

## PRESS RELEASE

April 14, 2011



### FESPA Mexico 2011 Heralds a New Dawn in Printing

[FESPA Mexico 2011](#) will take place from 18-20 August 2011 at [Centro Banamex](#) in Mexico City. Aiming to attract more than 9000 print professionals from Mexico, Central and Latin America, the show has already experienced 20% growth in comparison to the 2010 show.

As the leading and most focused exhibition for print professionals in the Latin American market, FESPA expects more than 150 exhibitors to showcase their latest and most innovative technologies and software solutions for signage, graphics, and garment decoration, across both screen and digital processes.

Among the many manufacturers already signed up are global giants Agfa, Konica Minolta, Canon and Gildan Activewear. The show is also attracting support from leading regional distributors such as Rodatec, Celupal and Plasti-Mundo.

#### Event Highlights and Features

As in previous years, FESPA Mexico has a number of valuable show features and highlights designed to motivate visitors to evolve their businesses.

The fourth stage of the **FESPA Wrap Cup Masters Series** will take place in Mexico. Following earlier stages at FESPA 2010, FESPA Americas and FESPA Digital 2011, the fast-paced competition will pitch Mexico's vehicle wrapping superstars against each other over nail-biting rounds. Judged for the quality of their wrapping during a tense time-trial, contestants will compete to win an array of prizes and a trip to FESPA Digital 2012 in Barcelona. The Mexican Wrap Cup Master will then be invited back to face the finalist of the Wrap Cup Masters Series Mexico 2012. The winner of that showdown will have the chance to compete for the Global Wrap Cup Master crown at FESPA 2013 in London, England.

The **Screen Print Workshop** at FESPA Mexico 2011 has evolved from *Charlie's Corner*, a popular feature of previous shows, and will mirror the *Screen Masters Workshop* which drew crowds at FESPA Americas in February 2011. Visitors can participate in daily garment screen printing classes comprising hands-on practical advice and technical presentations. Presenter

Charlie Taublieb will offer the ultimate learning experience for screen printers, from novices to the experienced. Their technical content will cover the pre-press process including file and artwork preparation, while the practical element of the workshop will concentrate on high-end printing and special effects.

A first for FESPA Mexico will be the **USA Pavilion** where a number of US companies will demonstrate their products for the Mexican and Central American print community.

Explaining the introduction of this new feature, Michael Ryan, Exhibition Manager says:

“Mexico has free trade agreements with many countries around the world but represents a significant opportunity for US manufacturers in particular. On previous visits to Mexico I have seen increasing demand from regional printers and distributors for high quality US technology to automate production. For manufacturers, the scope to increase export sales is compelling and FESPA Mexico 2011 should be a valuable showcase for US companies looking to engage with customers and prospects in Mexico.”

Visitors to FESPA Mexico can also drop in on one of the many free seminars and debates taking place throughout the show. The **Seminar Theatre** will be hosted by a line-up of industry spokespeople ready to share their insights on the latest print trends, product developments and market opportunities. Show-goers can also attend lively, daily debates, where a panel of experts will share their opinions on the current state of the Mexican print market and environmental issues.

Michael Ryan adds: “We look forward to welcoming the Latin American print community to Mexico in August, confident that they will experience the region’s best print show of 2011. The exhibition will be packed full of inspirational ideas to improve business performance and is *the* show to attend for printers looking to enhance their print production.”

He concludes: “The region’s printers have faced challenging times following the global recession. Now that the Mexican economy is in recovery, it is FESPA’s role to help printers here explore ways in which to grow and develop. At FESPA Mexico they can focus on evolving with the global business environment to sustain profitability and fuel growth.”

For the latest information on FESPA Mexico and to register for your free visitor badge visit [www.fespamexico.com](http://www.fespamexico.com).

**-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:**

Shireen Shurmer/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)