



Press Release
7th September 2011

**STRONG SHOW SALES PROMPT RAPID RE-BOOKING
FROM FESPA MEXICO EXHIBITORS**

FESPA confirms FESPA Mexico 2012 will take place on 20-22 September 2012 at Centro Banamex, Mexico City.

FESPA Mexico 2011 has been heralded the most successful yet, reflecting a more confident regional economy and the positive evolution of the FESPA event during its four year history. Attracting upwards of 8,250 visitors, exhibitors commented on the quality of the visitors and reported strong sales with an increase in business compared with 2010. The proportion of decision-makers at FESPA Mexico 2011 also remained impressive, with owners and senior managers making up 51% of the visitor turnout, and with 40% holding decision-making authority.

Consequently 50% of floor space at next year's FESPA Mexico 2012 has already been filled, with exhibitors re-booking their 2012 booths immediately. On average, exhibitors booking for 2012 have also increased the size of their booths by 14%.

Following a difficult economic period, FESPA Mexico's Mayan theme of a 'New Dawn in Digital Printing' reflected the more positive outlook of the Latin American economy. In July the ECLAC (Economic Commission for Latin America and the Caribbean) predicted that the Mexican economy will grow by 4% in 2011, a figure which indicates a healthy future for Mexico's manufacturing industries. FESPA encouraged Mexican printers to see the recovery of the economy as a chance to embrace future opportunities. Visitors to FESPA Mexico took this on board, with 54% expressing their intention to invest at the show, or within six months of the exhibition. "We had a great FESPA Mexico in terms of sales," says exhibitor Andrea Negretti, President d.gen EMEA & Worldwide Business Manager, "and we have sold more machinery than in 2010."

"FESPA Mexico grew by 18% in 2011 in terms of space," says Michael Ryan, Exhibition Manager, FESPA Mexico. "But the show is also evolving positively in other ways. The quality of the show is something exhibitors and visitors remark on each time, and from what we are told, it just keeps getting better. We have been struck by the positive feedback we have received, and the unprecedented rebooking rate is a significant achievement."

He adds: "Our VIP campaign for FESPA Mexico 2011 was a great success, with a 25% increase in VIPs attending the exhibition. We put a lot of effort into identifying and targeting Mexico's leading print service providers, and their attendance proves that FESPA is now the show to be at in Mexico."

Highlights of FESPA Mexico 2011 included the fourth stage of the Wrap Cup Masters Series, supported by 3M, Epson and Leister. Attracting considerable crowds, 24 participants battled it out for the Mexican title, with José Antonio Ramírez from Dyes Desarrollos Empresariales coming in first place. The second place competitor was Jorge Cruz González from Improart in Guadalajara. Following his win, José Antonio Ramírez was presented with the champion cup by FESPA President, in addition to being awarded a trip to FESPA Digital 2012, taking place in Barcelona, Spain (21-24 February 2012).

The Wrap Cup Masters Series wasn't the only star attraction of the event; the Screen Print Workshop drew more than 50 active participants across the three days who were keen to gain hands-on learning experience, technical guidance, and expert advice from print specialists Charlie Taublieb (aka Dr Print), Wetzey Torres and others. Furthermore FESPA's educational seminars proved especially popular, with audiences overflowing in a number of sessions. Visitors to the show were particularly attracted to Corel's daily tutorials, the popularity of which resulted in Corel doubling the length of the sessions.

Exhibitors at FESPA Mexico 2011 were quick to compliment the fourth FESPA Mexico show, with Gabriela Ochoa, Marketing Manager for HP saying: "We are very happy with the attendance levels of the event, and we've had a very successful show." Edsel Lonza, Sales Manager for Latin America, Xaar commented: "FESPA Mexico is a great professional event, the quality of visitors is excellent."

Affirming the general feeling, Luis Garrido Irueste, Sales Manager, AllWin México said: "We have sold a lot of machinery here at FESPA Mexico 2011. The quality of visitors has been great; we have predominantly seen owners of businesses who have been able to make purchasing decisions. We took a larger booth this year and we have been pleased with the results, and have already signed up for next year's show."

Guillermo García de la Peña, Marketing Manager at Epson México remarked: "FESPA Mexico is one of the best graphic arts exhibitions of the year. In terms of visitors, it attracts the right mix, not only the print business owners but the production teams too so they can make a joint decision about equipment. We exhibit at FESPA Mexico as it is an excellent forum to demonstrate the capabilities of our equipment - this was our objective for 2011 and we met it 100%."

FESPA's Michael Ryan concludes: "FESPA Mexico is a true reflection of the Mexican printing industry. We've been encouraged by the growth of the national distributors and also the increase in the number of international manufacturers they represent. The show has also revealed a number of market trends. We saw a lot solvent machines being sold, and in fact there were far more solvent devices on show here than in our European events and UV flatbed sales were also prevalent. Screen printing also proved extremely popular and appears to have huge growth potential in Mexico. There seems to be a strong appetite for new technology. Looking ahead to 2012 I would speculate that environmental products will be in high demand, and that companies will be investigating the latest solutions to improve their

workflow and process management. FESPA is planning some activities in the region over the next 12 months so this insight will be invaluable in helping us tailor our plans to satisfy the needs of printers here in the Mexican print market.”

FESPA Mexico 2012 will take places on 20-22 September, at Centro Banamex, Mexico City. For more information visit: 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 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 445036
Email: lorraine.harrow@fespa.com
Website: www.fespa.com