



Introducing:

FESPA FUTURE

Connecting, inspiring and supporting our community, beyond our events.

A message from the President of FESPA.

As FESPA's new President, I am pleased to introduce this FESPA Future report, on behalf of the entire FESPA team.

At FESPA, we are continually inspired by the creativity, innovation and collaboration that characterise the speciality printing, sign-making and visual communications community. We believe that our collective strength lies in our people - the passionate professionals whose vision and energy drives these industries forward.

Looking back to early 2020, the commercial impact of the Covid-19 pandemic tested our sector's resilience and adaptability to the limit. But, through adversity, we fully understood the immense power of our global community. We witnessed print businesses pivoting to new vertical markets, sharing resources and supporting each other in unprecedented ways. This spirit of trust and partnership reflected FESPA's own values, which are now summarised in our new strapline:

Connect, Inspire, Support.

Since 2020, our community has worked hard to rebuild.

Our event portfolio has continued to evolve, connecting leading technology, materials and consumables vendors with thousands of senior decision-makers worldwide, showcasing innovative production solutions that can help them to develop and grow their businesses. Building on our success in other regions, we've reached out to new markets, for example, with the launch of FESPA Middle East in Dubai in January 2024 and the introduction of our targeted WrapFest event for vehicle wrapping.

The progressive return to strength of our events since 2021 has enabled us to reactivate the reinvestment programme that is central to FESPA's organisational purpose, channelling profits from our events in support of the global speciality print community to learn, develop and adopt best practices. Our global network of 37 Association members plays a key role in driving and delivering this. Collectively running more than 300 events each year, they provide valuable local platforms for knowledge-sharing, networking and inspiration.

We have also rebranded, adopting a new look and feel. Our new visual identity features a bold design, bringing a fresh, and contemporary feel to our brand identity, encapsulating our emphasis on the future.

As we look forward, we remain dedicated to our community, and we will continue to support our members as they navigate the evolving landscape of the print and signage industries, as we have done for seven decades.

This manifesto gives an overview of the range of work we are doing to benefit the global speciality print community today, and offers a taste of our ambitions for the longer term.

This is **FESPA FUTURE**.

Daniel Sunderland
FESPA President



Connect
Inspire
Support

A thank you from FESPA's CEO...

In this manifesto, we're thrilled to showcase all of the ways that FESPA Connects, Inspires and Supports its community.

I want to extend my heartfelt thanks to everyone who's a part of FESPA. Your continued passion, innovation, and commitment are what make our community so special.

Together, we are shaping the future of specialty print by embracing new technologies and pushing creative boundaries in ways that continue to inspire.

As we look ahead, I'm excited about what the future holds for FESPA, and for the speciality print sector. I know that with your support and shared vision, we will continue to grow stronger together.

Thank you for being such a vital part of the FESPA family. We look forward to continuing this journey with you.

Neil Felton
FESPA CEO



Sharing insights, signposting trends

We are living through a time of radical and rapid change for businesses and consumers, making it more vital than ever that we provide print businesses with insights and trend analysis that help them stay competitive and productive. With the right knowledge, they can make better-informed decisions and shape effective growth strategies.

Keypoint Intelligence partnership

As of March 2025 (and continuing until July 2026), Keypoint Intelligence is FESPA's official Thought Leadership Partner. Through in-depth research, speaking engagements, and content contributions, Keypoint Intelligence will help us to provide insights that help our community to navigate market shifts and drive strategic growth.

FESPA platforms

We regularly share updates on industry trends, via our various channels, to keep our community informed and engaged.

Platforms include:

- **FESPA website:** The official FESPA website at www.fespa.com is a hub for the latest industry news, technical articles, expert opinions, case studies and reports.
- **FESPA events:** Our global event portfolio includes FESPA Global Print Expo, WrapFest and regional exhibitions. They often feature conferences, workshops and live technology, and applications demonstrations.
- **FESPA publications:** We publish newsletters that cover a wide range of topics related to the print and signage industries. Content includes in-depth articles, interviews and trend analyses.
- **Social media:** We actively use LinkedIn, Instagram and Facebook to share updates, news and insights. We engage with our online community through posts, videos and live streams.
- **Webinars:** We host webinars and virtual events that focus on current trends and future developments in the industry. These online sessions provide valuable insights and allow for interactive discussions.
- **FESPA Awards:** Our awards recognise excellence from print professionals across the globe and highlight new, innovative projects and trends.

Current trends and topics in focus include:

Digital transformation

Print businesses are increasingly integrating digital technologies into their production workflows, which deliver simplicity, convenience and speed for customers who expect seamless, on-demand and accessible services, anytime and anywhere. By adopting printing technologies that support faster delivery times and higher quality, print businesses are able to maintain a competitive edge.

Application diversification

Many members of our community are branching into vertical markets by expanding their offerings beyond traditional print services to cater to growing sectors. We keep an eye on the latest trends and inform our community of opportunities for them to capitalise on. Examples of such growing vertical markets include: packaging and labels, signage and retail displays, vehicle wraps, personalisation, textiles and fashion, 3D printing and more.

Automation and AI

Automation and AI are increasingly being used by manufacturing businesses to streamline processes, productivity and efficiency, while limiting waste and reducing costs. By implementing intelligent solutions, print businesses can analyse job specifications, compare them with available resources and production capabilities, and schedule tasks more efficiently, ensuring timely completion of projects. In addition, AI-powered features like automated layout design and precise colour management further increase the speed and quality of print jobs.

Personalisation

The rise of e-commerce has increased the demand for personalised products, such as photo books, greeting cards and customised packaging. This shift enables printers to tap into on-demand production, helping them and their customers to reduce waste and limit inventory costs. Overall, personalisation continues to be a major growth opportunity for those operating in the speciality print sector because it allows them to offer high-margin customised products, which also add significant commercial value for their customers.

Sustainability

Sustainability is another important area for print businesses to optimise. Demand for more environmentally conscious production methods, inks and substrates has significantly increased as consumers become more environmentally aware and shift their focus towards brands that demonstrate their environmental responsibility. In addition, there are now legislations in many countries that require print service providers (PSPs) to directly supply reporting and documentation to demonstrate compliance, or comply with the regulatory reporting needs of their customers. Consequently, brands demand robust environmental practices from their supply chains, including their PSPs.



Stimulating innovation, sharing knowledge

As the print industry experiences this period of continuous change, due to ongoing digitisation, escalating sustainability demands and evolving market needs, we are ensuring that our community – from small businesses to large printing enterprises – has access to the latest innovations and knowledge to optimise their operations and access emerging commercial opportunities.

Fespa.com

The FESPA website offers a variety of knowledge-sharing and educational resources designed for professionals operating in the screen, signage, wide format and textile printing industries. These include articles and insights from industry experts, including FESPA Textile Ambassador Debbie McKeegan, specialist journalists Nesson Cleary, Sonja Angerer, Rob Fletcher and James Gatica Matheson, as well as speakers from FESPA's global events.

Topical content hubs

We have curated several dedicated online content hubs focused on speciality areas of print that businesses may wish to explore, expand into and capitalise on – such as Personalisation Experience (customisation), Printers (interior décor) and Sustainability Spotlight (guiding printers on their sustainable development journey).

Club FESPA exclusive content

Our member-only Club FESPA online platform offers insightful articles, how-to guides, business advice and updates on future industry trends. Examples of Club FESPA content include: 'How to get certified without greenwashing'; 'How to avoid carbon offsetting and stay sustainable'; 'Innovation in textile printing' and 'Seven ways AI will transform the printing industry'.

Sustainability

Our Sustainability Spotlight online hub provides print businesses with guidance on how to operate in a more energy efficient and sustainable manner, work with stakeholders to reduce negative environmental impacts across supply chains and reduce their carbon footprint. Key focus areas include: printing with green materials and inks; supporting the circular economy; updates on regulations; energy reduction and greener textile printing. In addition, in 2024, we launched expert-authored guides on navigating sustainability legislation, titled: 'Calculating Carbon'; 'Sustainable Certification Scheme Guide' and 'Glossary of Terms'.

We also publish a series of Sustainability Spotlight videos, led by our Head of Associations & Technical Lead, Graeme Richardson-Locke, which highlight expert advice from FESPA partners. Videos include: Ali Khalili, CEO of Re-board, speaking about why decarbonisation is important to the industry; Marshall Atkinson from Atkinson Consulting outlining top sustainability myths in the decorated apparel industry; and consultant Steve Lister discussing the importance of creating a circular design process.

Local resources

In addition to the information and guidance we share online, we provide our global Associations with resources that enable them to educate their members via regular training programmes, networking events, technical resources tailored to their members' needs, and more. They also create platforms for discussions at a local level. These initiatives ensure that professionals operating in the speciality print sector can remain knowledgeable, have access to the latest trends, be mindful of current challenges, and the solutions and resources to overcome them.

All of our global exhibitions feature an educational programme addressing specific growth opportunities for print and signage businesses. For example, our Personalisation Experience conference programme runs alongside the exhibition of the same name. Speaker sessions at the 2025 Personalisation Experience Conference will cover topics such as: AI, mass customisation and data-driven marketing. At FESPA Middle East 2025, the conference programme included insightful sessions on personalisation, sustainability, and new technology and future visions. Educational demos are also provided at our events, for example, at the World Wrap Masters competition for vehicle wrapping.

Promoting sustainability & engaging future generations

Supporting sustainable practices, and inspiring the next generation to work in the print sector and to value print, are both ways in which we're working to future-proof our industry.

We recognise that sustainability is becoming a critical attribute for print and signage businesses seeking to win contracts from environmentally conscious brands. As the leading global business support organisation for these sectors, we have a responsibility to lead by example. We are wholly committed to reducing our negative environmental impacts, using our resources efficiently, minimising waste from our operations, and giving back to our community.

We believe that by focusing on being responsible, and working together as a community to define and promote best practice, we can progressively reduce the environmental impact of print.

We are constantly looking for new ways to challenge ourselves and set new goals, while empowering all our stakeholders to do the same.

ISO Certification for Sustainable Event Management

In 2024, we achieved ISO 20121:2012 certification for Sustainable Event Management. The certification solidifies our commitment to implementing best practices for sustainable development in our own business, minimise the environmental impact of our events, increase positive community engagement with regard to printing and manufacturing processes, and motivate print businesses to take concrete steps towards more sustainable operations.

Our 2025 events in Berlin – the flagship FESPA Global Print Expo, Personalisation Experience and European Sign Expo – will be the first in the speciality print sector to be run under the certification, which provides a comprehensive framework for organisers like ours to prioritise sustainability without compromising on quality.

To achieve the ISO certification, we implemented an extensive range of policies and procedures to address key, measurable objectives, including: waste reduction, energy efficiency, carbon emissions reduction and stakeholder engagement. These activities and the system were independently audited and verified by the British Standards Institute (BSI) certified awarding body under certificate number SEMS 799937, affirming FESPA's demonstration of best-in-class sustainable event management services to its exhibitors and visitors.

Sustainability: Learn more about Sustainability Spotlight on page 7.

Waste reduction: Learn more about The FESPA Foundation on page 13.

Grass roots youth engagement

Our national Association members are actively engage with young people and those aspiring to work in the print sector. A number of initiatives around the world are aimed at promoting careers and advising on how to access opportunities in the print, signage and graphics industries.

Here are some examples:

FESPA UK runs its Next Gen Initiative to connect young people, including those with disabilities, with career pathways in the print sector. The programme offers a six-week work placement followed by a one-year internship, and ends with recognition from FESPA UK and a certificate. Employers participating in the programme benefit from fresh perspectives from the next generation and the potential for long-term employment relationships.

Global Print Expo Youth Programme

We work hard with our local Associations to attract and invite young people to FESPA Global Print Expo each year. Young people who attend get to experience a hosted show floor tour and fireside chats about careers in the print industry.

FESPA Bulgaria operates a Youth Programme that features events such as a Careers Show. This initiative is designed to inspire young individuals with real-life stories from professionals working in the speciality print sector and it includes interactive zones where participating students can experience printing processes firsthand. The most recent Careers Show in 2025 attracted more than 130 attendees.

FESPA Australia operates a Future Leaders Program, which identifies and supports emerging talent in the industry. Participants have the opportunity to attend the FESPA Annual Conference and may be selected to join FESPA Australia at international events, such as FESPA Global Print Expo 2025 in Berlin, where they had the chance to expand their professional networks and industry knowledge.

Ultimately, we are committed to shaping how the younger generation perceives the print industry. We will continue to showcase how our industry is innovative, creative and sustainable, and we look forward to supporting talented young people who wish to work in the sector.





Showcasing opportunities & connecting communities

Our community thrives on collaboration and innovation. By highlighting new opportunities, emerging technologies and trends, we can help print businesses to discover ways to expand their services, explore vertical markets, access resources and perform at their best.

FESPA has developed platforms and events that create opportunities for businesses to grow, innovate and thrive as the print and signage markets continue to evolve.

We're showcasing opportunities for businesses via our hosted events, such as WrapFest; organising Expo Producción Mexico; and celebrating excellence at the FESPA Awards.

We recognise that we can provide value to members of our community by leveraging and capitalising on trends. For example, the growing demand for personalised and sustainable packaging.

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WrapFest

WrapFest is a FESPA-hosted event dedicated to vehicle wrapping, PPF (paint protection film) and detailing. The show is a prime example of our commitment to stimulating niche market opportunities. Held at the UK's iconic Silverstone Race Circuit, WrapFest brings together industry professionals to showcase the latest products, techniques and innovations, and also features live demonstrations, competitions and opportunities to work.

Expo Producción

Co-located with FESPA Mexico, launching in 2025, Expo Producción is an event for the textile supply chain, designed to connect manufacturers, brands, retailers, and suppliers. The event enables visitors to learn about the latest trends, products and innovations in the textile industry, and highlights FESPA's wider commitment to supporting the global print and textile community – in Latin America and across the globe.

The FESPA Awards

The FESPA Awards celebrate our community's exceptional achievements in the speciality print sector. Established in 1991, the awards set the benchmark for excellence and recognise the outstanding work of printers and sign-makers in our global community. Every two years, hundreds of entries are submitted and meticulously evaluated by a panel of industry experts. The FESPA Awards offer print businesses a unique platform to showcase their work and gain global recognition. Shortlisted entries are displayed at FESPA Global Print Expo in the form of an open exhibition for visitors.

Winners of The FESPA Awards are announced at the highly anticipated ceremony, which not only honours the winners, but also provides an opportunity for members of the FESPA community to network and celebrate their achievements. In addition to the 18 main categories, there are special awards for innovation, sustainability, and the Young Star Award, which recognises young talent in the industry.

FESPA Flex

FESPA Leadership Exchange (FLEX) events bring together senior figures from leading print businesses across the globe to facilitate business growth and knowledge sharing. The events usually coincide with FESPA exhibitions, such as the flagship FESPA Global Print Expo, WrapFest and regional exhibitions in the Middle East, Brazil and Mexico. They are tailored to specific regions, allowing participants to understand and address the unique challenges and opportunities in their local market.

FLEX events typically feature presentations and discussions led by industry experts, enabling attendees to benefit from their expertise and apply it to their own businesses. They also provide a platform for industry leaders to share insights and build valuable relationships, which can lead to new business opportunities and collaborations. In addition, attendees can gain insights into the latest trends, technologies and best practices in the print industry, helping them to remain competitive. In addition, they can explore new markets, identify potential clients and expand their reach.





Supporting developing markets & using print for good

At FESPA, we strive to explore and recognise the unique opportunities and challenges faced by print and visual communications businesses in developing markets, and to support them with targeted resources, events, initiatives and educational programmes.

FESPA Middle East

We continue to invest in initiatives that support growth, innovation and knowledge-sharing across the globe. For example, we recently established our newest global print exhibition in Dubai – FESPA Middle East. This inaugural event was launched in January 2024 to serve the growing print and signage markets in the Middle East and Africa regions and was a great success. In addition, the following edition in 2025 welcomed more than 3,400

By coming together and working as a team, our community can help to uplift underserved communities and create opportunities for local print businesses.

visitors from more than 80 countries, and included educational features, such as a Sustainability Spotlight conference. The event also enabled senior decision makers from print and signage businesses to connect and network with leading suppliers and distributors. Our facilitation of such events highlights our commitment to supporting regional print industries and helping local businesses to grow.

Regional Events

FESPA Africa, FESPA Brasil and FESPA Mexico have contributed to the growth of the print market in their respective regions.

FESPA Mexico is a key event for print businesses operating in the printing industry in Mexico and Latin America. It attracts thousands of professionals and showcases the latest innovations in digital and textile printing, garment decoration, screen printing, packaging, and more. Beyond the exhibition floor, FESPA Mexico features a programme of live demonstrations, educational seminars and expert-led conferences where speakers discuss key topics such as sustainability, automation, and new business opportunities.

Similarly, FESPA Brasil delivered in partnership with the amazing team at APS Fieras, has established itself as a leading exhibition for the digital printing market in Latin America. The event covers a wide range of printing applications, including textiles, labels, signage, personalised products, and 3D printing and provides valuable knowledge-sharing and networking opportunities for industry professionals. In 2024, it achieved record-breaking attendance, with more than 24,000 unique visitors going to the event.

FESPA Africa has also contributed strongly to the print industry's growth in sub-saharan Africa. Our partners in the event, Practical Publishing, are invaluable partners in not only the FESPA Africa event, but also the FESPA Foundation.

The FESPA Foundation

In early 2025, we launched The FESPA Foundation, our new sister organisation dedicated to providing printed educational resources and other support to underserved communities around the world, and encouraging sustainable practices throughout the speciality print sector.

Operating under the strapline 'Print For Good', the FESPA Foundation's efforts include providing knowledge, educational resources and materials to schools in underserved communities to facilitate better learning environments and inspire young people into print.

A key initiative of the FESPA Foundation is to divert printed exhibition samples from FESPA's global events, that would ordinarily be wasted, to meaningful community support projects, such as schools. This aligns with FESPA's ISO 20121:2012 certification for Sustainable Event Management (page 8), which includes monitoring and limiting waste produced at our global exhibitions.

The FESPA Foundation facilitates the collection, transportation, distribution and installation of printed materials in the beneficiary communities, via international and local partners. It also collects in-kind and monetary donations that further support these communities, for distribution via credible local charities and community outreach programmes.

The FESPA Foundation's first successful project was at the Evane Intermediate School in KwaZulu-Natal, South Africa. Members of the Foundation and local partners in South Africa revitalised the school by repainting and decorating, upgrading facilities and implementing printed educational posters and materials. This project transformed the learning environment for the school's 90 students, giving them a more functional and inspiring space to learn and thrive in.

Watch the video



The FESPA Foundation truly demonstrates how the power of print can change lives and facilitate learning around the world.

Ultimately, FESPA is a proven force for good. By demonstrating that we're supporting underserved communities, we hope to inspire our community to provide benefits and educational resources to young people in need – be it through Association activity or other meaningful projects.



Reinvestment & Associations' Activity

Our international reinvestment programme channels revenue from our events into supporting the global print community, representing more than €7,000,000 invested over the last ten years.

Reinvestment focuses on four key areas: helping print businesses to diversify and grow, sharing knowledge and market intelligence, promoting best practices, and creating networking opportunities.

Concrete examples of past reinvestment projects have been market research such as the FESPA Print Census, educational guides, training and international knowledge-exchange events such as FESPA Global Summit.

In this report we have outlined the broad spectrum of activities that are part of this commitment.

In addition to funding centrally-run activities, our Projects Committee meets regularly to evaluate proposals from our national Association members and to allocate funds to initiatives that will be delivered locally – wholly or partly enabled by FESPA's financial support.

The 43 Association projects and initiatives that FESPA is supporting so far, this year, include:

- **FESPA Belgium** – Connect event (January)
- **FESPA Bulgaria** – Link Eastern Europe event (February)
- **FESPA Finland** – AI Seminar (February)
- **SZSDT (Slovakia)** – Slovak Screen and Digital Printing Seminar (March)
- **PSSiDC (Poland)** – Young People Colour The World event (May)
- **FESPA Australia** – Youth Engagement Day (June)
- **SLAP (Sri Lanka)** – Seminar in Western Province (August)
- **ARED (Turkey)** – ARED Europe Meeting and Sectoral Training Seminar (September)
- **Printing SA (South Africa)** – Women In Print (September)
- **Verband Werbetchnik+Print (Switzerland)** – SwissSkills 2025 youth engagement (September)

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We're truly proud and happy to host FESPA Link Eastern Europe in Sofia. This project brings together FESPA Associations to promote collaboration and share best practices. It also provides a platform for discussing economic trends and market dynamics. By combining professional networking with cultural experiences, it inspires collective growth within the FESPA family. Additionally, the unique friendly atmosphere in Eastern Europe facilitates lifelong friendships that extend beyond business, fostering genuine human connections.

Dessy Todorova, Co-founder and Secretary, FESPA Bulgaria

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We are here to connect our members, improve their productivity and competitiveness, as well as further develop their skills and knowhow. AI is here to stay and it is very important for our members to embrace it as soon as possible. Pushing people to get excited about something new is rewarding and makes all of us tick.

Minna Pettersson, Executive Director, FESPA Finland

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We recognise that while we have built a strong alumni of future leaders, we need events and opportunities for them to continue build their relationship together for the good of the industry.

Jane Docherty, Membership and Communications Manager, FESPA Australia

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At PSSiDC, we believe that engaging young people through creative initiatives like 'Young People Colour The World' is essential for inspiring the next generation of print professionals. In 2025, together with the Polish Chamber of Printing and the Gutenberg Knights' Brotherhood, we are organising an educational journey for more than 50 students, teachers and lecturers to visit FESPA Global Print Expo in Berlin. In addition, we regularly facilitate visits to our members' printing companies and support internships, and apprenticeships for young talent. Through these initiatives, we help nurture skills, foster innovation and build a stronger future for our industry.”

Jacek Stencel, President of PSSiDC (Polish Association of Screen and Digital Printing)

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We ensure that up-to-date recommendations regarding standards and regulations, as well as current developments within the industry, are made available to our members. The VWP also bears responsibility for the initial and continuing education of professionals within our fields and ensures that training content is regularly updated to meet current demands. In the professions of screen printing and advertising technology, we are currently facing a shortage of young talent. For this reason, the Association regularly takes part in SwissSkills – a national event that allows thousands of pupils to explore our vocational profiles in a hands-on environment.

Claudia von Rotz, Head of FESPA committee Switzerland, Verband Werbetchnik+Print

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The printing industry has traditionally been male-dominated. These events create visibility for women already working in the sector and demonstrate that printing is a viable career path for women across Africa. Connecting women across the continent allows for valuable relationship-building, creating support networks that can be crucial for professional advancement and business development. By strengthening women's positions in the printing industry, these events contribute to economic independence and growth opportunities for women-owned printing businesses throughout Africa.

Abisha Katerere, Head of Marketing and Business Development, Printing SA (South Africa)





FESPA MEMBER ASSOCIATIONS

FESPA
AUSTRALIA

ASD CZECH SCREEN
AND DIGITAL
PRINTING
ASSOCIATION

FESPA
GREECE
ASSOCIATION

apigraf
La fuerza de uno, el poder de todos.

FESPA
ESPAÑA
ASOCIACIÓN

VERBAND
DRUCK|MEDI
ÖSTERREICH

FESPA
DENMARK

MAGYAR
SZITANYOMÓK
SZÖVETSÉGE

N
P
A

ARSIT & D

SIAP
Sri Lanka Association of Printers

FESPA
BELGIUM

FESPA
FINLAND

spa ITALIA
ASSOCIAZIONE

FESPA
NEDERLAND

RSP

FESPA
SWEDEN
ASSOCIATION

FESPA
BULGARIA
ASSOCIATION

FESPA
FRANCE

FESPA
ITALIA
ASSOCIAZIONE

FESPA
NORWAY
ASSOCIATION

SPA

VWP
Verband Werbetechnik+Print

FESPA
HRVATSKA

Bundesverband
Druck+Medien
DEUTSCHLAND

SPAK
Slovak Printing Association of Trade

SDGAP

SLOVENSKÝ ZVÄZ
SIETOTLACIAROV
A DIGITÁLNYCH
TUČIAROV

FESPA
UK
ASSOCIATION

PS+DC
POLISH SCREEN AND DIGITAL
PRINTING ASSOCIATION

printing
sa
Federation of Printing, Packaging,
Signage & Visual Communication

CSGIA

Febelgra
united in
graphics

TINPA
THE INDUSTRIAL PRINTING TRADE ASSOCIATION

AREDA
ASOCIACIÓN DE INDUSTRIALES RELACIONADOS CON EL DISEÑO

USDPA