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**FESPA 2025 GATHERS LEADING VISIONARIES FROM ACROSS THE SPECIALITY PRINT INDUSTRY IN BERLIN**

**FESPA Global Print Expo 2025, European Sign Expo** and **Personalisation Experience** (6 – 9 May 2025, Messe Berlin, Germany) welcomed Visionaries from across the speciality print industry to shape the future of print, develop forward-thinking business strategies, and explore innovative ways to translate emerging industry trends into tangible growth opportunities.

The event served as a dynamic platform for networking among key decision-makers, sparking collaborations and discovering the latest technologies driving the print, signage, and personalisation industries forward.

This year, the exhibition remained a pivotal platform for senior decision makers, with 87% of visitors holding decision-making positions and 71% being directors, CEOs, owners or managers. The collective median budget was €2.9 billion, with 40% of attendees planning to invest in solutions in the next year.

With total attendance hitting 23,061, it is clear that the breadth of exhibits and educational content is motivating two thirds of all visitors to allow more than one day to experience the event in full.

14,036 unique visitors attended this year’s events, surpassing 2024 figures by 10.5%. Visitors travelled from 126 countries, with the largest audiences coming from Germany, Poland, Italy, the UK, The Netherlands, Czech Republic, Spain, France, Switzerland and Austria.

Visitors said they particularly enjoyed the SmartHub Conference speaker sessions, the line up of features and the vast array of printing and signage technologies on display – all under one roof.

Narenda Dadid, Group Chairman, DCC Group, explains: “I come to FESPA to discover the latest opportunities and developments in the industry. The event is the ideal platform for uncovering what the future holds, expanding our knowledge and learning more about the industry from exhibitors across the world.”

Felix Hartz, Founder & CEO, Sygns, says: “My decision to visit European Sign Expo in particular stemmed from looking for new innovative suppliers of traditional and new signage. The event welcomes so many suppliers from across the globe with different goals and approaches.”

Michael Ryan, Head of FESPA Global Print Expo, comments: “The feedback we have received on our 2025 events has been phenomenal. From exhibitors and Awards winners, to conference speakers and visitors, it’s clear to see that FESPA Global Print Expo and its co-located events provided an exceptional platform for Visionaries to meet and explore opportunities. As a result of returning to Germany, we saw a 44% increase in German attendees and a 117% increase in Polish attendees in comparison to Munich 2023. In addition, there were well over 100 product and technology launches, networking – and so much more. Having the opportunity to connect with members of the print community from across the world, supporting the growth and development of not only their business, but the wider industry, is what it’s all about. We’re excited to see what further innovations and opportunities the 2026 events in Barcelona will bring to our community.”

Folker Statchetzki, Head of Marketing, Brother, says: “FESPA is the place for us to really showcase our solutions to an interested and international audience. We’re able to converse with them, as they witness the machines in action, explore the final products and provide feedback. FESPA enables our customers to broaden their understanding of the latest innovations.”

Daniel Martinez, Senior Vice President of Large Format Printing and Construction Services, HP Inc. Spain, adds: “FESPA, for us, is the event – especially in Europe – that we attend year on year. It’s a great opportunity for our partners to showcase our solutions to their customers and throughout the event, we networked with hundreds of our own customers. Visitors can take advantage of exploring the latest and greatest solutions from HP, but also immerse themselves in the wider print industry. We’re delighted that the event will be held in Barcelona next year, our home ground, and are confident that it will also be successful!”

Flavio Rocca, Sales, NSELED, comments: “Every year, we see a growth in European Sign Expo, so we’re pleased to be able to exhibit! It’s a great place to network with a large visitor scale, as well as many of our pre-existing customer base. So, for us it was a great show.”

Nathan David, Vice President of Client Success, Design Huddle, highlights: “This was our first time exhibiting at Personalisation Experience and it was great to witness just how many people want to create a unique experience for their customers. They’re moving away from traditional techniques and want to use technology to provide a top-level experience, efficiently and without compromising on quality. It was exciting to be able to have these conversations onsite!”

**European Sign Expo 2025** welcomed its largest exhibitor line-up, and the third edition of **Personalisation Experience** introduced its all-new **SmartHub** feature. The co-located events and wider feature programme were a vital platform to convey imminent trends and business opportunities.

The SmartHub conference witnessed a line-up of thought leaders and industry experts providing actionable and informative advice on the latest advancements in digital technology, streamlined operations and sustainable practices when delivering customisation.

FESPA Global Print Expo, European Sign Expo, Personalisation Experience and the second edition of Sportswear Pro will take place at Fira de Barcelona, Spain from 19 – 22 May 2026.

**ENDS**

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing, textile printing and signage communities. 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 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
* FESPA Global Print Expo 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* European Sign Expo 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* Personalisation Experience 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* Sportswear Pro 2026, 19 – 22 May 2026, Fira de Barcelona, Spain
* WrapFest 2026, 26 – 27 June 2026, Bicester Heritage, United Kingdom

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

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