

BOARD NEWSLETTER

1ST EDITION 2023

- WRAPFEST & FESPA GPE 2023 REGISTRATION IS NOW OPEN
- FLEX TAKES PLACE FOR THE FIRST TIME IN DUBAI
- FESPA PRINT CENSUS REACHES 1,778 RESPONSES
- PRINTING S.A COLOUR MANAGEMENT COURSE APRIL EDITION
- SUSTAINABILITY CONTENT ON FESPA.COM INCREASED
- GET TO KNOW FEMKE HELON AND MARC VANDENBROUCKE



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'We are proud when our Associations pull together to help in times of need'

Dear Association Presidents and Secretaries,

We are delighted to start a new year with a full calendar of activities including exciting new events. Our most recent organized event is the FLEX (FESPA Leadership Exchange) conference which was held in the heart of Dubai. On top of this, we have eight confirmed events and exhibitions this year including WrapFest and the Personalisation Experience.

Our portfolio of exhibitions and new features and events support our never changing ethos to share knowledge, facilitate business growth and extend our reach around the world. As always, we appreciate your continued efforts in ensuring that continues to happen.

Focusing on your work, we have also noted that there are over 170 Association events taking place from January to June this year. This is a 7% increase from 2021 and a 52% increase in physical events compared to last year. The number of activities happening across our network is impressive and we value you supporting your local community despite the challenges faced in the last few years.

On a more serious note, the Kahramanmaras earthquake has been declared one of the largest disasters of the century with the death toll surpassing 40,000. ARED is giving direct support to victims of the Kahramanmaras earthquake by providing emergency shelters and longer-term accommodation for people made homeless by the recent disaster. We are appealing to the wider FESPA community for further donations to increase the number of containers that can be supplied. We are all devastated by this event and want to raise as much funding as possible. We hope you and your Associations can support this cause by donating and sharing this link:

www.justgiving.com/crowdfunding/fespa

We are proud when our Associations pull together to help in times of need.

fespa.board@fespa.com



FESPA Shows & Events





FESPA GLOBAL PRINT EXPO



The FESPA Global Print Expo has successfully launched its visitor campaign which looks at new perspectives for businesses as they search for new opportunities.

The positive outlook from FESPA, will be reflected in the delivery of new products and innovations from both FESPA Global Print Expo and European Sign Expo exhibitors. With over 450 exhibitors having already confirmed their stands, covering 5 exhibition halls of the Messe Munich.

Included in this line up are Durst and Surfex, our Platinum Partners, along with four Gold Partners, Brother, Mimaki, HP, and Hanglory.

You can find the marketing materials to promote FESPA GPE 2023 and how they should be used here. Please note that if you need bespoke assets, you can contact Joanne.Cramp@fespa.com

For the latest show information and exhibitor listings visit:

CLUB FESPA REGISTRATION

Early bird tickets are available until 24 March, with a further price increase on 24 April and 25 May. FESPA Associations and their members will be entitled to **free exhibition entry** via Club FESPA visitor registration. You can find the association registration codes <u>here</u>. As per below unlike in previous years you can also get cheaper rates by booking early and opting for ticket bundles:

	Book before March 24	Book before April 24	Book before May 25
Expos Only (all 3)	Member €0	Member €0	Member €0
	(€80 to non-members)	(€80 to non-members)	(€80 to non-members)
Expos + Party	Member €65	Member €70	Member €75
	(€160 to non-members)	(€160 to non-members)	(€160 to non-members)
Party Only	Member €65	Member €70	Member €75
	(€90 to non-members)	(€90 to non-members)	(€90 to non-members)
Personalisation Experience conference + Expos	Member €225	Member €325	Member €425
	(€495 to non-members)	(€495 to non-members)	(€495 to non-members)
Personalisation Experience conference + Expos + Party	Member €250	Member €375	Member €479
	(€565 to non-members)	(€565 to non-members)	(€565 to non-members)

REGISTER AS A CLUB FESPA VISITOR HERE OR USE THE QR CODE:



WHAT'S NEW?

This year we have extended our visitor offering, by including an event dedicated to those looking to enhance or differentiate their offering with personalisation and customisation – **The Personalisation Experience**. The event will include a multi-day conference, featuring 50 expert speakers covering topics from sportwear and fashion customisation, bespoke interiors, to personalised packaging and loyalty marketing.



In addition, visitors will also have the option to visit the **Sustainability Spotlight**, where they can learn about the importance of building a sustainable enterprise, and how they can improve their environmental performance and credentials. There will be more content focused on Sustainability on fespa.com for year-round information.



As you will read, the **FESPA Awards** will also return to the program for 2023, offering visitors an inspirational tour of the huge variety of innovative print and signage applications being optimised by industry members. The display of short-listed entries will be available to view from the entrance of the Messe Munich from 23-26 May 2023, with the winning entries announced on Wednesday 24 May.



And finally, **FESPA's World Wrap Masters Series** will conclude with the last qualifying event of the series, World Wrap Masters Europe, which will take place on the 23 & 24 May. The European leg will see 26 vehicle wrap contestants endure several tough technical rounds where they will showcase their wrapping ability judged by a league of distinguished industry judges.

The winner of the European event will join the remaining regional competition winners in the World Wrap Masters Finals, taking place on 25 & 26 May where competitors will compete for the title of World Wrap Masters Champion 2023.

For more information or to enter the World Wrap Masters competition visit <u>www.worldwrapmasters.com</u>









PERSONALISATION EXPERIENCE

This year's launch event is gaining momentum with Brother confirming as an application partner for the Personalisation Zone feature area and companies like Dreamscape, Infigo and Printbox confirming as exhibitors.

The conference programme at the heart of the event is taking shape with confirmed speakers including Justin Cairns, Head of Offline Production, **Ogilvy**; seasoned retail executive Paul Currie, Chairman of **YPP**; and Frank Piller, professor of management and the Head of the **Institute for**

Technology and Innovation Management (TIM) at **RWTH Aachen University**, Germany's leading university of technology.

You can be immersed in your own personal member experience at Club FESPA - located in the Personalisation Experience exhibition space, alongside the Personalisation Zone. Of course, members enjoy a deep discount on delegate fees to the conference, with registration open now, offering the lowest earlybird price until March 24th.

FESPA AWARDS 2023

FESPA AWARDS 2023

After a three-year hiatus, we are delighted to see the return of the FESPA Awards alongside the FESPA Global Print Expo.

We have received an incredible 210 entries from 54 countries, which will be judged by our industry expert judges from 6-10 March, with short-listed entries announced on Monday, 13 March.

Meanwhile, entries will be visible online at <u>www.fespaawards.com</u> for the industry to vote for the People's Choice Award.

During your visit to the FESPA Global Print Expo, you will be able to experience the short-listed entries which will be displayed at the entrance of the Messe Munich from 23-26 May 2023. The official Awards Ceremony will be taking place on the 24th of May from 14:00 onwards which is open to shortlisted participants who can invite two delegate places to attend the ceremony free of charge. Please contact awards@fespa.com if you would like to attend the Awards Ceremony and you are not a shortlisted entrant. We would like to take this opportunity to thank all our associations for their support in promoting the Awards.







FESPA PARTY NIGHT - 25 MAY 2023

Taking place on Thursday, 25 May, the FESPA Party Night will celebrate the successes of the FESPA Global Print Expo and European Sign expo with our associations, partners, exhibitors, visitors and special guests.

The evening will be hosted at the exclusive Pacha Night Club in central Munich, for an evening of live entertainment, complementary drinks, and food.

Tickets will be available from the end of February via <u>www.fespaglobalprintexpo.com</u>. Discounted tickets are available for all associations and their members.

Date: Thursday 25 May 2023

Location: Pacha, Maximilianspl.

5, 80333 München, Germany

Time: **19.00**

Includes: Complementary drinks, food,

and entertainment



PARTY TICKET COST		
Book before	Member €65	
March 24	(€90 to non-members)	
Book before	Member €70	
April 24	(€90 to non-members)	
Book before	Member €75	
May 25	(€90 to non-members)	



WRAPFEST 2023

26-27 APRIL 2023 | SILVERSTONE, UK

WrapFest, our brand-new event dedicated to wrap installation is well under way with the marketing campaign launched and registration open. The event will be taking place 26-27 April 2023 at the Silverstone Racing Circuit (UK), the iconic home of the British Grand Prix.

The inaugural event has gained great support from prominent global brands who will be showcasing their products for custom vehicle wrapping and detailing, including graphic, colour-change and paint protection films, window tints, digital printing equipment, cutters and finishers, and other accessories.

PIT DEMOS - STAR OF THE SHOW

In the pit-garages of Silverstone, we have 11 globally recognised brands signed up: Hexis, 3M, ADAPT, APA, Avery Dennison, Grafityp, Spandex, William Smith, Surfex (with FlexiShield and Teckwrap), HP and Metamark, plus The Wrap Institute on behalf of FESPA. In their own dedicated space, each sponsor will be delivering live demonstrations, providing attendees the unique opportunity to see new products live in action and the chance to watch advanced wrapping professionals execute installs and pick up new techniques.

WRAP TALKS - EXCLUSIVE INSIGHTS

An interactive programme, ranging from energised fire-side chats to influencer interviews, will have some of the wrapping industry's most recognisable names to share their unique perspectives and insights on the industry, while also giving visitors the opportunity to ask questions in an intimate setting. Confirmed speakers include wrapping enthusiast Archie Hamilton, livery design specialist Joshua Stedford, and Corey England from installation company Wrap Capital.

WrapFest will be home to the new leg of the World Wrap Masters where 24 contestants will compete for the championship title and a place in the final during FESPA Global Print Expo. We also get to introduce previous winner of the World Wrap Masters, Ivan Tenchev, as he joins the FESPA team in his inaugural role as a judge.



WRAP WARRIOR BATTLE

Hosted by our Training Partner - The Wrap Institute — Wrap Warrior Battle provides visitors with a fun way to test their wrapping skills. It invites visitors to take part in one of three contests to see just how-good a wrapper they are, giving away t-shirts as prizes.

FESTIVAL VIBE

We will have our own little festival during WrapFest! We couldn't invite people to Silverstone, without giving them extra reasons to attend. Attendees (and FESPA staff, for sure!) have a virtual race around the track via some simulators! Then attached to the event is our festival forecourt where our Show and Shine Competition will be situated – allowing a limited number of visitors the opportunity to bring their own wrapped vehicle to be judged - plus some international food trucks, music, seating and a beer tent for the Wrap Party in the evening of Wednesday 26th – offering visitors and exhibitors the perfect opportunity to have fun, network and learn.

It promises to be a unique event for fun and learning for the wrap installation community! We know some Associations are already organising group visits, but all association members gain free entry to WrapFest via Club FESPA.

ASSOCIATIONS

Registration for Wrap Fest is now open! We have a dedicated registration link for our Associations and their members. It is important that this link is only used by our Associations and their members as it will automatically register you as having Club FESPA status. Free entry and parking will be given to all members along with access to the VIP Café. The promotional codes for Associations can be found below.

Additional marketing materials have been uploaded to the extranet and can be found here.







FESPA Leadership Exchange takes place for the first time in Dubai

The FESPA Leadership Exchange (FLEX) welcomed figures from leading print businesses in the Middle East gather by invitation, to connect with their peers from the wider FESPA global community in an innovative format designed to facilitate business growth and inter-regional knowledge exchange.



This event was held over two days on 1-2 March 2023, at the Andalusian-inspired boutique and urban retreat Al Habtoor Polo Resort & Club, located in the heart of Dubai.

The unique format of this event ensured a carefully selected group of print leaders were brought together in an intimate setting, for a specially designed content programme that was led by the needs of the delegates and which facilitated knowledge sharing, transparency, and inspiration. Sessions explored; how brands, retailers, and print buyers are challenging the printing industry with new requirements and expectations. As a group, delegates explored these topics by examining current obstacles and future opportunities.

Sessions were facilitated by; Alberto Masserdotti, Christian Duyckaerts, and Neil Felton.

FESPA Secretaries Meeting 2023

We are pleased to once again bring Associations together for a Secretaries Meeting. The meeting will take place on the 22 May 2023 from 9am to 5pm. As per previous years, FESPA will reimburse one delegate per Association for 2 nights hotel accommodation and up to €250 towards travel for Associations in Europe and up to €1,000 out of Europe.

We hope to see you all in Munich at The Westin Grand Munich

Address: Arabellastraße 6, 81925 München, Germany

A finalised draft agenda will be shared later in April.



What's New





FESPA increases content on Sustainability & Printeriors

Sustainability Spotlight will return at FESPA Global Print Expo 2023 with a focus on providing our community with informative and actionable advice around environmental best practices. At FESPA we aim to encourage our community to make more sustainable and environmentally friendly choices for their businesses. There will be a mixture of online content available on FESPA.com and FESPA's YouTube channel that will include blogs, podcasts and videos. The videos will feature a FESPA Host leading a round table discussion of experts discussing a particular topic as well as offering 1 on 1 discussions. There will be 6 content pillars that will focus on: Brand Perspective, Materials, Circular Economy, Certifications. Carbon Calculations

EnergyReduction. The Head Sponsor of this feature is Re-Board who are providing all the materials for the build for the stand in Munich. All content will be available 1 month before the show. FESPA are having discussions with relevant industry experts and businesses that have a focus on sustainability and are interested in working together to create this content.

Similarly, this years' addition of Printeriors will be hosted on FESPA.com and feature a brand new interactive map enabling visitors to explore a broad resource centre of real business case information about the technologies and materials available to this market.



Club FESPA Online – February 2023

Check out the new topics that have been added to Club FESPA Online in February by clicking here:

- How to defend your business against cyber attack
- Biodegradable, compostable or recyclable: the problem with plastics
- How ChatGPT can add value for your business
- Quality-assuring colour management for big brands
- Signage for the 21st century

FESPA Associations & Marketing updates



FESPA Print Census reaches 1,778 responses

We are happy to have reached 1,778 respondents in 120 countries for the latest FESPA Print Census edition.

Please note the top 10 responses worldwide and from Associations:

Country	Responses
Brazil	195
Germany	152
Mexico	132
United Kingdom	81
Italy	80
Spain	71
South Africa	62
Netherlands	51
France	46
Portugal	42

Association	Responses
FESPA UK Association	67
FESPA France Association	46
FESPA España Asociación	44
FESPA Nederland Association	42
FESPA Australia Association	39
Printing SA	38
CANAGRAF	33
FESPA Italia Associazione	27
Verband Werbetechnik+Print	27
SZSDT	25

We are happy to have superseded the number of responses from previous years and have reached more countries than ever before. In the next few months, we will be working on creating a Report that will be launched at FESPA GPE 2023. Once again, we appreciate all your efforts in sharing the survey with your members and wider print community.





Printing S.A Colour Management course – April edition

We are happy to announce that the Printing S.A Colour Management course will be available in 2023. The first edition will take place in April with Graeme's colour management clinic taking place on 14 April 2023 at 12pm GMT.

As a reminder the course content will be the same as previous years and will be available

for a whole month to any members interested in joining. The course takes an average of 20 hours to complete, so learners can dip in and out of the course or repeat certain elements at their own pace. Learners will also receive a certificate of participation upon completion if they achieve a pass rate of 70% or above.

To participate in the course, please take note of the following steps:

- 1. Advertise this course to your members as a member-only benefit using the marketing materials located here
- 2. Take the participation fee of at least €165 each for members from your Association and then pay FESPA €110 (so your Association keeps €55 per learner or more depending on how much you will advertise the course for)
- 3. Send <u>Lily.Ward@fespa.com</u> the spreadsheet with the learner's details and confirmation that payment has been processed
- 4. Remind learners of the opportunity to take part in a 2-hour webinar with Graeme Richardson-Locke to troubleshoot any colour management issues

FOR MORE INFORMATION ON THIS COURSE, PLEASE REVIEW THE COURSE CONTENT HERE

Association Events



ARED raises money for the affected families in Turkey

ARED has organized a donation campaign for the earthquake zone that took place in Turkey and affected 10 provinces. ARED is building and sending cold-resistant tents and container homes to the earthquake zone. With donations received so far, ARED has funds to provide over 30 temporary housing units which will be located within a temporary housing town set up by the Sectoral Associations Federation (SEDEFED), a Turkish organisation representing over 12,000 businesses, of which ARED is a member. The association is appealing to the wider FESPA community for further donations to increase the number of temporary houses that can be supplied.

Neil Felton, CEO of FESPA comments "We send our sincere condolences to everyone affected by this tragic disaster. The project initiated by ARED offers vital protection to those impacted, and FESPA will continue to work with ARED to support its community-based efforts. We thank everyone in our international community who feels able to contribute to this vital effort."



JSDPA celebrate their 50th anniversary

Japanese Screen&Digital Printers Association (Chairman: Masakazu Naito) held its "50th Anniversary Ceremony" (Executive Committee Chairman: Jiro Miyasaka) at Ueno Seiyoken on Friday, November 18.

Under the theme of "Toward the Future After COVID-19!", the event consisted of three parts: a commemorative ceremony, a special commemorative lecture, and a commemorative party.

In the first part of the ceremony, the Minister of Economy, Trade and Industry Award was presented to Hiroshi Yoshida (Yoshida Seisakusho Co., Ltd.), an advisor to JSDPA. A Director-General's Award was also presented from the Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry to Yuichi Nishida (Fukuizumi Industry Co., Ltd.), Vice President of JSDPA.

In the second part of the ceremony, a special commemorative lecture was given on the topic of "The Future of Japan by Mr. Yoshihide Suga, a member of the House of Representatives and the 99th Prime Minister of Japan.

In the third part, a commemorative party was held to strengthen face-to-face exchanges for the first time in a while. The party ended with a big lottery and three cheers for all the participants.



SLAP holds a silkscreen workshop

Sri Lanka Association of printers organized its first Silk Screen workshop at the end of 2022. The event was held on 23 and 24 November 2022 with 13 participants. The event facilitated the spread of knowledge and awareness around Silk Screen Printing technology and also educate the participants on the importance of its usage. The participants were trained to print using the silk screen printing method where they will be able to utilize the technology for their businesses.



The first World Wrap Masters Norway competition took place from Wednesday 8 to Thursday 9 February 2023 at Sign, Print and Promotion. Eight car wrappers from all over the country came for the two-day competition. Each competition round was designed to showcase the contestants' talent and judged by industry experts, the World Wrap Masters Judges, through the knockout stages.

Thomas Fjeldberg, general manager of Sign text pointed out that it would not have been possible without judge Ole "Solskin" Ravn and the representatives from 3M, whose vinyl was used during the competition. Joakim Sveen (the winner) was crowned Wrap Masters of Norway and will go throughto the finals in Munich, Germany, from 25-26 May 2023.









FESPA Head Office – Week of activities

At the beginning of February, FESPA's international team based in Asia, Mexico, Middle East and Turkey joined FESPA Head office for a week. The objective of the week together was to gain insightful knowledge into what each Team is working on and discuss how we can further drive success together. The week also provided an opportunity for the Team to undertake training sessions such as a Personality Profile assessment and an Asana and Salesforce overview. Additional

Q&A's sessions were also added for those wanting to know more about Marketing, Sales, Operations, and Finance. The Friday was organized for social activities including an afternoon tea and team dinner where the teams were able to spend time together and exchange ideas. We are glad to have the chance to bring FESPA teams together and we hope to continue to facilitate this initiative moving forwards.



Get to know Marc Vandenbroucke Febelgra

Job Title - General Manager

How long have you worked with FESPA? Since October 2019

How would you describe the FESPA community in 3 words? Dynamic, Connecting, Innovative.

What are your aims and objectives for Febelgra this year? We are working on unprecedented marketing communication programs to promote the broad graphic sector. This is a big challenge, and our main goal is clear: to roll this out for the entire graphic community, including Fespa, before the summer of 2023. Specifically with regards to Fespa, we aim to intensify our cooperation with the global sector and aim for growth in the number of members.

Can you share 1 or 2 events you have planned this or next year? The Print Speed date event on February 9th, The Belgian Wrap Masters on May 13th, The Sustainability Congress on November 23rd.

Tell us a bit about your background - I started my career in HR services, before having had the role of HR director in the pharmaceutical industry for 14 years. After that, I got acquainted with the largest commercial printing company in Belgium. This also included a deep dive into a real production environment, as HR director and right-hand of the CEO in general management. Since October 2019, I have been the proud general manager of Febelgra. Privately, I have my wife as my best sparring partner and two, in the meantime, working children.

What are the 3 biggest trends that you see happening in the industry? Simply: digitalization, sustainability, personalization.

What are your hobbies and interests?

Too many to list: tennis (active), news media, restaurants, connecting with the good life - my home - my work – and much more. So, time is sometimes not on my side.

Can you share 3 photos of Belgium and why it is worth visiting? Difficult to choose just three because we have many but here are my choices:



Coo Waterfalls

- Brussels Atomium: The Atomium is a monument in Brussels, Belgium, that was built for the 1958 World Expo. It is an icon of modern architecture and a popular tourist attraction in Brussels. The design of the Atomium is inspired by the structure of an iron crystal, and it consists of nine spheres connected to each other by tubes and stairs.
- 2. Gravensteen Castle Ghent: The Gravensteen castle in Ghent, Belgium is a must-visit destination for history lovers and architecture enthusiasts.

Some things that the Gravensteen has to offer:

- Rich history: The Gravensteen castle dates back to the 12th century. It was once the residence of the counts of Flanders and later served as a courthouse, a prison, and a factory. The castle was slated for demolition in the 19th century before it was eventually restored and opened to the public.
- Impressive architecture: The castle's medieval impressive architecture features a moat, turrets, a keep, and a beautiful courtyard. The castle gives visitors a sense of what life was like in the Middle Ages.
- Museum: The museum showcases artifacts from the castle's past, including weapons, armor, and torture devices.
- 3. Coo Waterfalls: The Coo Waterfalls are unique in that their location is in the heart of the Ardennes Forest, surrounded by lush greenery and rocky cliffs. The falls themselves drop over 15 meters and create a stunning display of cascading water.

What is your most memorable FESPA moment? (And a photo of that moment if you have it)

The official launch of the Fespa Belgium Association took place at the Africa Museum on February 13, 2020. Everyone should know what happened afterwards... Due to the first, but also because of the second 'event', this can definitely be called memorable.

You can invite 5 people to dinner, (Living or dead), who is coming? Arno Hintjens, Nelson Mandela, Serena Williams, Albert Einstein, Etienne Vermeersch. But I'm also keeping a seat free for Agnetha Fältskog.

What is the biggest learning that you would like to share with other Associations? Form in the first place a national unity of graphic interests. Otherwise, this leads to nothing in the long term. Instead, form a strong interest group for the broader graphic sector and unite forces. That is the only way to success. And when conditions are tough, such as in 2022 with high inflation, high commodity prices, adverse geopolitics, and so on, we must all persevere and keep up our entrepreneurial spirit.



Get to know Femke Helon Fespa Belgium

Job Title - President

How long have you worked with FESPA? Almost 1 year.

How would you describe the FESPA community in 3 words? Connection, Knowledge, Inspiring.

What are your aims and objectives for Febelgra this year? Connecting all the stakeholders in the Belgian Graphic Market (printing companies, suppliers, partners, education authorities etc in a way to support and help each other in this challenging economic situation.



Can you share 1 or 2 events you have planned this or next year? Fespa Belgian Print Speed Date (took place on the 9th of February), Belgian Car Wrap Masters on the race circuit in Zolder, Belgium.

Tell us a bit about your background - I have a Masters in Commercial Sciences. After 3 years as Merchandising Coördinator @VF Europe (Kipling), I started my own company 3Motion, together with my husband. We started as a small print & sign company and grew into a real production company of +/- 50 people, specialised in visual communication, with a large range of products and services.





What are the 3 biggest trends that you see happening in the industry? Consolidation, digitalisation, diversification.

What are your hobbies and interests? Travelling, Running and Cooking.

Can you share 3 photos of Belgium and why it is worth visiting? Zoniënwoud (Brussels), The City of Ghent, Cycling between the water (Limburg).

What is your most memorable FESPA moment? (And a photo of that moment if you have it)
The FESPA Party in Berlin

You can invite 5 people to dinner, (Living or dead), who is coming? My husband, my father, Barak & Michele Obama and Elon Musk.

What is the biggest learning that you would like to share with other Associations? Our FESPA Ladies Events – a big success!



FESPA Belgium Congress

Key Meeting Dates & Upcoming Shows

FESPA Leadership Exchange Dubai, Middle East 1 – 2 March 2023

www.fespamiddleeast.com

FESPA Brasil 2023 in São Paulo, Brasil 20 – 23 March 2023

www.fespabrasil.com.br

WrapFest 2023 in Silverstone, UK 26 - 27 April 2023

www.wrap-fest.com

FESPA Global Print Expo 2023 in Munich, Germany 23 – 26 May 2023

www.fespaglobalprintexpo.com

FESPA European Sign Expo 2023 in Munich, Germany 23 – 26 May 2023

www.europeansignexpo.com

Personalisation Experience in Munich, Germany 23 – 26 May 2023

www.personalisationexperience.com

FESPA Corporate & Associations Team

FESPA Corporate and Associations Team is dedicated to servicing the needs of the Associations and the wider community. If you would like any information on member benefits please get in touch with us.



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