**PRESS RELEASE**

03 April 2025

**FESPA 2025 FEATURE PROGRAMME CONFIRMED: BOTH NEW AND RETURNING**

*Each feature will provide expert and practical guidance for Visionaries across speciality print, textile and garment production, vehicle wrapping and more*

**FESPA Global Print Expo 2025** is set to introduce its newest editions to its feature programme, SmartHub and the ESE Pavilion, as well as welcome the return of existing features: the 2025 FESPA Awards; the high-adrenaline World Wrap Masters competition; and the Club FESPA Lounge. Running alongside the 2025 events (**FESPA Global Print Expo, European Sign Expo and Personalisation Experience**), from 6 – 9 May, at the Messe Berlin, Germany, each event will provide an insight into its dedicated vertical market.

**SmartHub**

Located within Personalisation Experience (Hall 5.2, Stand A55), [**SmartHub**](https://www.personalisationexperience.com/whats/smarthub)will comprise of an **exhibition space** and a series of expert-led **conference sessions**. Visitors can also participate in the SmartHub’s **Smart Factory Trail** to see intelligent manufacturing and on-demand technology for production. The Smart Factory Trail will enable visitors to gain insights on the importance of reducing waste and increasing operational efficiency, while leveraging the benefits of the latest digital production methods. Confirmed Smart Factory Trail partners to date include: **Antigro Designer, Inkcups, Mimaki, Neolt, Polyprint** and **Trotec**.

**Conference programme**

The SmartHub Conference will take place across the first three days of the event and will offer educational and actionable advice to visitors about the value of personalisation. Confirmed speakers for this year’s programme include: **Deborah Corn**, Print Ambassador, Print Media Centr and Executive Director, Girls Who Print; **Kerry Sanders**, Vice President of Marketing & New Business Development, EFI; **Richard Askam**, Co-Founder & COO, You Are The Star Books; and **Gemma Mitchell**, Managing Director, Paragon Dagenham.

**ESE Pavillion**

The co-located European Sign Expo event will introduce its new [**Pavillion**](https://ese.fespa.com/exhibit/european-sign-expo-pavilion) area, focusing on emerging members of the signage industry. This space will be illuminated by the vibrant products showcased by participating exhibitors, adopting the format of a lively high street. The Pavilion will feature cutting-edge technologies across digital signage, LED and software. Confirmed participants include **Fast Digital Publicate**, **Polarstar a**nd **Verbax**.

**FESPA Awards**

FESPA’s Berlin events will welcome the return of the [**FESPA Awards**](https://www.fespaglobalprintexpo.com/fespa-awards-2025), dedicated to celebrating excellence and creativity across 18 different categories, including print, signage, special effects, textile and garment printing, vehicle wrapping, packaging and more. This year’s shortlisted entries will be on display throughout the duration of the exhibition. The winners will then be announced by our panel of expert judges – **Debbie McKeegan, Jacek Stencel, Graeme Richardson-Locke** and **Simon Pless** – in the official awards ceremony on Wednesday 7th May.

**World Wrap Masters**

The high adrenaline [**World Wrap Masters**](https://www.fespaglobalprintexpo.com/whats-on/world-wrap-masters-europe) European competition and the World Wrap Masters final are also set to return for 2025. On the first two days of the event, regional competitors will go head-to-head in a series of timed rounds, wrapping both vehicles and surprise objects, in the hopes of progressing to the all-important final on days three and four. Visitors to the feature can also attend a series of live demonstrations hosted by guest trainers and judges **Kiss Lajos, Justin Pate,** **Ole Solskin Ravn**, **Ivan Tenchev** and **Jeremy Conner**.

This year’s feature will run in partnership with Print Partner: **Epson**; Product Partners: **CARLAS TPU** **ColorPPF**, **Arlon Graphics** and **3M**; and Support Partners: **Wrapstock, The Wrap Institute** and **PROTOKONA Tools**.

**Head of FESPA Global Print Expo, Michael Ryan,** comments: “Our features provide our visitors with an opportunity to delve beneath the surface of imminent trends and challenges within the speciality print and signage industries. Our new SmartHub feature – which includes the Smart Factory and conference line-up – will encourage Visionaries from across the print industry to enhance their knowledge on intelligent manufacturing.”

He continues: “I am delighted to welcome back World Wrap Masters and the FESPA Awards, both a true celebration of talent and excellence across an array of vertical markets. Additionally, the conference programme will give visitors even more of an opportunity to learn, network and maximise their business growth – which is what FESPA is all about. We’re thrilled to be back in Berlin and cannot wait to become the ultimate meeting point for Visionaries across and beyond print, signage and personalisation, this May!”

For further information about the feature programme, visit: <https://www.fespaglobalprintexpo.com/whats-on>

To register for FESPA Global Print Expo 2025, and the co-located European Sign Expo and Personalisation Experience, visit: <https://www.fespaglobalprintexpo.com/>. If you register before 8 April, using code FESM431, you can purchase your ticket at the early bird rate of €50.

**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 Global Print Expo 2025, 6 – 9 May 2025, Messe Berlin, Germany
* European Sign Expo 2025, 6 – 9 May 2025, Messe Berlin, Germany
* Personalisation Experience 2025, 6 – 9 May 2025, Messe Berlin, Germany
* FESPA Africa 2025, 9 – 11 September 2025, Gallagher Convention Centre, Johannesburg
* FESPA Mexico 2025, 25 – 27 September 2025, Centro Citibanamex, Mexico City

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

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