**PRESS RELEASE** 

24 October 2023

**FESPA 2024 SET TO REVEAL NEW OPPORTUNITIES IN PRINT, SIGNAGE,**

**PERSONALISATION AND SPORTSWEAR**

***Inaugural Sportswear Pro to run alongside FESPA Global Print Expo, European Sign Expo and Personalisation Experience 2024***

**FESPA Global Print Expo**, **European Sign Expo**, **Personalisation Experience** and the inaugural **Sportswear Pro** will take place from 19 to 22 March 2024 at the RAI Exhibition Centre in Amsterdam, the Netherlands. The co-located events will showcase an array of solutions for speciality print, sign making, personalisation, and sports and leisure garment production.

Amsterdam RAI is a popular venue amongst both the FESPA visitor and exhibitor community and has been host to successful FESPA exhibitions in 2006, 2009, 2016 and 2021. The local Amsterdam Schipol airport serves over 310 destinations with direct flights, and the city offers affordable public transport and accommodation.

**Michael Ryan, Head of FESPA Global Print Expo**, explains, “This year, we’re introducing a set of new event straplines which represent a natural progression from the 2023 events where we encouraged visitors to discover *‘New Perspectives’*. The FESPA 2024 straplines; *‘Opportunities,* *Revealed’* at FESPA Global Print Expo; *‘Opportunities, Illuminated’* at European Sign Expo; *‘Opportunities, Created’* at Sportswear Pro; and *‘Opportunities, Reimagined’* at Personalisation Experience, highlight how there’s always something new to learn and how the sectors that our visitors are active in are often broader than they realise.”

Michael continues, “In our constantly evolving speciality print industry, the possibilities and opportunities are endless and we’re excited to welcome an array of suppliers to highlight their latest, innovative solutions. We look forward to showcasing new growth opportunities to our global community in Amsterdam.”

Visitors to FESPA Global Print Expo, European Sign Expo, Personalisation Experience and Sportswear Pro 2024 will see a host of technologies, media and consumables from confirmed exhibitors including AGFA, Antalis, DGI/d.gen, EFI, Elitron, Kongsberg, LIYU, Mimaki, Orafol, Sun Chemical, and swissQprint. Confirmed textile suppliers include MHM, Monti Antonio, MS printing/JK Group and ROQ, as well as two new embroidery suppliers – Tajima and Ricoma – choosing to exhibit at a FESPA event for the first time.

**Conference programme**

The 2024 events will again host an educational conference. Day one will be dedicated to Personalisation Experience, offering educational content from industry experts on the commercial value of personalisation. On the first day, 20th March 2024, speakers will cover topics including how personalisation can be used to engage new audiences, customisation trends in 2024 and the role of AI in personalisation. Day two of the conference (21st March 2024), aligned with Sportswear Pro, will focus on the opportunities in sports and leisure garment production and decoration, delving into topics including the latest trends, recent innovations and circular design. The full lineup of speakers will be confirmed closer to the event.

**Educational feature programme**

A **Personalise Make Wear** feature will run as part of Personalisation Experience and Sportswear Pro, showcasing an array of personalised printed sportswear and athleisure. Offering visitors the opportunity to join expert-guided end-to-end production tours of the latest technologies for sportswear garment make-up and personalisation of sport-related merchandise, Personalise Make Wear will also feature fireside chats focussed on cutting edge technologies and processes.

The **Sustainability Spotlight** material showcase is set to return to the 2024 event, offering visitors a chance to learn more about sustainable material alternatives and how to improve their environmental performance and credentials.

**World Wrap Masters** is also back. Over the first two days, European vehicle wrappers will compete for the title of Wrap Master Europe 2024, followed by an action-packed series final where regional wrap masters will go head to head for the title of ‘World Wrap Master 2024’. Alongside the competition, visitors can benefit from live demonstrations with industry experts.

Dedicated websites for FESPA Global Print Expo, European Sign Expo, Personalisation Experience and Sportswear Pro are now live at <http://www.fespaglobalprintexpo.com>, <http://www.europeansignexpo.com, www.personalisationexperience.com> and <https://www.sportswearpro.com/>, providing practical information for exhibitors and visitors. Registration for the events will open at the beginning of December and visitors can benefit from super early bird tickets to all four events for €25.

**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 2023, 23 – 26 November 2023, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Middle East 2024, 29 – 31 January 2024, The DEC, Dubai, UAE
* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* 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
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City

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

**For further information, please contact:**

Josie Fellows Lorraine Harrow

AD Communications  FESPA

Tel: + 44 (0) 1372 464470        Tel: +44 (0) 1737 228197

Email: jfellows@adcomms.co.uk Email: lorraine.harrow@fespa.com

Website: [www.adcomms.co.uk](http://www.adcomms.co.uk/) Website: [www.fespa.com](http://www.fespa.com/)