**PRESS RELEASE**

24 April 2025

**FESPA GLOBAL PRINT EXPO SET TO BE THE MEETING POINT FOR VISIONARIES IN 2025**

In less than two weeks’ time, FESPA’s annual Global Print Expo and co-located events, **European Sign Expo** and **Personalisation Experience**, will return to Messe Berlin, Germany from 6 – 9 May 2025. The three events will provide the perfect meeting point for international print service providers and sign makers to discover the latest hardware and software innovations across the speciality print industry, as well as a programme of educational and insightful content through the exhibitions’ comprehensive feature programme.

Show partners **Brother**, **Durst**, **EFKA**, **HP**, **Keypoint Intelligence**, **NSELED Europe,** **STAHLS Europe** and **UFABRIK** join over 565 global vendors across the eight halls of Messe Berlin, providing the latest solutions in print and signage technology, with over 100 product launches expected. Exhibitors confirmed for FESPA Global Print Expo include: **AGFA, Brother, Canon, EFI, Epson, Fujifilm, Kongsberg PCS, Kornit Digital, LIYU, M&R, Mimaki, Ricoh,** **Roland, ROQ**, **Sun Chemical**, **swissQprint** and **UPM**.

**Personalisation Experience**

This year, Personalisation Experience is running a new **SmartHub Conference** (Hall 5.2, Stand A55) a three-day (6 – 8 May), free-to-attend programme delivered in English that will include experts sharing their experiences of personalisation and smart production. The Conference will also highlight the importance of personalisation in the marketing mix and how speciality printers can benefit from investing in customisation-enabling solutions. The sessions will look at the power of personalisation across areas such as textile, packaging and direct mail, as well as exploring the impact of new technologies, such as AI.

In addition to the SmartHub Conference, the **Smart Factory Trail** is new to Personalisation Experience 2025. The trail is a comprehensive guide showcasing to visitors the latest personalisation and intelligent manufacturing technologies and software and on-demand printing solutions, from a variety of brands and experts across the three co-located events.

Elsewhere in Personalisation Experience (Hall 5.2), visitors will be able to see the latest in digital print personalisation solutions – from innovative technologies and sustainable practices, to the latest trends and strategies – from exhibitors including: **Design Huddle, Kit Builder, Optimus Group Limited, Photo Center 3D, Printess GmbH & Co.KG** and **Radix Software Services**.

**European Sign Expo**

Brand new to European Sign Expo (Halls 3.2 & 4.2) this year is the **European Sign Expo Pavillion** (Hall 3.2), which focuses on innovative and emerging members of the sign industry. The Pavillion, which will resemble the style of a lively shopping High Street, and will feature digital and architectural signage, illuminated displays and software, from participating exhibitors including: **GE Current, Fast Digital Publicité, NEON-line Werbedesign GmbH, Polarstar, Verbax** and **VTG Sign.**

Visitors attending European Sign Expo will be able to see the latest technologies for the sign and visual communications industries from over 100 leading vendors. Digital and traditional signage and visual communications solutions will be showcased by exhibitors such as: **ABC Display Industry BV, Adsystem Sp.z.o.o, Automatic Letter Bender, Bergmen, Cosign, Domino Sign, LucoLED** and **X-Module**.

**Comprehensive feature programme**

FESPA’s 2025 events in Berlin will also welcome the return of the high-adrenaline **World Wrap Masters** competition – a visitor-favourite – and **The FESPA Awards**.

The World Wrap Mastersfeature (Hall 6.2) will involve the World Wrap Masters European and World Championship, and will enable visitors to watch some of the best graphic installers from across the world as they compete to be crowned the global winner. There will also be a series of daily, live technical demonstrations, hosted by the Wrap Institute. The full programme can be found online here: [www.fespaglobalprintexpo.com/whats-on/world-wrap-masters-europe/world-wrap-masters-live-demos](http://www.fespaglobalprintexpo.com/whats-on/world-wrap-masters-europe/world-wrap-masters-live-demos)

The FESPA Awards 2025showcase, located in Messe Berlin’s entrance, will display the shortlisted entries across 18 application-based categories for this year’s Awards. Visitors will be able to see the entries up close and be inspired from these outstanding print projects.

**FESPA app**

To help visitors navigate the show and make the most out of their time, they can download, free of charge, the **FESPA app**. In the app, visitors will be able to access a full list of exhibitors, the show floorplan and the SmartHub Conference programme, as well as access to the Smart Factory Trail. The app will also allow users to create a personalised agenda. The FESPA app is available for download now, so visitors can start planning their visit to FESPA Global Print Expo.

Head of FESPA Global Print Expo, Michael Ryan, comments: “We’re looking forward to being back at Messe Berlin in a couple of weeks’ time for this year’s exhibitions. Although FESPA Global Print Expo is an annual event, every year brings with it something new and different – from new product launches, features, exhibitors and trends. This is what I believe makes our FESPA events unique and worth a visit year on year. With over 560 exhibitors and a broad feature programme this year, there is a lot for visitors to explore, be inspired by and grow their knowledge. I’m looking forward to seeing what FESPA Global Print Expo has in store for all of our visitors.”

For more information on FESPA Global Print Expo and its co-located shows, and to register using code **FESM438**, visit: [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com)

**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
* FESPA Middle East 2026, 13 – 15 January 2026, Dubai Exhibition Centre

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

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