position of Sales Manager for its operations in Mexico and Latin America.

Anaya Buenrostro joins FESPA ahead of the first FESPA Americas pan-regional event taking place in Orlando, Florida (24-26<sup>th</sup> February 2011), and the fourth FESPA Mexico at the Centro Banamex, Mexico City (18-20 August 2011). He has a track record of financial and project management for international corporations including Office Max de Mexico and Pepsi Bottle Inc (New York, USA). With a background in banking, finance and investment projects, he has had success in financial planning and operational management roles.

Most recently he held the position of Commercial and Appraisal Project Manager at ATEC S.A. de C.V. In this role Anaya Buenrostro oversaw the development of markets and products and drove forward new company policies. As well as undertaking the company's marketing and strategic planning, he led them in establishing a new telemarketing operation, and saw an increase in sales of 20 per cent.

Commenting on the appointment, Nigel Steffens, FESPA's Managing Director, Corporate & Associations says, Anaya Buenrostro's background and education will be a significant asset to FESPA in Mexico and Latin America. His breadth of experience with some of the world's largest firms, such as Afore and ING, will help us to develop FESPA's regional operations in exciting new directions. In particular, I believe he will make great contributions to the management of FESPA exhibitions in these regions."

In his new role Anaya Buenrostro is tasked with the implementation of exhibition sales campaigns, and will undertake an ongoing evaluation of the regional marketplace in the interests of FESPA's regional stakeholders. Anaya Buenrostro will have regular contact with FESPA's clients, cementing existing relationships while building new contacts across the region.

"I'm looking forward to this challenging new position," says Anaya Buenrostro. "It is exciting to have the opportunity to contribute to a global organization like FESPA. I am particularly interested in FESPA's policy of reinvestment, and the educational opportunities it provides for the international print community."

-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 Digital 2011, 24-27 May 2011, Hamburg, Germany
- FESPA Fabric 2011, 24-26 May 2011, Hamburg, Germany
- FESPA Asia Summit, 16-17 June, 2011, Singapore
- FESPA Mexico 2011, 18-20 August 2011, Mexico City, Mexico
- FESPA Asia 2011, 26-28 October 2011, Singapore
- FESPA Global Summit, 17-18 November 2011, Barcelona, Spain
- FESPA Digital 2012, 21-24 February 2012, Barcelona, Spain
- FESPA Americas 2012, 1-3 March, Miami, USA
- FESPA 2013, 25-29 June 2013, London, UK

### **Issued on behalf of FESPA by AD Communications**

#### **For further information, please contact:**

Charlotte Ward  
AD Communications  
Tel: + 44 (0) 1372 464470  
Email: [cward@adcomms.co.uk](mailto:cward@adcomms.co.uk)  
Website: [www.adcomms.co.uk](http://www.adcomms.co.uk)

Marcus Timson  
FESPA  
Tel: +44 (0) 1737 229725  
Email: [marcus.timson@fespa.com](mailto:marcus.timson@fespa.com)  
Website: [www.fespa.com](http://www.fespa.com)