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**PRESS RELEASE**

23rd February 2017

**FESPA REFRESHES MARKET INSIGHT WITH SECOND GLOBAL PRINT CENSUS**

FESPA is launching its second global Print Census, with the first surveys being completed at FESPA Asia in Bangkok (15-17 February 2017). Through this far-reaching survey of the global speciality printing community, FESPA aims to update its insight into key trends in the market, support its understanding of the challenges and opportunities for printers, and help to shape FESPA’s own product offering for the future.

The second edition of the research will delve further into the six over-arching trends to emerge from the analysis of the 2014/2015 Census, namely: Optimism; Customer demands; Changing product mix, Digital technology as change enabler; Textile print growth; and the Future of sign and display, while also incorporating additional questions on the topic of sustainability. Continuity of key survey topics will enable FESPA to track longer-term trends, while also identifying new drivers of change and opportunity for the community.

The first FESPA Print Census collected over 1200 completed surveys and FESPA Print Census 2 aims to expand this source of data, working with 37 FESPA national Associations to maximise responses from their local membership bases. By launching to a pan-Asian visitor audience in Bangkok in February, FESPA Print Census 2 hopes to extend its international reach even further, adding new insights from printers in south east Asia. Visitors to FESPA exhibitions throughout 2017 in Europe, Africa, Eurasia and Latin-America will also be able to complete the Print Census onsite at these events, and the survey will be openly accessible for print service providers to complete online at [www.fespa.com/completemycensus](http://www.fespa.com/completemycensus).

FESPA General Secretary Sean Holt comments: “What makes the FESPA Print Census unique as a piece of global research is our direct access, via our associations, to the speciality printing community, and the opportunity to survey print service providers face to face at our own events. This close engagement allows us to gather valuable insight at ‘ground level’, helping FESPA to refresh and reinforce its intelligence from a broad base of respondents with a genuine interest in the survey outcomes.”

The first FESPA Print Census 2014/2015 represented the full spectrum of print businesses, with responses as follows: screen and digital printers (34%); commercial, quick printers and reprographic shops (15%); sign-makers (13%); graphic designers (7%); advertising agencies (5%). Industrial manufacturers made up 8% of respondents, representing an emerging community of digital print users.

Funded through FESPA’s community reinvestment programme, FESPA Print Census 2 will be analysed by Keypoint Intelligence on behalf of FESPA, with a summary of the results announced at the FESPA 2018 global print expo in Berlin in May 2018. From this point, the full Census analysis will be made available free of charge to members of a FESPA national Association. Non-members will be able to purchase the Census results.

All print service providers completing the FESPA Print Census during 2017 can enter a prize draw to win a two-night trip to the FESPA 2018 global print expo, with flights and four-star accommodation included. FESPA is also offering two runner-up prizes of an iPad mini. The Census will close for entries on December 31st 2017.

For more information on the FESPA Print Census 2 visit: [www.fespa.com/completemycensus](http://www.fespa.com/completemycensus)

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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 can be completed online: [www.fespa.com/completemycensus](http://www.fespa.com/completemycensus).

**Forthcoming FESPA events include:**

* FESPA Brasil, 15 - 18 March 2017, Expo Center Norte, São Paulo, Brazil
* FESPA 2017, 8 - 12 May 2017, Hamburg Messe, Hamburg, Germany
* European Sign Expo, 8 - 12 May 2017, Hamburg Messe, Hamburg, Germany
* Printeriors, 8-12 May 2017, Hamburg Messe, Hamburg, Germany
* FESPA Awards Gala Dinner, 10 May 2017, Grand Elysée, Hamburg, Germany
* FESPA Africa, 13 - 15 September 2017, Gallagher Convention Centre, Johannesburg, South Africa
* FESPA Mexico, 21 – 23 September 2017, Centro Banamex Mexico City, Mexico

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