**PRESS RELEASE**

22 July 2021

**FESPA INNOVATIONS & TRENDS HELPS PRINTERS**

**PREPARE FOR A POST-COVID REBOOT**

***First two events attract over 1,900 visitors***

From 26 – 27 May and 9 – 10 June 2021, FESPA hosted its first FESPA Innovations and Trends (FIT) live virtual events, which highlighted the latest technologies and developments in the wide format and apparel markets.

**Wide Format**

The first event, which focused on wide format and interior décor, welcomed over 1,100 print professionals from 111 countries. Over the two days, visitors heard from 28 leading hardware, software and media suppliers about their latest solutions and how they are helping printers to rebuild from the pandemic.

Alongside the exhibitor presentations and a series of product demonstrations, FESPA’s Technical Lead and Head of Associations, Graeme Richardson-Locke, hosted a lively panel discussion with three leading printers who shared their learnings from the pandemic. They also debated key topics including automation, print management, wide format product innovation, sustainability, web-to-print and the future of the industry. FESPA’s Textile Ambassador, Debbie McKeegan also led a discussion on the latest trends and the future of the thriving interior décor market.

**Printed Clothing**

The second event centred around the latest technologies and opportunities in the apparel sector. Over 700 visitors attended from 108 countries to listen to presentations designed to inspire and reveal new ways to meet the ever-evolving demands of textile production. Drop-shipping, web-to-print, overhead reduction and productivity-boosting were just some of the key topics addressed by the 18 exhibiting companies.

Graeme Richardson-Locke was again joined by industry specialists to review the latest developments in garment decoration and the future of this sector, and Debbie McKeegan invited three garment experts to a motivational discussion on on-demand production and customisation, and the potential in this market.

Attendees responded positively to both events with glowing feedback: “Overall I was very impressed with the professionalism of the event”; “Very worthwhile event. Informative and relevant and much needed at this time”; “Even though attending an online event is not easy due to a large number of distractions, FESPA Innovations and Trends passed the exam excellently and can call itself a leader”. Exhibitors were also enthusiastic, emphasising the professionalism and organisation of the event, as well as commenting on the ease of use of the Hopin virtual event platform.

Neil Felton, CEO, FESPA comments, “The FESPA Innovations and Trends virtual events were designed to give visitors a focused environment to engage with new products and explore trends. In the coming year, as our industry faces new challenges and adapts to continuous change, the insights shared during the two events will be invaluable to print professionals. The events were a huge success and we look forward to continuing the dialogue between exhibitors and visitors at our future live and virtual events.”

To access the full playlist of presentations and panel discussions from the two events, visit:

* Wide Format: <https://www.youtube.com/playlist?list=PLcx-Wx7p9rV1w9u-eQxq6eyZjUy1PYd2_>
* Printed Clothing: <https://www.youtube.com/playlist?list=PLcx-Wx7p9rV0b4Wr47xukw0HxY5YTGcjh>

FESPA Global Print Expo 2021 (12 – 15 October 2021, RAI, Amsterdam, The Netherlands) will showcase the latest developments in screen, digital and textile printing and connect visitors with over 300 leading technology, ink and media suppliers. Visit [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com) to find out more.

ENDS

**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 2021, 12 – 15 October 2021, RAI, Amsterdam, Netherlands
* European Sign Expo 2021, 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
* FESPA Global Print Expo 2022, 31 May – 3 June 2022, Messe Berlin, Berlin, Germany
* European Sign Expo 2022, 31 May – 3 June 2022, Messe Berlin, Berlin, Germany

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

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