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**FESPA 2024 SET TO INSPIRE VISITORS, OFFER PLATFORM FOR KNOWLEDGE DEVELOPMENT AND UNLOCK OPPORTUNITIES FOR BUSINESS GROWTH**

In less than two weeks, FESPA will open the doors to its annual FESPA Global Print Expo, co-located with European Sign Expo, Personalisation Experience and Sportswear Pro (19 – 22 March 2024, RAI, Amsterdam). With a strong focus on product innovation and delivering education and inspiration through a comprehensive content programme, the events will support visitors to unlock new opportunities in speciality print, signage, personalisation and sportswear.

Headline partners for this year’s event include **Brother**, **Mimaki**, **CarbonQuota**, **ROQ** and **Stahls. swissQprint**, **AGFA**, **Berger Textiles**, **PrintFactory** and **ROLAND** are amongst the list of over 525 confirmed suppliers and, with over 75 launches already announced, including direct-to-garment printers, cutters, sustainable materials and consumables, FESPA 2024 is set to be a key launch platform.

New for 2024, within **Sportswear Pro** attendees can explore solutions for the entire sportswear manufacturing process, from design and production through to decoration, with products on display from **Ara NV**, **Ricoma International Corporation**, **ORAFOL Europe**, **Aisten Lab Technology** and more. On the 21 March, Sportswear Pro will also feature a one-day conference programme of expert-led discussions delving into sportswear trends, the future of the industry, nearshore manufacturing and more.

In Hall 5, **European Sign Expo** will focus on opportunities throughout the signage and visual communications industries. With 115 confirmed exhibitors, including software partner Navori Labs and textile frame partner EFKA, the 2024 event is set to be the biggest yet.

In **Personalisation Experience** visitors can explore the latest customisation-enabling solutions from suppliers including **Antigro Designer**, **Universe Production**, **Shirt Industries Ltd.**, **Kit Builder**, **PunchCloud;** discover an array of personalised products; and explore how they can take advantage of the value-add that customisation offers their business. A one-day conference programme will run alongside the exhibition on 20March, where expert speakers will discuss the future of personalisation, on-demand production, the role of AI in customisation and more.

**A comprehensive programme of education and inspiration**

The new **Digital Signage Lounge** will be delivered in partnership with Navori Labs and Apametal, highlighting recent innovations in digital signage and demonstrating how it can be aligned with print. Visitors can also network with peers and attend a series of fireside chats hosted by industry experts.

Also new, **Personalise Make Wear** will showcase the end-to-end production of personalised sportswear and sports-related merchandise across four workflows. Hosted by FESPA’s Textile Ambassador and CEO of Textintel, Debbie McKeegan, the smart factory will comprise catwalks showcasing the finished products, fireside chats focused on cutting edge solutions and processes, and expert-guided tours of the latest technologies for personalised products.

**Sustainability Spotlight** will display an array of environmentally conscious graphic and textile alternatives, each with its own information card, and **World Wrap Masters** will be host to the European leg of the competition and the series final. Visitors can also attend training workshops and demonstrations delivered by The Wrap Institute.

On Thursday 21 March, FESPA will host its annual networking party at the SupperClub, from 19:00hr.

Michael Ryan, Head of FESPA Global Print Expo and Sportswear Pro comments: “FESPA’s events are unique because, not only do visitors get access to hundreds of suppliers and the new innovations that are launched every year, they are also able to grow their knowledge, be inspired by our educational content programme, and learn from like-minded business professionals. Each event brings something new and I truly believe that, whether you’ve attended a FESPA event before or it’s your first time visiting, there are new opportunities ready to be revealed to you. And with our new Sportswear Pro event, two new educational features and an insightful two days of conferences planned, I can’t wait to see what FESPA 2024 has in store for each and every visitor.”

To find out more and register for FESPA Global Print Expo 2024 and co-located events, visit: <https://www.fespaglobalprintexpo.com/2024-registration>. All members of a FESPA national Association or FESPA Direct can gain free access to the events and the ticket price for non-members is €80.00.

Visitors can also download the official FESPA app to access a comprehensive overview of the exhibitors, connect with other visitors, create their own event agenda, view the conference schedules and more. Apple users can download the app here: <https://apps.apple.com/gb/app/fespa/id1668878581> and Android users can download it here: <https://play.google.com/store/apps/details?id=com.swapcard.apps.android.fespa&hl=en&gl=US>.

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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 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 Eurasia 2024, 11 – 14 September 2024, Istanbul Fair Center, Istanbul, Turkey
* FESPA Africa 2024, 13 – 15 September 2024, Gallagher Convention Centre, Midrand, South Africa
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City
* WrapFest 2024, 3 – 4 October 2024, Silverstone Race Circuit, UK
* FESPA Middle East 2025, 20 – 22 January 2025, Dubai Exhibition Centre, Dubai

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

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