



PRESS RELEASE
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Revolutionary FESPA Mexico 2010 is the Region's Biggest Event Ever

This year's FESPA Mexico 2010, taking place from 26 – 28 August 2010 (Centro Banamex, Mexico City) is set to be the biggest FESPA Mexico show to date, with a 40% increase in exhibitor floor space, and significant commitment from international exhibitors.

The region's market-leading show, FESPA Mexico 2010, will showcase the very latest technologies in wide format printing, the sign and graphics sector and textile decoration. It will motivate and inspire optimistic Mexican printers to take their businesses to the next level as the economy steadily recovers.

The event's growing popularity, illustrated by the 40% increase in floor space to 5,400m², is further evidenced by the significant increase in international exhibitor interest, particularly from Asia, Canada and the United States. So far, international exhibitors account for approximately 30%, compared to last year's 5%.

Xaar has confirmed its sponsorship as the event's Global Technology Partner, and, for the first time, 3M will be FESPA's Technical Partner. Other key exhibitors at the show include Canon, Durst, Gildan, HP and first-time exhibitor AGFA. There is also excellent support from key domestic resellers, such as Celupal, Swisstec and Plastimundo.

The theme for FESPA Mexico 2010 will be 'Revolution', as the country celebrates both the 200th anniversary of its Independence and the 100th anniversary of its Revolution this year.

FESPA Mexico Event Manager Michael Ryan comments: "As we start to see economic improvement, the key to sustainability and future growth lies in our ability to revolutionise our thinking and business practices. To help pave the road to recovery, printers need to adopt a revolutionary approach to business."

Ryan continues: "The Mexican market is known to compete on price – a practice that is not sustainable. Mexican printers must equip themselves with the latest industry information and

developments, motivating them to think creatively about applications and how they can offer customers unique solutions, to better differentiate themselves. Our show will provide them with the content and inspiration to do just that."

Xaar has been FESPA's Global Technology Partner for the past three years and South America is a particularly important region for the company. "Mexico is recovering very quickly from the global downturn and its large format printing industry is growing rapidly", says Edsel Lonza, Sales Director for Xaar Latin America. "FESPA Mexico has developed into a vibrant event. It is not only attracting the leading manufacturers and providing a great showcase for the latest products, but it's also delivering a lot of technical and commercial information for end users through seminars and presentations. We will be showing our latest printhead technology at the show and supporting our OEMs, channel partners and their customers."

Once again, according to FESPA's third World Wide Survey, Mexican respondents demonstrate higher optimism. On a scale of 1 to 10 - 10 being 'very optimistic' – Mexican respondents averaged 8.4 when asked how optimistic they were about the future of their businesses, compared with 7.6 for the rest of the world. Mexicans were also more optimistic about the future of the wide format industry in general, averaging 7.6 compared to 6.9 of all other respondents.

The results also showed that 48.4% of Mexican printers are looking to invest in wide format printers over the next 12 months - 11% higher than the overall findings. In addition, 77% of Mexican print solution providers are seeking new opportunities to diversify and counteract the negative effects of the crisis. FESPA Mexico will play a valuable role in helping local printers tap into new opportunities by giving them the chance to see the latest equipment and market solutions.

Event Highlights and Features

This year's FESPA Mexico has a number of exciting show features and highlights to inspire visitors to become modern revolutionary printers, providing valuable insight on the latest industry information, technological advancements, and innovative solutions.

To celebrate the country's historical anniversaries, the exhibition will have a *Mexico Celebration Corner*. The area will feature a display of revolutionary print applications supplied by key exhibitors celebrating Mexican Independence and the Mexican Revolution.

The FESPA Mexico paid-for conference programme will feature an impressive line-up of industry experts, comprising a number of technical sessions. Each day's programme will be themed: the first day's sessions will focus on signage and graphics; revolutionary print solutions will be the subject at hand on the second day; and the last day will feature sessions on garment decoration and screen printing.

Sessions will include Charlie Taublieb's *Screen Print Effects*, publication *Signs of the Times & Screen Printing en Español*'s seminar on green issues, and Mexican media company IBOPE AGB Mexico's session on outdoor advertising. Plus exhibitors including 3M, Nazdar and Xaar will also run workshops throughout the event.

The FESPA Mexico Awards, running for a second year, recognise print excellence and innovation in the Mexican imaging industry. Printers will have the opportunity to enter their best work across six categories, which include screen printing, digital printing, garment decoration, vehicle wrapping, outdoor media, and, new to this year's awards, the ecological printing category.

All entries will be reviewed by an independent expert jury and will be displayed in a dedicated showcase at FESPA Mexico 2010. Award winners will gain VIP entry to the exhibition and free access to the conference programme. The first-place 'Gold' winners for each category will receive a trophy, and Silver and Bronze runners-up will be given certificates. All winners and runners-up will also receive editorial coverage in key industry publications.

Printers must complete the online registration form before 30th July in order to enter.

For the latest information on FESPA Mexico and your chance to enter the FESPA Mexico Awards, visit www.fespamexico.com.

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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, Sri Lanka and Thailand.

Forthcoming FESPA events include:

- FESPA 2010, 22 – 26 June 2010, Munich, Germany
- FESPA Mexico 2010, 26 – 28 August 2010, Mexico City, Mexico
- FESPA Americas 2011, 24 – 26 February 2011, Orlando, USA
- FESPA Digital 2011, 24 - 26 May 2011, Hamburg, Germany
- FESPA Digital 2012, 28 February – 1 March 2012, Barcelona, Spain

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