

**Press Release**

6 July 2016

**FESPA TO HOST DIGITAL TEXTILE CONFERENCE IN MILAN, ITALY**

 *Programme developed with FESPA Italia and leading Italian fashion & textile associations*

FESPA will hold its next Digital Textile Conference on 30 September 2016 in Milan, Italy. The event will be delivered with the support of the FESPA Italia Association and in close collaboration with *Sistema Moda Italia*, the Italian Fashion and Textile Federation, and *Associazione Italiana Disegnatori Tessili*, the Italian Textile Designers Association, both of which will field speakers. The event is also sponsored by MS Italy.

The one-day conference builds on the success of a series of FESPA-led Digital Textile Conferences which have taken place over the course of the last eight years. These conferences have been designed to help members of FESPA’s global speciality printing community realise the growth opportunities in digital printing on textile substrates for a range of applications.

FESPA Digital Textile Conferences offer a focused environment in which to learn and network, both for printers already active in digital textile printing and for those still seeking to explore the opportunity. The September 2016 **conference programme** will provide print service providers with insights into the diverse market segments of digital textile printing, feedback from printers who have successfully entered the sector and technical guidance on how to address the opportunity, including updates on the latest technology developments in machinery, software, inks and textiles.

The conference programme will be delivered in English and Italian. Confirmed speakers and panellists so far include Enrico Barboglio (FESPA Italia); Duncan MacOwan (FESPA); Ron Gilboa (InfoTrends); Fulvio Alvisi (AIDT); Andrea Ferrero (Miroglio Textiles); Lorenzo Zottar (The Color Soup); Gianluca Brenna (Stamperia di Lipomo); Dario Garnero (Stamperia Serica Italiana) and Andrea Barbiani (MS Italy). The event will be moderated by respected Italian industry journalist Paola Bonfanti. The September 2016 Digital Textile Conference is co-located with **FESPA Italia Day**, the event for members of FESPA’s Italian association, enabling members to efficiently combine participation in both events.

The [FESPA Print Census](http://www.fespa.com/news/press-releases/fespa-print-census-tells-global-story-of-optimism-and-growth.html), results of which were published in May 2015, clearly indicatedtextile as the dominant growth application for the community, with 81% of printers at that time seeing growth in this segment, the highest of any growth application. Digital technology was identified as the key enabler, with over 50% of respondents expecting digitally produced garments to become an important alternative to traditional screen printing in the next two years. Textile printers featured prominently in investment plans, with 21% of respondents specifically focussing spend in this area, supported by 12% planning to acquire thermal transfer equipment. Decorative and industrial textile applications also featured heavily, with 78% of those surveyed reporting growth in textiles for décor applications. Textile substrates were continuing to make inroads in the signage and graphics space, with 67% observing sustained growth in soft signage.

FESPA has collated further feedback from its community since the March 2016 FESPA Digital exhibition in Amsterdam, which incorporated FESPA Textile. Responses indicate that digital textile printing is now of immediate interest to nearly two-thirds of wide format printers, with 40% already printing on textile, and a further 20% actively interested in entering the sector. Fashion and garment printing was indicated as the primary area of interest, followed by interior decor and soft signage.

FESPA CEO Neil Felton comments: “A year on from the FESPA Census, printers are turning interest into action, as we saw from the tremendous buzz in the FESPA Textile halls in Amsterdam a few months ago. Today, digital accounts for only a small proportion of all textile printing, but this is forecast to grow substantially in the years ahead, with estimates suggesting that digital could account for 5% of textile printing by 2020, up from 2% today. Clearly that’s a significant diversification opportunity for printers already invested in digital output technology and supporting workflows.”

The choice of Milan as the location of the next FESPA Digital Textile Conference reflects the significance of Italy, and the Como region in particular, as a centre of European textile manufacturing and decorating excellence, accounting for 55% of the European digital textile market and producing more than 180 million square metres of digitally printed textiles in 2015. (Source: Fibre2Fashion)

**Registration** for the Digital Textile Conference is open to any printer. Full details of the conference programme and delegate registration can be found at [www.fespadtc.com](http://www.fespadtc.com).

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**About FESPA**

Founded in 1962, FESPA is a global federation of 37 member 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**
Our 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 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. The survey is published in several languages and can be completed online: [www.fespa.com/census](http://www.fespa.com/census).

 **Forthcoming FESPA events include:**

* FESPA Mexico, 18-20 August 2016, Centro Banamex, Mexico City, Mexico
* FESPA Africa 2016, 7-9 September 2016, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Digital Textile Conference, 30 September 2016, Milan, Italy
* FESPA China 2016, 21-23November 2016, Guangzhou, China
* FESPA Eurasia 2016, 8-11 December 2016, CNR Expo, Istanbul, Turkey
* FESPA Asia 2017, 15-17 February 2017, BITEC, Bangkok, Thailand
* FESPA Brasil, 15-18 March 2017, Expo Center Norte, Sao Paulo, Brazil
* FESPA 2017, 8-12 May 2017, Hamburg Messe, Hamburg, Germany

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