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### **PRESS RELEASE**

15 December 2014

# **FESPA EURASIA 2014 AFFIRMS POSITION IN REGIONAL PRINTING COMMUNITY**

## ***Larger show with increased visitors demonstrates FESPA’s foothold in market***

The second edition of FESPA Eurasia 2014 which took place 4-7 December in Istanbul received fervent interest with over 8,600\* unique individuals attending the event. Nearly a 30% increase in comparison to last year.

FESPA Eurasia secured commitment from many local and international brands in the industry; being 20% larger than 2013, the event provided PSPs the chance to explore a comprehensive display of products and services across wide format digital printing, screen printing, signage, textile printing and garment decoration sectors. Attendees utilised the opportunity to make decisions about their next equipment investments, with almost half of the audience looking to make a purchase within 6 months of the event.

80% of the exhibition audience came from cities across Turkey, achieved by large Chamber of Commerce delegations coming from Adana, Ankara, Antalya, Bursa, Eskişehir, İzmir and Konya. The remaining 20% international visitors came from 78 countries, with top representation from Iran, Greece, Bulgaria, Tunisia and Russia respectively.

Michael Ryan, FESPA Group Exhibition Manager comments: “We are extremely happy with the increased number of unique visitors to the event. But it is not only about quantity; the feedback we have received from exhibitors is that quality has been fantastic too, they have seen business owners and decision-makers from many countries on their stand. Our ability to deliver such an event, with our partner ARED in just two years, shows the commitment we have to the region and the support from the community.”

Ryan continues: “Our visitor figure of 8,625 – which is unique individuals and excludes exhibitors or revisiting attendees– demonstrates the buoyancy of the market. Every single day of the event was busy with people looking for solutions to enhance their business, and this is a great indication for the year ahead! We are looking forward to starting on FESPA Eurasia 2015.”

Halil Eligur, President of ARED observes about the event: “The most unique factor about FESPA Eurasia is that for ARED and FESPA, our prime objective is to serve the community; to help members improve their business and the industry. We are not here to make profit, but simply grow the industry in which we have a passion. It is great to see that come to life in such a positive event.”

Exhibitors at FESPA Eurasia 2014 also expressed their satisfaction with the trade event:

**Serkan Filiz, Canon Eurasia**: “The show has been profitable for us. We have had very good reactions from customers and the attendance is excellent.”

**Michele Riva, Sales Director, Reggiani Macchine:** “We are enjoying the success of FESPA Eurasia. The event was particularly lively; the perfect platform to meet important sales leads. The staff welcomed numerous visitors and customers from all over the world onto the stand, and three machines were sold during the exhibition. We consider the event a big success.”

**Maurizio Lattuada, Arioli:** “We were happy with the show. It was our first time in Turkey and the number of visitors has been very good.”

**James Challis Jr., Sales & Marketing, Lancer Group**: “[FESPA Eurasia is] one of the best shows we’ve been to in a long while!”

**Taner Güven Optimum Digital Planet:** “We sold 7 machines at the show, so we have been happy with the quality of the visitors. There were a large number of attendees from Middle East, Ukraine and Russia.”

**Andrea Negretti, VP & WW Business Manager, d.gen:** “Visitors were high quality; company decision makers were present and attended with a clear idea on what they were looking for. FESPA Eurasia increasingly re-confirms itself as a show for digital textile printing.”

**Şafak Aydoğan, General Manager, Nac Group:** “The visitors are professional and good quality. We spoke with owners and decision-makers both from international countries and Turkey.”

For further information about FESPA Eurasia 2014 visit [www.fespaeurasia.com](http://www.fespaeurasia.com)

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### **Notes to Editors**

### This press release is a translation from Turkish from FESPA’s Turkish PR agency.

### **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)

### **Forthcoming FESPA events include:**

* FESPA Brasil, 18-21 March 2015, Expo Center Norte, São Paulo, Brazil
* FESPA 2015, 18-22 May 2015, Koelnmesse, Cologne, Germany
* European Sign Expo, 18-22 May 2015, Koelnmesse, Cologne, Germany
* FESPA Africa, 22-24 July 2015, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Mexico, 20-22August 2015, Centro Banamex, Mexico City, Mexico
* Brasil Signage Expo, 27-28 August 2015, Expo Center Norte, São Paulo, Brazil
* FESPA China 2015, 21-23 October 2015, Shanghai New Int’l Expo Centre, Shanghai, China
* FESPA Eurasia, 26-29 November 2015, CNR Expo, Istanbul, Turkey

### **About ARED**

Established in 2000, ARED (Outdoor Advertising Association) has representatives throughout Turkey in order to collate the opinions and interests of its members, ensuring protection of their rights, finding solutions to sector issues and to represent outdoor advertising in private and public institutions and organizations. ARED has 251 members operating in indoor and outdoor advertising production, media renting, screen, digital and textile printing and machine material supply.ARED is the partner of FESPA Eurasia which contributesto the industry's growth, development and empowerment.