**MEDIA ADVISORY**

20 October 2021

**CHRISTOPHE AUSSENAC ASSUMES FESPA PRESIDENCY**

**WITH FOCUS ON SPECIALITY PRINT COMMUNITY’S RECOVERY & SUSTAINABILITY**

Christophe Aussenac has been inaugurated as FESPA’s 18th President at an assembly of FESPA’s national Associations that took place during FESPA Global Print Expo 2021 in Amsterdam. The Presidential term runs for three years.

Christophe replaces outgoing president Christian Duyckaerts, whom he has supported as Vice President since 2017. Christian has been appointed FESPA’s Asia Ambassador and also returns to the general duties of a FESPA Board Member, in addition to his active involvement with the Belgian national Association, FESPA Belgium.

Christophe Aussenac has been a FESPA Board member since 2014 and also leads FESPA France, the national Association serving the French digital and wide format printing community. He has been a driving force in the establishment of FESPA’s Southern European Congress and is a vocal advocate for improved sustainability in speciality printing.

Christophe is a founding director of Lyon-based ATC (Autorise Toute Creativité), which he established with his business partner in 1991. The company employs 60 people and provides a range of interior and outdoor signage, graphics, display and POS services to corporate and agency clients.

Christophe Aussenac comments: “Assuming the Presidency during FESPA’s first live event since 2019 is a proud and emotional moment after such an extraordinary period in our professional and personal lives. As a speciality printer myself, I believe that FESPA has a vital role to play in supporting our global community to continue to evolve, innovate and rise to the challenges and opportunities that face us, in particular the imperative to place more emphasis on environmental responsibility.”

He continues: “This is a critical time for our members. The prolonged global pandemic has put multiple pressures on print businesses, and owners are now re-building and re-imagining their future, with a stronger focus than ever on topics like production efficiency, diversification and automation. Looking ahead to 2022, we hope for the successful resumption of all our global FESPA events, and to being able to re-engage with all members of our community in the real world.”

Alberto Masserdotti, founder of the Masserdotti group in Italy and Wouter Van As, commercial director of Van As in The Netherlands were also appointed as new members of the FESPA Board while long-standing board members Anders Nilsson and Enrico Steijn stepped down. The FESPA Board now brings together direct print and visual communications expertise across sectors and applications including promotional graphics, conventional and digital signage, retail interiors, labels, industrial print, interior décor, textile print and garments. Board members are now as follows:

Christophe Aussenac (France)

Lascelle Barrow (UK)

Christian Duyckaerts (Belgium)

Gyorgy Kovacs (Hungary)

Olav Skilbred (Norway)

Alberto Masserdotti (Italy)

Wouter van As (The Netherlands)

Thomas Struckmeier (Germany)

Daniel Sunderland (Mexico)

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 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

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