

News Release

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Biggest Ever FESPA Digital 2009 Opens in Amsterdam

FESPA bucks industry trends by significantly growing its Digital event

FESPA's largest ever Digital event is now underway, as Amsterdam welcomes visitors to FESPA Digital 2009. 20% larger than last year's show, FESPA is bucking industry trends by growing the event, which features over 300 international exhibitors across four halls at the RAI Exhibition Centre.

Following an official opening ceremony hosted by FESPA President Anders Nilsson, visitors flocked into the halls where they found exhibitors spanning 14,500m² of floor space, showing the latest in cutting-edge wide-format digital technology. The event gives printers a chance to efficiently meet hundreds of key suppliers in the sector all under one roof, enabling them to learn about the latest digital technologies and see the newest 'revolutionary' applications, to help them grow their business.

Frazer Chesterman, FESPA managing director comments: "Our pre-show indicators suggested that we could expect a strong international audience, optimistic to find out about the latest products and market developments. The 'Revolution' theme reflects the creative and dynamic community of printers that are at the heart of a revolution, eager to discover innovation, seek information and find inspiration to help them embrace new opportunities. Exciting product launches by major manufacturers and Digital show highlights will give printers the motivation and fresh ideas to help them transform their organisations."

Customary of any FESPA event, FESPA Digital 2009 provides visitors with a number of valuable features including a first-rate digital conference programme, a Digital Textile Conference, and a number of industry debates to inspire and help printers reach their business goals.

Digital Revolutionary Showcase Theatre

FESPA's popular Digital Revolutionary Showcase Theatre programme spans the three-day exhibition, comprising free-of-charge sessions hosted by world-leading authorities from print and associated industries.

The seminars, hosted by companies such as Durst, EFI, Epson, HP, Mutoh and Océ, include topics such as: maximising profit with inkjet; new opportunities in the current marketplace; interweaving print technology; profiting from sustainable printing; the practical aspects of operating UV inkjet printers; and the differences between digital and traditional printing. The Digital Revolution Debate, chaired by industry expert Sophie Matthews-Paul, will feature leaders from the digital wide format sector and take place on the second day of the event. Paul Machin, specialist advisor on best practices to the EU Environmental Agency and co-author of FESPA's own Planet Friendly Guide will also lead a dedicated session on environmentally sustainable printing.

Digital Textile Conference

FESPA's second Digital Textile Conference (12th and 13th May), entitled *Rising Above the World Recession* will help printers increase their knowledge of the digital textile sector and give them strategies to effectively deal with challenging economic conditions. Covering both commercial and technical topics, the conference sessions will examine trends and market opportunities. Delegates will have the chance to hear a number of digital textile printing authorities examine a range of issues, such as at the current status and future direction of the textile market, textiles as an outdoor medium, the power of digital textile printing and the environmental impact of different inks used in digital textile printing.

Lunchtime Debates

FESPA's stand will provide an additional stage for industry learning, with interactive lunchtime debates and interviews with key digital print figures and 'revolutionaries'. The debates will give visitors a chance to engage in and discuss key issues with industry leaders. A debate will take place on each show day, starting with *The Great Outdoor Debate* on the opening day, followed by *The Big Planet Friendly Debate*, concluding with *The Digital Signage Debate* on the final day.

FESPA will also announce winners of its 'Revolutionary' guitar giveaway during the lunchtime debates. The 'Nominate a Revolutionary' initiative kicked off the FESPA Digital 2009 campaign to recognise industry colleagues who have produced ground-breaking work, who have ventured into new markets or embraced cutting edge technologies, or who have differentiated themselves with radical business models or services to their clients.

FESPA Digital Print Awards

Visitors will also have a chance to see the winning entries from FESPA's Digital Print Awards, which recognise outstanding examples of innovation in digital wide-format

printing across a broad spectrum of real-life applications from printers in Europe, the Middle East and Africa. The six category winners will be made public at FESPA Digital 2009 and the winning entries and the overall Platinum Winner will be showcased in Hall 6 on Stand C160.

FESPA managing director Frazer Chesterman comments: "Revolutions start with the sharing of ideas, exchanging viewpoints with peers, discussing and debating topical issues. FESPA's Digital exhibitions are an ideal platform to do this. The show is the culmination of many months of dedication and hard work by our in-house organisation team. We are confident that the event will meet our high expectations, offering printers the opportunity to see the latest market innovations as they come together to exchange ideas and continue contributing to and propagating the digital wide format 'Revolution'."

The FESPA team has also announced the dates of the next two FESPA Digital exhibitions, taking place in Hamburg, Germany from 24 – 26th May 2011 and Barcelona, Spain from 28th February to 1st March 2012. For more information and the latest updates, please visit the FESPA website at www.fespa.com.

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Notes to Editors

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 Digital 2009, 12th – 14th May 2009, Amsterdam, The Netherlands
- FESPA Mexico World Expo 2009, 27th – 29th August 2009, Mexico City, Mexico
- FESPA 2010, 22nd – 26th June 2010, Munich, Germany

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