**MEDIA ADVISORY**

6 May 2025

**BARCELONA ANNOUNCED AS HOST CITY FOR FESPA GLOBAL PRINT EXPO, EUROPEAN SIGN EXPO, PERSONALISATION EXPERIENCE AND SPORTSWEAR PRO 2026**

FESPA has today announced that its flagship annual FESPA Global Print Expo and co-located events (European Sign Expo and Personalisation Experience), will take place at the Fira de Barcelona, Spain, from Tuesday 19 – Friday 22 May next year. The 2026 show will also welcome back Sportswear Pro for its second edition. In addition, confirmed features include World Wrap Masters and Club FESPA.

**Michael Ryan, Head of FESPA Global Print Expo**, comments, “It gives me great pleasure to share that we have chosen Barcelona as the host city for our 2026 flagship events. As a peripatetic event, it’s important to us that we are able to connect with our different associations and the regional markets as a whole. We’re excited to see what the city has in store for us and are confident that our visitors will have the opportunity to unveil a wealth of business potential across print, signage, personalisation and sportswear.”

He continues, “After the cancellation of the 2020 events in Madrid, we’re delighted to be able to return to Southern Europe after 13 years, building on our relations with the Spanish and Portuguese speciality print markets even further. See you in Barcelona!”

FESPA Global Print Expo was last hosted at the Fira de Barcelona in 2012. The venue, which is a leading trade fair organisation in Spain, is easily accessible via transport links and is recognised for its previous success as a host platform for FESPA events.

Further details on FESPA 2026 will be available after this year’s FESPA Global Print Expo, European Sign Expo and Personalisation Experience (6 – 9 May 2025, Messe Berlin, Germany).

**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
* WrapFest 2026, 26 – 27 June 2025, Bicester Heritage, United Kingdom

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

**For further information, please contact:**

Rachelle Harry Leighona Aris

AD Communications FESPA

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

Email: [rharry@adcomms.co.uk](mailto:rharry@adcomms.co.uk) Email: [leighona.aris@fespa.com](mailto:leighona.aris@fespa.com)

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