**MEDIA ADVISORY**

25 May 2021

**FESPA.COM CONTENT NOW AVAILABLE IN 36 LANGUAGES**

***Machine translation initiative increases global access to information***

***and education for speciality printers***

Speciality printers worldwide can now access information on the main FESPA website in all the languages spoken by the 37 national FESPA Associations, following an intense programme to localise content on fespa.com.

The initiative has used machine translation software to make the last six months of online content more accessible to FESPA’s global community, at a time when free access to industry news, educational features and guidance on best practice and commercial recovery is critical for so many print businesses.

CEO Neil Felton explains: “FESPA serves a global community, and while we have always aimed to offer our core content in English, German and Spanish, it would previously have been cost-prohibitive to translate all content into all the full range of languages spoken by our members. This machine learning approach to localisation, while not perfect, should help many more printers to make extensive use of our expert content, whatever their spoken language.”

Local editing teams at each of FESPA’s national Associations will work to refine technical translations to improve accuracy and readability over time, and all new content will immediately be available in all languages.

The localised versions of the website are accessible using the drop-down menu on the website landing page. In addition to English, German and Spanish, new options include Afrikaans, Arabic, Bengali, Bulgarian, Chinese, Croatian, Czech, Danish, Dutch, Finnish, French, Greek, Hindi, Hungarian, Italian, Japanese, Korean, Nepali, Norwegian, Polish, Portuguese, Romanian, Russian, Serbian, Sinhala, Slovak, Swedish, Tagalog, Tamil, Thai, Turkish, Ukrainian and Urdu.

Neil Felton adds: “Fespa.com already attracts 73,000 page views every month, and we curate the site to provide a valuable source of information, education and inspiration for speciality printers, with a broad range of content from our own experts and external contributors. With this investment, we aim to extend FESPA’s educational value to more printers all over the world, and make FESPA.com a favourite online meeting point for our global print ‘family’, just as our live events bring us together in the real world.”

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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**
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Mexico, 23 – 25 September 2021, Centro Citibanamex, Mexico City
* FESPA Global Print Expo, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* European Sign Expo, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* FESPA Brasil, 20 – 23 October 2021, Expo Center Norte, São Paulo, Brazil
* FESPA Eurasia, 2 – 5 December 2021, Istanbul Expo Centre, Istanbul, Turkey

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