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**FESPA 2023 EVENTS SET OUT TO SHARE ‘NEW PERSPECTIVES’ ON PRINT & SIGNAGE**

***Brand new Personalisation Experience focuses on growth through customisation***

[**FESPA Global Print Expo 2023**](http://www.fespaglobalprintexpo.com) and [**European Sign Expo** **2023**](http://www.europeansignexpo.com) return to Messe Munich, Germany, from 23-26 May 2023, with a mission to share ‘New Perspectives’ with print and sign professionals who are setting out their strategies for future success.

“Helping our global community to build profitable, sustainable businesses is at the heart of FESPA’s mission”, explains Head of FESPA Global Print Expo, Michael Ryan. “The businesses that have come through the pandemic have already learned the importance of agility and flexibility. Now they’re facing a new set of challenges and need to explore different avenues for profitable growth. That’s why our 2023 event campaign leads with ‘New Perspectives’. We’re inviting printers and sign-makers to come with open minds, ready to look at problems from different angles and challenge established perceptions to unlock growth opportunities.”

FESPA Global Print Expo and European Sign Expo 2023 will offer visitors a wealth of product innovations for digital, screen and textile printing and signage, with more than 330 exhibitors already contracted for the show, and Brother, EFKA, HANGLORY, Mimaki and Surfex Coverings confirmed as sponsors.

**New event: Personalisation Experience**

In tune with this emphasis on innovative thinking, FESPA is launching a brand new [**Personalisation Experience**](http://www.personalisationexperience.com) to run alongside FESPA Global Print Expo. This stand-alone event, located at the heart of the show, will centre around an exhibition space open to all FESPA Global Print Expo and European Sign Expo visitors, offering an experiential showcase of products and solutions for personalisation.

A multi-day *Personalisation Experience* conference will include individual content streams dedicated to personalised loyalty marketing, sportswear and fashion customisation, bespoke interiors, and personalised packaging, featuring more than 50 expert speakers.

The whole experience is primarily designed for brand owners, retailers, marketers, agencies, and membership and loyalty organisations seeking to enhance or differentiate their offering with personalisation and customisation. Print service providers and fulfilment houses wanting to put personalisation at the heart of their service offering will also gain valuable practical knowledge and insight.

Duncan MacOwan, FESPA’s Head of Marketing & Events explains: “Personalisation has been a hot topic within our community for some time. Forward-thinking print businesses have seen the opportunity for individualisation that came with the shift to digital production, though many have yet to fully embrace it. Now we’ve reached a tipping point where the creative and technical capability is matched by widespread and immediate demand.

He continues: “Consumers everywhere want experiences that are personalised, instant, and augmented. Brands that embrace personalisation are sharpening their competitive edge, creating value and increasing market share. With the launch of *Personalisation Experience*, we want to help delegates grasp the commercial value of personalisation by hearing actual business cases and seeing real-time customisation in action. By de-mystifying personalisation and demonstrating what’s possible, we can turn bright ideas into profitable reality.”

FESPA’s popular **Printeriors** interior décor feature will now be incorporated within the *Personalisation Experience*, showcasing a variety of individualised interior spaces curated by FESPA Textile Ambassador Debbie McKeegan. Delegates will have the chance to go through the process of defining, ordering, and collecting personalised items from participating sponsors within the exhibition.

**More education and inspiration at FESPA Global Print Expo**

The **Sustainability Spotlight** showcase will return to the 2023 event for its second year, again offering visitors a chance to learn more about how to improve their environmental performance and credentials at a time of increasing urgency around sustainability.

FESPA Global Print Expo will also host the [**FESPA Awards 2023**](http://www.fespaawards.com), with a gallery of shortlisted entries from printers worldwide accessible to visitors for the first time since 2020. Award submissions close on 25th January 2023.

**World Wrap Masters** will also return, offering visitors the chance to see European vehicle wrappers compete for the title of World Wrap Master Europe 2023, followed by the show-down of the seven regional competition winners in the World Wrap Masters final. In addition, the event will offer live demonstrations from industry experts.

On the evening of Thursday 25th May, FESPA will once again host a party at Pasha Night Club in the heart of Munich. More information on the event and tickets will be shared closer to the show.

**How to register**

The FESPA Global Print Expo and European Sign Expo websites are now live at <http://www.fespaglobalprintexpo.com> and <http://www.europeansignexpo.com>, providing practical information for exhibitors and visitors. A dedicated *Personalisation Experience* site is live at [www.personalisationexperience.com](http://www.personalisationexperience.com). Online visitor registration for all events will open in February 2023.

Entry to FESPA Global Print Expo and European Sign Expo costs Euros 80, giving access across all four days to both events, as well as to the *Personalisation Experience* show floor. Discount codes for pre-registrations are advertised through media partners and on FESPA’s social media channels until May 22nd.

Delegate tickets for the *Personalisation Experience* conference are priced at Euros 375.00 per day.

**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 Eurasia 2022, 1 – 4 December 2022, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Brasil 2023, 20 – 23 March 2023, Expo Center Norte, São Paulo, Brasil
* WrapFest 2023, 26 – 27 April 2023 at Silverstone racecourse, Northamptonshire, UK
* FESPA Global Print Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany
* European Sign Expo 2023, 23 – 26 May 2023, Messe Munich, Munich, Germany
* Personalisation Experience, 23-26 May 2023, Messe Munich, Munich, Germany
* FESPA Mexico 2023, 17 – 19 August 2023, Centro Citibanamex, Mexico City
* FESPA Africa 2023, 13 – 15 September 2023, Gallagher Convention Centre, Johannesburg
* FESPA Eurasia 2023, 23 – 26 November 2023, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands

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