**PRESS RELEASE**

24 January 2024

**FESPA MIDDLE EAST 2024 SET TO OFFER SPRINGBOARD FOR LONG-TERM GROWTH AND DEVELOPMENT**

***Inaugural event boasts highest number of global brands represented at a print exhibition***

 ***in the Middle East, Africa and South Asia regions***

The doors to the inaugural [FESPA Middle East 2024](https://www.fespamiddleeast.com) exhibition will open in just a few days (29 – 31 January 2024 at the Dubai Exhibition Centre). With over 150 represented brands, the event will offer the biggest and most comprehensive showcase of products in speciality print, signage and visual communications in the Middle East, Africa and South Asia regions.

At the event, visitors can discover hundreds of solutions for wide format, textile printing and sign making technology, software, media and consumables, as well as participate in an extensive feature and educational programme.

Exhibitors include event sponsors **Signtrade, Flex-Europa, Canon, CMYK** and **Epson**, and brands and distributors such as **ADS Advertising Materials, Brother, Mimaki Europe B.V.,** and **ZSK Stickmaschinen GmbH**.

Distributors including **Al Shabak General Trading Co., Worldwide DG, Quantum Digital, Wellcare Advertising, Pro Technology, Desert Sign, Blue Rhine General Trading, Magic Trading,** and **Strings International Advertising**, have teased important product launches at the exhibition, largely focussed on finishing and embellishment equipment, vinyl and graphics, as well as PVC-free and sustainable material alternatives.

**Bazil Cassim, FESPA Regional Manager, Middle East & Africa, comments**, “Preparations for this event have confirmed the strong appetite from our exhibitor community for a dedicated FESPA event in the Middle East, Africa and South Asia. We’ve got an incredible lineup of distributors and brands for the inaugural event in Dubai and visitors will discover a host of creative new solutions throughout all three halls. Education is at the heart of everything we do at FESPA, so we’re proud to bolster the exhibition with further educational and inspirational opportunities through our feature programme, helping visitors to turn ideas into business growth.”

On day one of the show, Marco Roos, CEO and Founder of ColorBase, will run interactive colour management workshops. The first [Colour Confidence](https://www.fespamiddleeast.com/features/colour-confidence-seminar-series-o86z) session (10:30 – 12:30) is aimed at print operators, giving practical guidance on colour management with the view to define accuracy, enhance consistency and reproduction, diagnose issues, and implement effective solutions. The second session (14:30 – 16:30), aimed at sales professionals, will offer actionable advice on effectively navigating customer communications around colour accuracy, brand requirements and sales strategies.

On 30 January, visitors can join the second [FESPA Leadership Exchange](https://www.fespamiddleeast.com/features/workshop-sessions) (FLEX). The knowledge-sharing sessions will delve into market trends and brands, sustainability and new technology. Sessions include:

* *How brands, retailers and print buyers are challenging the printing industry with new requirements and expectations* – Christian Duyckaerts, President of the Screen and Digital Workgroup of the Belgian trade association Febelgra and FESPA Asia Ambassador
* *Green production – a business opportunity* – Christophe Aussenac, Founder & Director of ATC (Autorise Toute Creativité) and FESPA President
* *Future vision, past future or next future* – Alberto Masserdotti, Director of Gruppo Masserdotti SpA and FESPA Board Member
* *Trends and innovations in out-of-home marketing, opportunities for digital out-of-home and implications for regional brands* – Haris Munif, Advisory Board Member, CMO Council Middle East Co-founder
* *Digital print for fibre-based packaging* – Daniel Brunton, Packaging Expert

Located on stand 2-D25, the [Sustainability Spotlight](https://www.fespamiddleeast.com/features/sustainability-spotlight) material showcase will feature a wide range of environmentally responsible graphics and textile material samples, including leather and leather alternatives, natural fibres, cellulosics and synthetics. Accompanying information cards will enable visitors to learn more about the substrates’ sustainable attributes and how to produce innovative, environmentally-conscious products. The entire showcase area will be built using recyclable and reusable materials in partnership with ReBoard Technology.

The first [World Wrap Masters Middle East](https://www.fespamiddleeast.com/features/world-wrap-masters) (stand 2-E60) regional competition will take place at FESPA Middle East 2024. The competition will feature a series of timed events, challenging competitors' wrapping skills for a chance to compete in the 2024 World Wrap Masters Final in Amsterdam, the Netherlands. Visitors interested in vehicle wrapping can also access free daily training workshops and demonstrations delivered in conjunction with The Wrap Institute. Sessions include *Prepping a vehicle for wrapping; Templates vs bulk installs for PPF; How to upsell; How to relieve tension when wrapping*; and *What to consider when tinting*. The sessions will be taking place on stand 2-E72 and the complete agenda of sessions can be found here: <https://www.fespamiddleeast.com/features/world-wrap-masters>.

Throughout the show, members of [FESPA’s national Associations](https://www.fespa.com/en/become-a-member/fespa-associations) and [FESPA Direct](https://www.fespa.com/en/become-a-member) members can network in the [Club FESPA Lounge](https://www.fespamiddleeast.com/features/club-fespa-lounge). Located on stand 2-B50, the lounge offers one-to-one networking opportunities with successful European printers, as well as like-minded regional and global printers and sign makers. To find out more about the wider benefits and to become a FESPA Direct member, visit: <https://www.fespa.com/en/become-a-member/fespa-direct>.

To register for FESPA Middle East 2024, visit and use code FMEM404: <https://www.fespamiddleeast.com/register>.

**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 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**

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