

**News Release**

3 May 2019

**FESPA BRASIL 2019 SUCCESS CEMENTS SHOW AS MAIN DIGITAL PRINTING EXHIBITION IN BRAZIL**

FESPA Brasil 2019 has proven a success, with 18,645 unique visitors attending the event at the Expo Center Norte in São Paulo, between 20 – 23 March, signalling a 30% growth in attendance compared to the last FESPA Brasil event.

FESPA Brasil’s Sales Director, Alexandre Keese comments: “Print service providers (PSPs) are well aware of the importance of digital printing in the industry and FESPA Brasil 2019 truly highlighted the opportunities that digital printing can offer. At the event, over 80 exhibitors showcased the latest print innovations covering the entire production chain, from substrates and inks to printing equipment, software, pre-press and post-press.”

FESPA CEO, Neil Felton says: “We are absolutely delighted with the success of this year’s FESPA Brasil, the number of visitors was fantastic and firmly cements the show’s position as the leading event for digital printing in Brazil. We are very happy with the results the show has achieved and hope to once again surpass them at FESPA Brasil 2020.”

Christophe Aussenac, FESPA Vice President and Board member shared his impression of the exhibition: “It was my first time at FESPA Brasil and I was impressed by the volume of visitors and the great products displayed on the stands. FESPA is keen to establish its global footprint and Brazil is an important part of this mission, being a huge market ripe with potential and great business opportunities.”

**FESPA Brasil promotes in-depth technical conferences**

Popular features at the event included the three conferences that were free to attend, covering subjects pertinent to the wider industry. Running over two days, specialists at the Graphic Intelligence Congress discussed current trends, new technologies and strategic issues that print businesses are currently facing. Also taking place was the Digital Printing Academy, which highlighted best practices for print, pre-press and post-press to visitors.

The FESPA Digital Textile Conference, sponsored by Global Química & Moda, is a regular feature at FESPA Brasil. The conference featured seminars on digital textile printing, including topics on areas such as fashion, signage and decoration. Felipe Simeoni, Marketing and Market Intelligence Manager at Global Química & Moda notes: “We were honoured to be invited by FESPA to present three seminars at the Digital Textile Conference. It is a worthwhile event that features a wealth of content and useful information, providing visitors with the opportunity to exchange their experiences and ideas.”

The conferences covered all aspects of the print supply chain. The technical aspects were managed by the Digital Printing Academy; new management models were shown in the Graphic Intelligence Congress and digital textile was covered by the Digital Textile Conference.

Alexandre Keese comments on the initiatives: “Both APS and FESPA believe that highly relevant content adds value to professionals that visit the exhibition, which is why we invite entrepreneurs and renowned industry professionals to share their knowledge for the benefit of the wider community.”

**WS Adesivações is two-time champion at the CAMBEA**

The ninth edition of CAMBEA’s vehicle wrapping competition took place at FESPA Brasil 2019, with contestants from Brazil and other regions competing. For the second time running, the WS Adesivações team (Francisco Wellington da Silva and José Rafael Xavier from Fortaleza) took the title.

Second and third place went to Gênesis Envelopamento, from Rio Grande do Sul and GRC Adesivação, from Paraná respectively. WS Adesivaçõ’s head wrapper, Francisco Wellington da Silva will now go on to compete at the [World Wrap Masters Final](https://www.fespaglobalprintexpo.com/features/world-wrap-masters-y5cv)  at [FESPA Global Print Expo 2019](http://www.fespaglobalprintexpo.com/) in Munich, Germany (14-17 May).

José from WS Adesivações comments on their victory: “We are proud that once again we’ve had the opportunity to represent the Northeast region at CAMBEA. We want to thank the entire CAMBEA staff, as well as our sponsor Abude Comunicação Visual.”

Marcelo Souss, the organiser of CAMBEA spoke about the quality of the competition: "This year’s CAMBEA final was particularly engaging, with only a few points separating 1st and 2nd place contestants. In total 24 teams competed, wrapping four cars. I am thrilled that the event was such a success. We are very excited for next year’s CAMBEA, which will take place at FESPA Brasil 2020.”

Preparations for [FESPA Brasil 2020](https://www.fespabrasil.com.br/pt/) have already begun. The theme of the exhibition will be “The Power of Printing” and will once again take place at the Blue Pavilion of Expo Center Norte in São Paulo from the 18 to 21 March 2020.

For more information on FESPA Brasil visit: [www.fespabrasil.com](http://www.fespabrasil.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 Global Print Expo, 24-27 March 2020, Feria de Madrid, Madrid, Spain
* FESPA Brasil, 18-21 March 2020, Center Norte, São Paulo, Brazil

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

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