

## PRESS RELEASE

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### FESPA MEXICO 2009 REPEATS RUNAWAY SUCCESS OF LAUNCH EVENT

#### ***Strong visitor turnout and decision-making calibre reflect commercial optimism and ambition of Mexican wide format printing community***

FESPA Mexico 2009, which took place from 27 to 29 August 2009, repeated the runaway success of last year's inaugural FESPA Mexico event, attracting almost 8500 visitors over the three days of the show.

As in 2008, the decision-making calibre of visitors was high. 50% of attendees were owners or managing directors, with 60% claiming decision-making responsibility for purchases, and a further 37% of visitors participating actively in the decision-making process. 98% of visitors came from within Mexico, with a broad regional spread from across the country.

"We are pleased and proud to have been able to recreate the buzz and vitality of last year's launch event for the second year running", says FESPA CEO Nigel Steffens. "It's clear that the thousands of printers who came to Mexico City for the show last year took tangible value from participating in the first dedicated FESPA event in their country. They voted with their feet by returning in the same numbers for the second time, despite the challenging economic backdrop and the public health issues which dominated Mexican and international media headlines in the months preceding the show."

The enthusiastic visitor turnout reflects the findings of FESPA's Mexican *Economy Survey* which were published in July 2009, shortly before the show. The *Economy Survey* indicated above-average levels of optimism in the Mexican market compared with its global findings, with 17% of Mexican respondents claiming that the market was already recovering (worldwide 13.8%). 27% expected recovery to happen in 2009 (worldwide 23.1%), and a further 37% expect recovery to have taken place by mid-2010 (worldwide 25.9%). 85% of respondents believed they are well positioned to take advantage of the conditions if the market rebounds. *(Note to editors: for the full release regarding the Economy Survey's findings, go to [www.adcomms.co.uk/cpressr2.aspx?prid=8501](http://www.adcomms.co.uk/cpressr2.aspx?prid=8501)).*

Exhibitors' expectations of this year's show were widely surpassed. 94% of exhibitors valued the show as 'good' or 'very good' and 87% said the show satisfied or exceeded their expectations. Charlotte Dottin of first-time exhibitor Gildan ([www.gildan.com](http://www.gildan.com)) comments: "Increasing Gildan's presence in Mexico has been a firm objective for the last three years, so we chose to exhibit at FESPA Mexico 2009 to increase brand awareness. In the current climate, we were unsure of the response we would receive, but are delighted with the return on our investment. As well as profiling the brand, our

distributors made high-quality contacts and generated solid interest and firm orders. We'll certainly return in 2010."

Rosa Carolina Garcia of Grupo Sanchez adds: "FESPA Mexico 2009 has been great, a busy show with lots of people from the domestic market and the US. Interest in our products has been high - we've introduced new products and been able to meet with many established customers from all over Mexico in a concentrated time period. It's been a very effective show."

Nazdar's regional operations manager Manuel Vega affirms the positive disposition of visitors: "The quality of visitors has been even better than last year, and the show has exceeded our expectations. Visitors came to buy, not just to look, so we have outperformed our projections for the show."

FESPA Mexico 2010 will take place at Centro Banamex, Mexico City from 26-28 August 2010.

### **FESPA Mexico Awards 2009**

The winners of FESPA's first FESPA Mexico Awards were announced at FESPA Mexico 2009. The Gold award winners in the five categories were as follows:

Screen Printing:	Oxigeno Visual for 'Con la Tinta en las Venas'
Digital Printing:	Q-Avi Diseno y Publicidad for 'Mexico 100% Unico'
Textile Printing:	Avante Textil for 'Ice Age'
Vehicle Wrapping:	Grupo Jimenez for 'Big Bus Superman'
Exterior Signage:	Corporative Hebeca for 'El Muelle del Bule-bar'

*(Note to editors: A full list of Gold and Silver Award winners and Commendations accompanies this press release.)*

The entries were evaluated by a jury comprising FESPA board member Ricardo Rodriguez; creative screenprinting expert Charlie Taublieb; Francesco Brocchi of Graficos Gamma; Carlos Tecuanhey of Chromaline; and Mario Godinez of 3M.

FESPA's board representative for Iberia and Latin America, Ricardo Rodriguez comments: "We were delighted to bring the coveted FESPA Awards to Mexico, to review and recognise the astounding quality of screen and digital printing that is being produced in this country. Mexican print service providers are open and entrepreneurial, and we are observing a clear trend towards blending of conventional screen and digital processes to deliver truly creative solutions for clients. We look forward to expanding the FESPA Mexico Awards scheme next year, seeing even more exciting client projects, and helping to nurture the development of the country's premier wide-format printers."

**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 28 separate National Associations in Europe, and 7 Associate Member Associations in Australia, China, Thailand, India, Japan, Korea and the Philippines.

## Forthcoming FESPA events include:

- FESPA 2010, 22 – 26 June 2010, Munich, Germany
- FESPA Mexico 2010, 26 - 28 August 2010, Mexico D.F., Mexico
- FESPA Digital 2011, 24 - 26 May 2011, Hamburg, Germany
- FESPA Digital 2012, 28 February – 1 March 2012, Barcelona, Spain

## For further information, please contact:

Lily Lazarevski  
AD Communications  
[llazarevski@adcomms.co.uk](mailto:llazarevski@adcomms.co.uk)  
Tel: + 44 (0) 1372 464470

Michael Ryan  
FESPA  
[michael.ryan@fespa.com](mailto:michael.ryan@fespa.com)  
Tel: + 44 (0) 1737 240788

## Winners of FESPA Mexico 09 Awards

### Vehicle wrapping category

Gold	Grupo Jimenez	Big Bus Superman
Silver	Formacryl de México, S.A.	Rotulación de Avión Volaris
Bronze	Grupo Jimenez	Reventur Estrella
Recommendation	Grupo Jimenez	Motos Grupo Modelo

### Digital printing category

Gold	Q-Avi Diseño y Publicidad S.A. de C.V.	México 100% Único
Silver	Forever America, S.A. de C.V.	Rompecabezas de cartón

### Exterior signage category

Gold	Corporativo Hebeca S.A. de C.V.	El Muelle de Bule-Bar
Silver	None	
Bronze	Rotulos Publicidad Aerea de Tol	Espectacular Chevy San Carlos
Recommendation	Rotulos Publicidad Aerea de Tol	Mural Muñequitos

### Screenprinting category

Gold	Oxigeno Visual	Tintas en las Venas
Silver	Oxigeno Visual	El Señor de las Limas

### Textile category

Gold	Avante Textil	Ice Age
Silver	Serigrafía Industrial y Comercial, S.A.	Camisetas de niños