



**FESPA**  
**méxico**  
**09**

Official post-show report

**FESPA**  
**MEXICO**

Mexico D.F.  
27-29 Agosto 2009

27—29 August 2009

Centro Banamex, Mexico

**FESPA**  
united we print



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# THE EXHIBITION

"We have been delighted with the return on our investment at FESPA México 2009. As well as profiling the brand, our distributors made high-quality contacts and generated solid interest and firm orders. We'll certainly return in 2010." Charlotte Dottin, Gildan

"FESPA México 2009 has been great, a busy show with lots of people from the domestic market and the US." Rosa Carolina García, Grupo Sánchez

"The quality of visitors has been even better than last year, and the show has exceeded our expectations. Visitors came to buy, not just to look, so we have outperformed our projections for the show." Manuel Vega, Nazdar

"FESPA México 09 was a good show for us, we have had positive results both in terms of publicity and contacts." Jesús Rodríguez Jr., Rodatec

"The show has been very successful for Forever America. The audience has been really specialised and interested in doing business." Yazmín Becerra, Forever America

"I thought there would be less visitors and lower quality than 2008 in light of the economic situation, but it has been great. In fact the quality has been even higher, I have met with a lot of owners and general managers." Pablo Terry, Casa Díaz

"For 3M FESPA is the best place to exhibit our extended portfolio, we consider it as the most important event of the graphics industry with quality visitors that allowed the team to close very interesting deals during the exhibition. FESPA represents the widest forum and the most recognised fair in Mexico." Mario Godínez Maciel, 3M



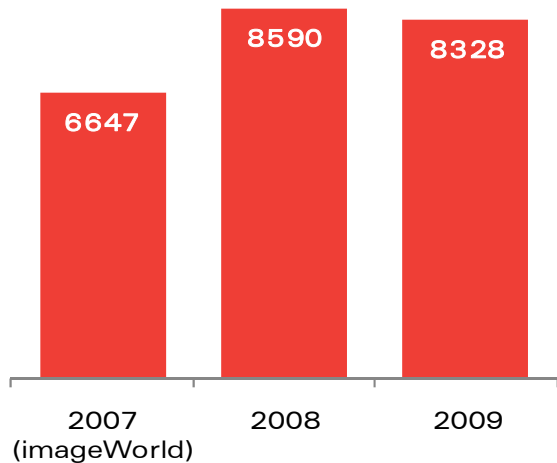
# VISITOR ATTENDANCE

FESPA Mexico 2009 equals success of launch event.

In its inaugural event in 2008 (after acquiring the show, imageWorld from ST Media Group) FESPA grew the FESPA Mexico exhibition visitor numbers by a staggering 30%.

In its second year FESPA Mexico, 27-29 August 2009 saw it repeat the success of its launch event by attracting an equal number of visitors.

FESPA's ability to maintain its audience during a period of economic difficulty highlights its strong brand position; an organisation that runs first-class global industry events and its recognised expertise among the printing community.

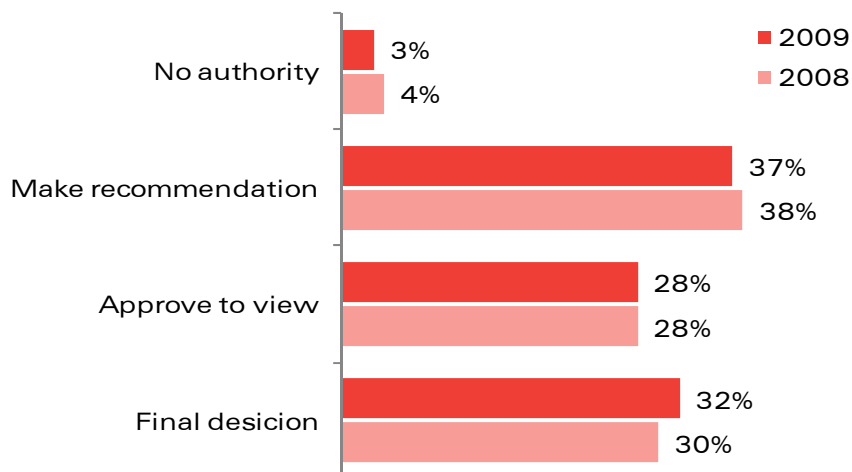


## Overall visitor quality improved

Through FESPA's targeted marketing campaign for FESPA Mexico 2009, the exhibition again delivered a high calibre audience. At FESPA we know that people attend our events go to find information about new products, technologies and solutions\*, and to make decisions on their future investments and purchasing plans. And the proof is here!

### Rise in Key Decision Makers

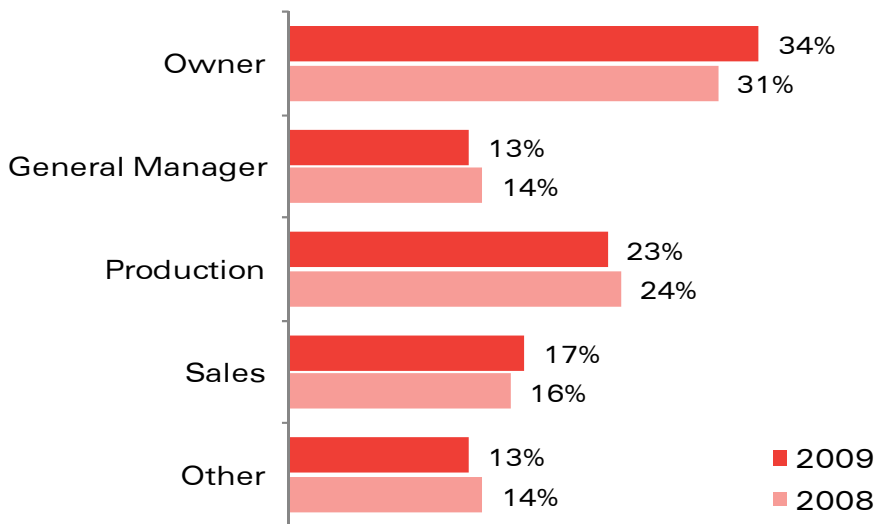
This year's exhibition has seen an increase in the number of visitors who have higher level decision-making powers in comparison with 2008. An increase in those who hold the final approval on business decisions coupled with a small decrease in those with no authority in the decision-making process, underline FESPA Mexico's ability to provide direct access to influential professionals.



\* FESPA Exhibition Survey

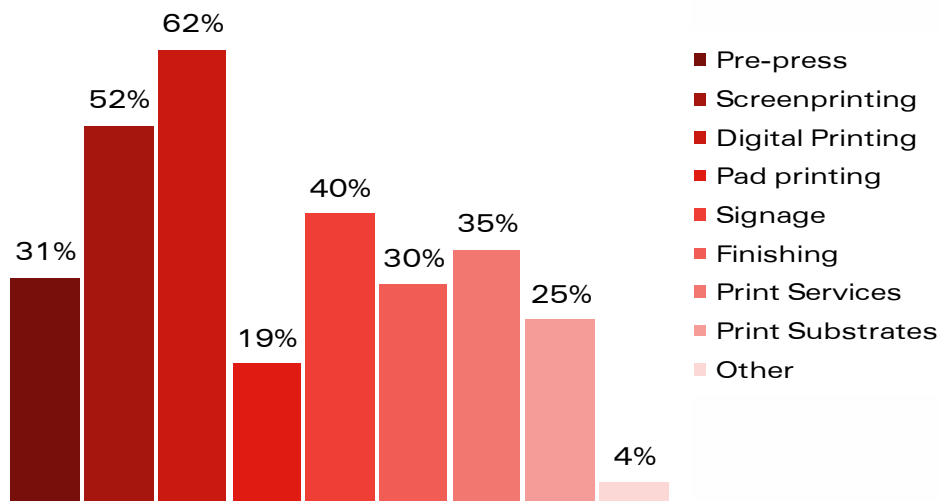
### Business Owners Top the Visitor Numbers

FESPA Mexico 2009 saw a sizeable increase (3%) in the number of business owners attending the exhibition compared to last year.



### Visitors Seek a Multitude of Information Across All Sectors

Research shows that attendees to FESPA Mexico 2009 are searching for information across a number of areas, highlighting the event delivers a focused and comprehensive environment where print professionals attend to make plans for their future business needs.



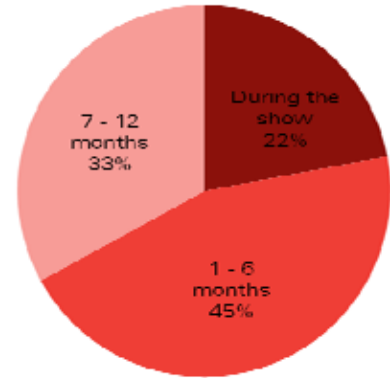
**collective annual budget of visitors**  
**US \$600 million**



### Visitors Plan to Purchase at FESPA Mexico

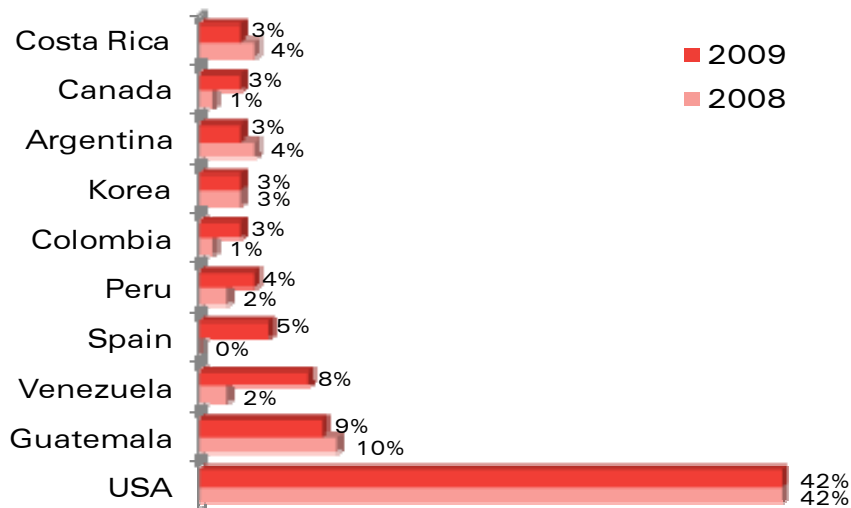
We know exhibitions provide a unique forum where printers can source information on products, but they also intend on purchasing new equipment. With over 65% of visitors planning to either buy at the show or within 6 months, exhibitors have direct access to serious professional buyers.

This information coupled with the US \$600 million annual budget of FESPA Mexico visitors makes a strong case for potential return on investment.



### Top Ten Attending Foreign Countries

Although FESPA Mexico is predominantly a national exhibition, with 98% of visitors from Mexico. The event draws international attendees from across the globe. In 2009, it saw an overall increase in the percentage of visitors from neighbouring and international countries.



### Visitor Breakdown within Mexico

70% of visitors in 2009 came from the host region, district federal (D.F.) and the state of Mexico City. The remaining 30% came from across the rest of the Mexico states.

State	% of Mexico Visitors	State	% of Mexico Visitors	State	% of Mexico Visitors
Aguascalientes	1.17%	Guerrero	2.55%	Quintana Roo	1.88%
Baja California	0.71%	Hidalgo	13.19%	San Luis Potosí	2.18%
Baja California Sur	0.21%	Jalisco	6.16%	Sinaloa	1.26%
Campeche	0.34%	Michoacán	4.77%	Sonora	0.42%
Chiapas	2.09%	Morelos	6.28%	Tabasco	1.17%
Chihuahua	0.42%	Nayarit	0.63%	Tamaulipas	1.47%
Coahuila	1.63%	Nuevo León	1.59%	Tlaxcala	2.72%
Colima	0.50%	Oaxaca	2.18%	Veracruz	7.58%
Durango	0.63%	Puebla	17.92%	Yucatán	1.47%
Guanajuato	10.51%	Querétaro	5.74%	Zacatecas	0.63%

# EXTRA FEATURES

To provide additional value for the print community, FESPA organised two features surrounding the exhibition to offer an educational aspect to the show, and showcase best practice and recognise excellence in the market.

## FESPA Mexico Awards

2009 saw the launch of the first FESPA Mexico Awards in conjunction with the exhibition, where technically brilliant and innovative works conducted by Mexican printers could be entered across 5 categories; screen printing, digital printing, textile printing, vehicle wrapping and exterior signage.

Entries were displayed in a dedicated showcase at the FESPA Mexico exhibition where an independent, expert jury decided the winners (gold, silver, bronze and commended) in each category. Each winner received a VIP invitation to the exhibition (giving free access to the conferences), plus coverage in the post show press release distributed to the Latin American press, plus items to market their award in collateral.



## Conference Theatre

FESPA organised a comprehensive programme of paid-for and free seminar sessions that took place every day of the exhibition.

These sessions were hosted by a variety of international industry experts on both technical subjects and thought-provoking conceptual seminars. Like the exhibition, the programme covered a multitude of topics including design and software, screen printing to textile decoration, and ecological printing.

In addition to the conferences held in the theatre, the exhibition floor was also host to demonstrations from textile screen printing guru - Charlie Taublieb.





# EXHIBITOR ATTENDANCE

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**F**ESPA Mexico 2009 was host to 90 stands displaying the latest products and technologies from national and international exhibitors, representing all the major brands in the imaging community.

## Exhibiting Companies at FESPA Mexico 2009

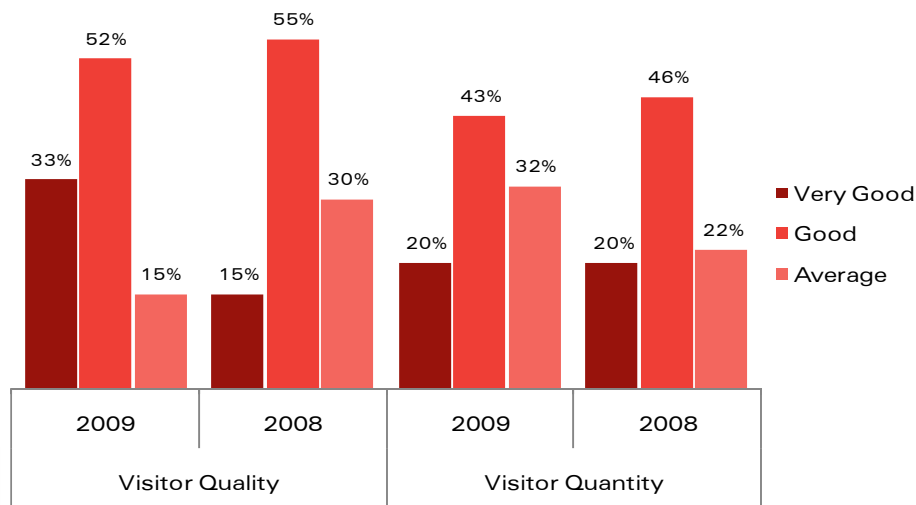
3M de México	Epson México	Neon Nieto
ABC de Artes Gráficas	Euroneon	Norcote Internacionales de México
Acrylicos Plastitec	Expomex – Productividad Integral	Oki Data de México
Alcan Composites	Fauna Insumos Digitales	Oplex
Alexia Solutions	Fimor	Papelerías Lozano Hermanos
Alianza Plotters	Forever America	Papeles Vinilos y Lonas
Amerografics	Fujifilm de México	Plastimundo
Angulo 15	Gandinovation	Plotters México
Anidigraf	Gemini Incorporated	Pre Regis
Arclad	Gildan Activewear México	Precix México
Avance y Tecnología en Plásticos	Grafilia	PSM / Boye
Bazar Gráfico	Grupo Alykar	Rodatec
Boye Laser	Grupo Comercial Yazbek	Rotulación y Plotters
Butterfly México	Grupo Imagen Editorial	Ságaro
Camfive de México	Hangzhou Hongze New Material	Sánchez
Canagraf	Hangzhou Wansheng Mesh	Screen y Film
Canon Mexicana	Hebei Kanglida Metlanet	Shanghai Shangshai Bolting Cloth Manufacturing
Casa Díaz de Maquinas de Coser	Hebei Yuxin Plastic Company	Sichuan Jiuzhou Electric Group
Castec	HP México	Sign of the Times & Screen Printing en español
Celupal Intenacional	Improméxico	Signos Rotulación
Clearstar Coatings Corp.	Industrias Filo	Sumpel
Color-Dec Italy	InkTech	Tech Ink
Colores Creativos	Insumos para Publicidad	Tongxiang Zhenxing Industrial Fabric Manufacturing
Comercial de Viniles y Laminados	Jet Best de México	TSG
Consumibles Digitales Bamboo	Konica Minolta	Tubelite de México
Copy Plot	LDM	Ultraflex México
Delta E Cero	Lumika	Visión Digital
Dimensión Espacio	M & O Knits	Wide Media
Drops Printing Instruments (DPI)	Masterfot	Xcaparate Virtual (INDI)
DT TEC	Membrana	Zhejiang Huifeng New Materials
Ecosigns	Mexigrafika	Zhejiang Tianxing Technical Textiles
Efi - Vutek	Mextran	
El Impresor	Moda Fix	
Emdo	MTM Soluciones	
Epoca Km	Nazdar Inc.	

# EXHIBITOR FEEDBACK

Exhibitors generate fantastic leads and make real sales at FESPA Mexico, meaning they get a great return on their investment. Exhibitors are so happy with the exhibition that nearly 90% will be returning for FESPA Mexico 2010.

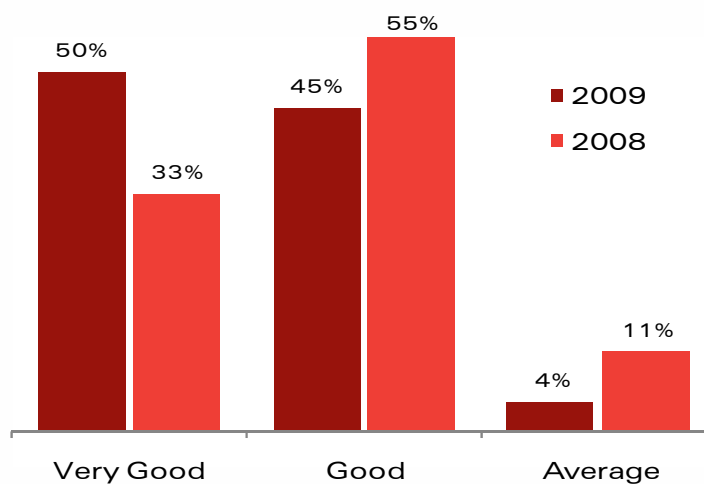
## Great Visiting Audience

Exhibitor feedback shows an increase in the overall perception of visitor quality and quantity at FESPA Mexico 2009. In comparison with 2008, exhibitors saw a significant improvement (18%) in the quality of attendees to the show.



## Good Value Exhibition

Half of exhibitors believe FESPA Mexico 2009 offered them very good value, a fantastic increase of 17% on the previous year.



# ABOUT FESPA

FESPA is a not-for-profit federation of trade associations and an organiser of exhibitions and conferences for the screen, digital and textile printing industry.

**F**ormerly, the name FESPA stood for “The Federation of European Screen Printers Associations”. Now, with the advent of digital technology, FESPA is known by its acronym, which has worldwide recognition. FESPA's objective is the promotion of screen printing and digital imaging through each of its 26 National Association members in Europe, together with its 9 Associate Members in Australia, China, India, Japan, Nepal, Mexico, South Korea, Sri Lanka, Philippines and Thailand.

## FESPA Background?

FESPA was founded in 1962 by a small international group of screen printers and suppliers to share knowledge on screenprinting technology, establish close co-operation between screen printers and suppliers and to promote screen printing in Europe.

## What does FESPA do now?

Recently, FESPA has planned and promoted exhibitions and conferences for screen, digital and textile printing as well as helping its National Associations with a variety of projects and activities. Having organised many successful exhibitions in Europe, FESPA has gone on to produce world class annual events in India (*FESPA India, at the Pragati Maidan Exhibition Centre, New Delhi*), the first international exhibition for screen and digital printing in the region, followed by another in Bangkok (*FESPA Asia Pacific*).

In 2008, FESPA purchased the show imageWorld from ST Media Group and hosted its first event in Central America, FESPA Mexico, 21 - 23 August 2008 at the Centro Banamex, Mexico City. The exhibition, focused on signage, screen, digital and textile printing, was an immense success increasing overall size, exhibitor and visitors numbers by a staggering 30%.

Following the immense success of this initial event, FESPA Mexico returned to the Centro Banamex on 27 - 29 August 2009 to deliver another great international exhibition and conference.

FESPA's flagship event, which brings together all areas of the screen, digital and textile printing market takes place every three years. The next FESPA World Expo will take place in Germany at Messe Munich between the 22 - 26 June 2010.

Continuing FESPA's growing reach as an international events organiser, 40,000 visitors are expected to attend from over 125 countries to see and meet with more than 800 exhibitors during the five day event.

## FESPA Associations & Re-Investment Model

Unlike any other exhibition organiser in the print industry, as a not-for-profit organisation, FESPA actively re-invests its revenues back into the market.

It deploys any surplus income from its exhibitions within the printing community benefiting both printers and suppliers alike.

Over the past four years FESPA has invested over €1.6m on projects supporting our industry. These projects include seminars and training programmes, Summits, research, and industry guides.

This investment is designed to ensure that association members and prospects broaden their service offering and increase profitability.

**The FESPA re-investment model is hugely successful in supporting the industry through valuable initiatives.**



Screen printers and digital imagers can become a member of their National Association.  
[www.fespa.com](http://www.fespa.com)

# FUTURE EVENTS



7 - 9 December 2009  
Pragati Maiden, India



22 - 26 June 2010  
Messe Munich, Germany



26 - 28 August 2010  
Centro Banamex, Mexico



24 - 26 May 2011  
Messe Hamburg, Germany



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7a West Street  
Reigate  
Surrey  
RH2 9BL  
United Kingdom

t: +44 (0)1737 240 788  
f: +44 (0)1737 233 734

info@fespa.com  
[www.fespa.com](http://www.fespa.com)

