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**VISITORS SET TO GAIN NEW PERSPECTIVES AT FESPA GLOBAL PRINT EXPO 2023**

FESPA Global Print Expo, European Sign Expo and Personalisation Experience (23 – 26 May 2023, Messe Munich, Germany) are set to help visitors from around the world gain new perspectives on speciality print, signage and visual communications.

With over 550 exhibitors, including **AGFA, Aleph, Brother, Canon, Durst, efi, Fujifilm, Hanglory, Hexis, HP, MHM, Mimaki, Ricoh, Roland, Sun Chemical, Surfex** and **Swissqprint**, the events showcase the latest innovations for digital wide format, screen and textile printing, garment decoration and signage. Visitors can expect to discover an array of new technologies and consumables, with exhibitors emphasising production efficiency, application flexibility, sustainability and personalisation.

New this year, the **Personalisation Experience** conference will offer delegates the opportunity to learn about the psychology and behavioural science that makes personalisation so appealing, the commercial value of personalisation, and how digital transformation, technology and software solutions enable customisation. The conference will run alongside an experiential exhibition space, where visitors can explore personalisation-enabling solutions from suppliers including **Antigro Designer, DreamScape, Infigo, Printbox** and **Taopix**. Visitors will also be able to go through the process of designing, ordering and fulfilment of personalised products in the *Personalisation Experience Zone*.

Michael Ryan, Head of FESPA Global Print Expo comments: “The power of a live FESPA event is that, in addition to having access to hundreds of potential suppliers, visitors can also network with like-minded business owners and exchange ideas and experiences to gain valuable new perspectives. With an incredible array of products, a strong line-up of inspirational show features, as well as our new Personalisation Experience, we can’t wait to welcome our international visitor and supplier community in Munich.”

Co-located in hall A2, **European Sign Expo** presents a range of innovations in signage and visual communications. Over 75 suppliers will show the latest in channel lettering, dimensional signage, digital signage, display systems, engraving and etching, illuminated displays, LED, neon, out-of-home media and sign tools.

Located in hall B2 stand 61, the **Sustainability Spotlight** material showcase features a wide range of environmentally responsible graphics and textile material samples, including leather and leather alternatives, natural fibres, cellulosics and synthetics. Accompanying information cards enable visitors to learn more about the substrates’ sustainable attributes and how to produce innovative, environmentally-conscious products.

For the first time since 2019, visitors to FESPA Global Print Expo 2023 can also explore the shortlisted entries from the **FESPA Awards** in the West Entrance of Messe Munich. Over 210 submissions from 34 countries have been received and judged by a panel of independent experts and the category winners will be announced in a VIP ceremony on 24 May.

In hall B2, the winners of the **World Wrap Masters** Europe qualifying event will go on to the Final on Thursday 25 and Friday 26 May, where they will compete against the winners of the regional heats from Belgium, Denmark, Finland, Japan, Mexico, The Netherlands, Norway and UK & Ireland. The Final consists of a series of events requiring competitors to wrap cars and surprise objects against the clock. Visitors interested in vehicle wrapping can also access free daily training workshops and demonstrations delivered in conjunction with The Wrap Institute (stand B2-C83).

To help visitors maximise their time at the Munich events, FESPA has invested in a **new event app**. Downloadable from the App Store and Google Play, the FESPA app helps delegates plan their visit by giving a comprehensive overview of exhibitors and other attendees and the event agenda. In addition, it features a scheduling and personalised diary function for meetings and conference sessions.

On the evening of Thursday 25th May, FESPA will host a party at *Pacha Munich*, in the heart of Munich Altstadt, from 19.00h-24.00h. More information on the event and tickets can be found here: <https://www.fespaglobalprintexpo.com/show-information/party-night>.

To register for FESPA Global Print Expo 2023 and the co-located European Sign Expo and Personalisation Experience, visit: <https://www.fespaglobalprintexpo.com/>. Entry to all three exhibition areas is free for members of a FESPA national Association or FESPA Direct. The ticket price is €80.00 for non-members.

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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 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 Middle East 2024, 29 – 31 January 2024, Dubai Exhibition Centre, United Arab Emirates
* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo
* 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

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

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