



PRESS RELEASE
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PRINTERS PREPARE FOR LARGEST EVER FESPA MEXICO

Thousands of Latin American print service providers will be heading to FESPA Mexico 2011 (18 – 20 August 2011) in order to discover the latest industry trends, developments and innovations. The event, which is 20% bigger than in 2010, is being held at [Centro Banamex](#) in Mexico City, the region's most important business centre.

As a modern, vibrant city, Mexico D.F. is one of the most important metropolises in America, and the eighth richest in the world. It is also one of the biggest, safest and, increasingly, most important hubs for the North and Latin American print industry.

With global manufacturers including Agfa, Canon, Fujifilm, HP and Konica Minolta exhibiting alongside 150 other leading companies and regional distributors, FESPA Mexico 2011 expects to attract over 9,000 printers to the three-day show. Promising to be the most focused event for the graphic arts industry in Mexico, the show program is packed full of educational and exciting show-floor features.

The **Seminar Theatre** is a 'must' for printers keen to gain insight and expert knowledge from the industry's leading spokespeople. Confirmed speakers include Julie Kim from d.gen who will discuss digital textile printing, plus a session from Edsel Lonza, Xaar. In addition Ernande Ramos and Eladio Veron from EskoArtwork will present a session on workflow: how to improve profitability and reduce time to print.

Throughout the three days of FESPA Mexico, the Seminar Theatre will additionally host daily sessions from pre-press leaders, Adobe and Corel. Introducing their latest software solutions during these conferences, participants will learn a range of useful hints and tips for getting the most out of their imaging, digital media creation, editing, multimedia authoring, and web development software.

A series of lively debates are also scheduled to take place at 16:00h on each day of the Seminar Theatre, the topics being 'The "Green" issue', 'What does the future hold for the Mexican graphics industry?' and 'Print and outdoor advertising'. Visitors are encouraged to arrive early in order to guarantee a seat.

Michael Ryan, Exhibition Manager says: "We are really looking forward to what we and the industry expect to be an amazing FESPA exhibition, we have received fantastic support from exhibitors. As a venue Mexico City is ideal, with the presidential elections in 2012 the timing is perfect for printers wanting to improve production and consider new revenue streams and creative ideas for their customers.

"We are also proud to present our visitors with a comprehensive range of show features. The Seminar Theatre will be particularly interesting with an excellent range of seminars, debates and leading speakers ready to share their specialist ideas and knowledge. The program has been designed to inspire printers to be more creative in their service offerings and as a result improve profitability."

In addition to the Seminar Theatre, visitors will have the opportunity to watch and participate in the **Screen Print Workshop**. Run by Charlie Taublieb, a guru of garment screen printing, the workshop will offer expert insight and advice for all screen printers for producing high-end and special effect screen printed garments. Visit the FESPA Mexico 2011 website (<http://www.fespamexico.com>) to register and take part in these popular interactive sessions and live demonstrations.

Following qualifying heats from FESPA Americas 11 and FESPA Digital 11, the next stage of the **Wrap Cup Master Series** will take place at FESPA Mexico. Presenting visitors with an exciting display of car wrapping talent, the winner of the three day competition will receive an array of prizes including a trip to FESPA Digital 2012 in Barcelona.

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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 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 2012, 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
Website: www.adcomms.co.uk

Lorraine Harrow
FESPA
Tel: +44 (0) 1737 229726
Email: lorraine.harrow@aedesnet.es
Website: www.fespa.com