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**MEDIA ADVISORY**

Monday 8 April 2019

**FESPA GLOBAL PRINT EXPO 2020: ‘WHERE COLOUR COMES ALIVE’**

With under a year to go until FESPA Global Print Expo 2020 opens its doors in Madrid, Spain (Fiera de Madrid, from 24 to 27 March 2020), the new event website has gone live at <www.fespa2020.com>, providing exhibitors and visitors with all the information they require about the exhibition, venue and travel to Madrid.

The website features the 2020 event campaign theme, *‘Where Colour Comes Alive’*, using vivid imagery of a colour splash blending the blue, orange and pink that signify the screen, digital and textile zones of the show.

The FESPA Global Print Expo 2020 campaign will build on the *‘Explosion of Possibilities’* theme of the 2019 Munich event, reinforcing the optimism and focus on the boundless opportunities that exist for speciality print service providers and sign-makers to develop, diversify and grow.

FESPA Exhibitions Director Roz Guarnori comments: “Our 2020 Global Print Expo falls earlier in the year than usual and takes place in a venue and host city that will be new to most exhibitors. By launching the FESPA 2020 website a full year out from the show, we’re aiming to support our exhibitors by giving them as much time and information as possible to maximise the success of their participation in Madrid.”

FESPA Global Print Expo 2020 will cover all aspects of screen, digital wide format and textile printing and will again be co-located with *European Sign Expo* for non-printed signage. For further information, visit [www.fespa2020.com](http://www.fespa2020.com)

FESPA Global Print Expo 2019 takes place at Messe Munich, Germany, from 14 to 17 May 2019. The event website for the 2019 edition is at [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com)

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**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. 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 Profit for Purpose**
The shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

**FESPA Print Census**

The FESPA Print Census is a global research project to understand the wide format, screen and digital print community. It is the largest data gathering project of its kind.

**Forthcoming FESPA events include:**

* FESPA Global Print Expo, 14-17 May 2019, Messe München, Munich, Germany
* European Sign Expo, 14-17 May 2019, Messe München, Munich, Germany
* FESPA Mexico, 22-24 August 2019, Centro Citibanamex, Mexico City, Mexico
* FESPA Africa, 11-13 September 2019, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA China, 8-10 November 2019, Canton Fair Complex, Guangzhou, China
* FESPA Global Print Expo, 24-27 March 2020, Fiera de Madrid, Madrid, Spain

**Issued on behalf of FESPA by AD Communications**

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