

graphispag

International Print Media Exhibition

2011

Take advantage of the greatest focus of attention in the sector.

Join the main event in graphic communication, to play a starring role at the meeting point that brings together the entire industry, innovation, and the sector's agents. Here you have the best chance of contacting the professionals who make decisions.


Fira Barcelona

Gran Via Venue
22-26 March 2011
www.graphispag.com

Coinciding with:

SON IMAG FOTO & MULTIMEDIA
23-27 March 2011

 EUMAPRINT

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graphispag 2011

International Print Media Exhibition

NEWS 01
MAY 2010


Fira Barcelona


A TRASCENDENTAL EDITION

With Graphispag being held from the 22nd to 26th March 2011, Barcelona will again be the international graphics Industry and communication capital. A decisive event that will serve to reinforce the foundation for its recovery and to redefine the trends for the immediate future. With this proposal, the sector's benchmark show is calling its companies and professionals.

A decisive event for the recovery of the graphics industry

Graphispag + Sonimagfoto: a coincidence with common benefits

Side events: The new scenarios of the graphics industry Future strategies and new opportunities

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Graphispag 2011, turning point in the recovery of the Spanish graphics sector

With the main aim of contributing to the recovery of the graphics sector, the International Graphics Industry and Communication Show, Graphispag, is preparing its next edition which will be held from the 22nd to 26th of March in Fira de Barcelona's Gran Via exhibition centre.

An important edition for the sector's immediate future, the show hopes to be a key factor in reactivating investment by graphics companies and promoting new market opportunities, showcasing a wide range of equipment, processes and substrates and creating a setting for debate on the market, its trends and opportunities.

Graphispag, which will have been a benchmark event in Spain and Portugal for 45 years, is one of the four most important graphic arts shows in Europe and also attracts international buyers mainly from the Mediterranean area and Latin America.

Held every four years, the show, organised by Fira de Barcelona in collaboration with the Graphispack Association, has the unanimous support of company associations and professional groups linked to graphic arts and other related businesses.

All the latest machinery and accessories for the different printing systems and for finishing and converting, as well as the latest digital graphics technology, and a variety of materials, substrates and consumables will be showcased at the eleventh Graphispag.

Graphispag 2011 will include digital printing and screen printing that, outside the framework of the show, are featured in graphispag_digital and, for the first time, will coincide with Sonimagfoto&Multimedia. Because of the complementary nature and wide range of exhibits, this will give the International Graphics Industry and Communication Show the largest technical and commercial representation in its speciality.



graphispag

Easier to participate with advantages for exhibitors

Graphispag will again integrate the entire graphics communication industry, innovation and agents involved. 80% of exhibitors in 2007 covered their objectives and confirmed their availability to participate in this next edition. In order to make it easier for them Graphispag has started to market spaces and services with interesting advantages.

As the show's director, Xavier Pascual, explains "Graphispag is a unique platform that analyses trends, proposes and offers multiple possibilities. It is an essential event in order to take advantage of and benefit from the business potential and sector expansion generated by the show".

As an incentive, a 5% discount will be applied to the price of space for applications received before the 1st of June. Graphispag is also maintaining the same space rental tariff as graphispag_digital, held two years ago.

The show has designed different packs starting at 4,250 euros + 7% VAT (8% from July onwards). This price includes the participation fee, 20m² of space, stand assembly and signage, specific furniture, electricity panel and consumption, Internet, compulsory insurance, cleaning, 10 bar vouchers and 50 invitations. There are different options with modular or designer stands and extendable spaces of 20 and 40 m².

Exhibitors at Graphispag 2007 and graphispag_digital 2009 will be given preference in their bookings for applications received before the 1st of June. The space distribution and adjudication process will begin in mid September. There will also be special terms for companies participating in both Graphispag and Sonimagfoto&Multimedia.

Companies interested in participating in this country's largest graphics communication event will find all the necessary information and documentation on the show's website. All exhibitors will also be able take advantage of the tailor-made services and customised advice of Fira de Barcelona's sales department to help make participation in both shows a success.

SPECIAL PROMOTION

5% DISCOUNT
for applications
received before
the 1st of June

The general tariff will
be applied to space
booked individually or
within stand packs.

IN ORDER TO BOOK

- a personalised proposal
- just a stand
- an all-inclusive pack

Contact the Graphispag 2011
sales team
Esther Boscà, Joan Macià,
Omar Alonso and Núria Casademont
Tel. +34 93 233 20 00
graphispag.ventas@firabcn.es

or look for the contact details of
Fira de Barcelona's International
Office in your country at
www.graphispag.com

An unrepeatabe offer for the new frontier

of graphic communication

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Graphispag is the benchmark for Spanish graphic arts and one of the four most important fairs in Europe, which is very attractive to international buyers, mainly from the Mediterranean area.



graphispag_digital

A specific setting for graphics solutions and the latest in digital graphic technology, software and prepress, large format digital printing, pad printing and screen printing.

SONIMAGFOTO & MULTIMEDIA

The world of professional and consumer imaging brought together, making the event the largest space converging imaging with multimedia technologies in Spain.



Punto "d" DESIGN

A meeting point for graphic communication and design, created to provide information on the realities of Spanish graphic design: from services and associations to training offers, editorial proposals and the most interesting examples of our country's best graphic design, with the participation of the sector's organisations, companies and schools.

It will host the awards ceremony for the "Marco de Oro", which recognise the best screen printing, pad printing and digital printing work done in Spain during 2009 and 2010, and the Líderpack 2010 Awards for packing, packaging and POPA.

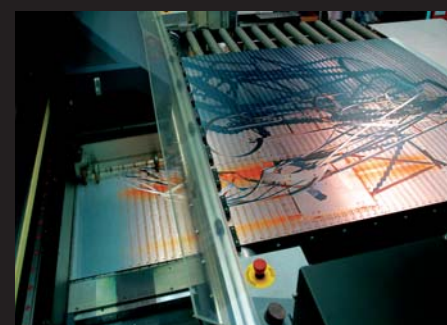


- Materials
- Paper, cardboard, plastic and other printing substrates
- Inks and consumables
- Printing machinery
- Accessories for printing machinery
- Transforming and Finishing
- Converting and handling paper, cardboard, plastic and other substrates
- Binding
- Storage and distribution
- Engineering, consultancy and service companies
- Used machinery suppliers
- Technical publications

- Sector meetings
- Adobe Digital Classroom
- Graphics Congress
- Side Events
- Punto "d" Design
- "Marco de Oro" Awards

Activities

- Prepress
- Digital Printing
- Screen Printing and Pad Printing



- Image capture, storage, editing, processing and output
- Multimedia AV systems
- Accessories and Consumables
- Equipment for studios and professional photographers
- Imaging services
- Photo Art
- Communications media, training, schools, associations

- Photo sets: professional photography within the grasp of everyone
- Adobe Digital Classroom (in collaboration with Graphispag 2011)
- Lux Awards
- The best and most exclusive exhibitions
- Workshops
- Multimedia Demonstrations
- Seminars and Congresses

Activities

Miquel Heredia

President of Graphispag



“Business owners project their medium and long term vision”

Are the current economic climate and the evolution of the graphic sector, which is modifying the business model, going to determine important changes in the identity and contents of the show, compared to the last edition?

No, in terms of identity and contents themselves, there are not going to be changes. Graphispag “is” our sector’s show, its meeting forum, and it will continue to exhibit, within its framework, the latest in graphics communication at all levels. With regard to evolution, visitors will find a wider range of exhibits since, finally, by full agreement of all its agents and because of market demands, Graphispag will take place simultaneously with Sonimagfoto&Multimedia.

In what way can a trade fair such as Graphispag, a leader in its sector, contribute to the priority interests of exhibitors and visitors, taking into account that, in principal, current market conditions act as a disincentive to invest?

The current situation does indeed act as a disincentive to invest; however, business owners project their medium and long term vision and, in this sense, Graphispag will be held in 2011, a year in which all indications point to the start of recovery. It will be the ideal moment to see and touch what is happening in the world of graphics, an opportunity for which Graphispag is always the ideal reference point.

Can some type of reflection or lesson be extracted from the situation caused by the recent downturn that serves as a type of guide for the future of graphic arts companies? And, in this sense, can a trade show like Graphispag, which represents the majority of the sector’s interests, become a discussion and debate forum to outline, or at least analyse, the major strategic guidelines for the future?

Indeed, Graphispag is a forum that helps to unite the sector’s interests, from designers to finishing industries, encompassing materials, equipment, etc. Having said this, I believe that if we aim to become a strategic forum for the sector’s future, we would be giving ourselves a leading role that, in my opinion, does not correspond.

We are talking about a very mature sector; one of the country’s most structured sectors, thanks to its professional guilds and associations, and a long-standing tradition. Graphispag, which collaborates with these organisations, especially with the Graphispack Association, feels amply protected by them and allows the incorporation of other groups involved in the sector. The sum of these involvements and interests results in the widest-ranging analyses and forums in which to debate the future development of our activities.

The next Graphispag will be held at the start of 2011. Is it possible to establish some type of economic forecast for the graphic arts sector during that time?

It would be easy to make a negative forecast and, given that, unfortunately, there are always exceptions, a generalisation of the current political, economic and trade union climates leads you to do so.

Many small and medium size enterprises have fallen unnecessarily because of obsolete regulations, which we have not changed; how easy it would be to just copy what our fellow Europeans have been doing for years.

Nonetheless, we are talking about a well-established sector with a long industrial tradition and, therefore, with a culture of investment and equipment renovation.

At the end of 2009 and start of 2010, we have begun to see investments in some segments of the graphics sector, for example, in flexible packaging. Sales of some types of materials have started to increase for the first time in months. This crisis is going to be very hard- and I have experienced quite few-, but I am also convinced that our sector will recover its past level and that, in 2011, the horizon will be seen much more clearly.

As president of Graphispag, what message would you like to send to companies and business persons to give them incentive to participate in the next show?

Since the start of the crisis in 2008, I have been observing the evolution of trade fairs. The only ones that have kept going, with more or less space but with a full range of exhibits, are technical ones, whether chemical, packaging or graphic.

This is also confirmed by the graphic fair Ipex, in Great Britain, which was launched in 2009 and will be held this year. In a climate of full economic crisis, no company is missing from their list of exhibitors. The reason is obvious: business owners are looking at the medium and long term, and sector trade fairs are the best exponent of the latest products, processes, substrates; everything that will enable them to recover their position.

I am convinced that both our exhibitors and their European counterparts, will make their decision with view to 2011.

“With regard to evolution, visitors will find a wide range of exhibits, since Graphispag will take place simultaneously with Sonimagfoto&Multimedia.”

“Graphispag will be held in 2011, a year for which all indications point to the start of recovery.”

“The sum of these involvements and interests results in the widest analyses and forums in which to debate the future development of our activities.”

“At the end of 2009 and start of 2010, we have begun to see investments in some segments of the graphics sector.”



graphispag 2011




A mutually beneficial coincidence

In its sphere of activity, Sonimagfoto & Multimedia, the International Photography, Digital Imaging and Multimedia Show, is Spain's benchmark event and the second most important in Europe. It brings together the photography sector's leading firms, consumer electronic companies and brands and the IT and graphic arts sectors, and features state-of-the-art technology, business opportunities, training and art in the same venue.

At its last edition and in tune with the evolution of the market, the show integrated the multimedia concept, incorporating the sector dedicated to audio products and services for the capture, storage, editing, processing and output of images; multimedia AV systems; accessories and consumables.

This show, which took place last October in Barcelona, was visited by over 81,000 people, mainly photographers and photography and consumer electronics retail personnel from all over Spain. 16,120 trade visitors attended the show.

Photographic exhibitions, multimedia installations and training proposals complete this technical-cultural event organised by Fira de Barcelona.



SONIMAGFOTO & MULTIMEDIA 2011

ABOUT THE SHOW

■ **Edition:** 11th

■ **Frequency:** Biennial

■ **Dates:** 23rd to 27th March

■ **Venue:**

Hall 1
Gran Via exhibition centre.
Barcelona

■ **Exhibition space:**

11,800 square metres

■ **Sectors:**

Image Capture

Image Storage

Image Editing

Image Processing

Image Output

Multimedia AV systems

Accessories
and Consumables

Equipment for studios and
professionals

Imaging services

Photo Art

Others



Enric Galve

President of Sonimagfoto

“Sonimagfoto&Multimedia and Graphispag already form part of a unique market concept: graphic and visual communication”

The next Sonimagfoto&Multimedia will be held at the start of 2011, coinciding with Graphispag, the graphic arts show. The new dates represent a change in development of Sonimagfoto&Multimedia which to date, has been held in October. What are the motives behind this decision and what, in your opinion, are the advantages of this change for exhibitors and visitors?



The decision to hold Sonimagfoto&Multimedia and Graphispag simultaneously, pondered at length, was in fact imposed by the market and by trends of recent years. The technological change in the imaging market, going from analogue to digital, has profoundly modified the field of photography, both in its procedures and equipment and applications, moving progressively closer to the world of printing and graphic arts in general. Both activities currently form part of a single market concept: graphic and visual communication.

Starting from image capture, our processes are increasingly involved in the fields of printing, graphic services, materials and finishes, in short, all the specialities typical of the graphic arts environment, from both the supply and demand standpoints.

Getting the top Spanish photography show and leading Spanish graphic arts fair to coincide in dates and venue, seemed to us to be the best decision to serve the interests of exhibitors and visitors of both Sonimagfoto&Multimedia and Graphispag. The overall complementary exhibits will prove to be profitable for one and all. Graphic arts will also benefit from the presence of a professional sector that precedes it and is an integral part of its daily activity. We have an important segment of clients in common, such as advertising agencies, design studios and the packaging sector, in addition to many photographic studios that will, undoubtedly, appreciate the opportunity to optimise their joint visit to both shows. The simultaneous staging of Sonimagfoto&Multimedia y Graphispag will reinforce the exhibition contents and the commercial and service-related synergies within the new graphic communications market.

An event with practical intervention

With 45 years of history at the service of what, in the past, we called graphic arts and, today, in the 21st century, of what encompasses the vastest concept of graphics communication, Graphispag is one of the soundest references for the national graphic industry, its companies and its professionals.

A platform of proven effectiveness in moments and aspects that are decisive for the evolution of the sector during this long period of trade fair expression of its interests and objectives, whether they be of a commercial or technological nature, of development, geared towards new trends or the continually renewed challenge of training.

The unanimous loyalty and commitment of the sector, and its active participation throughout this long journey together, have been –and continue to be– the biggest guarantee, the best possible certificate of the historic contribution of Graphispag to its dynamics and growth process.

Along these lines of support to the priority needs of each situation, the basic objective of the organisers of the next International Graphics Industry and Communication Show, Graphispag, will be to contribute, in the best possible way, to the recovery of the sector's economic and productive activities, affected, like the country's other industrial sectors, by the current economic crisis.

We wish to do so with the widest and most representative range of exhibits, with the proposal of new equipment and services that raise our industry's competitive level, with contents and technical and educational activities that, according to real demands, allow us to obtain the best practical results and, lastly, and with new synergies, that increase the business opportunities of the modern graphic communication market.

That is our undertaking and our commitment; and also our call for this decisive event.

Xavier Pascual Director of Graphispag

A leading show, with half a century at the service of the graphic industry

Graphispag, the leading Spanish graphic arts industry show, originated in the Graphic Arts & Packing and Packaging Show, Graphispag, which was first held in 1966, 44 years ago.

Nonetheless, the presence of Graphic Arts in Barcelona's trade fair panorama dates back to 1929 at the International Exhibition. At this event, Graphic Arts had its own pavilion that attracted the attention of the public because of its architectural and decorative value as well as the interest in the machinery and products presented.

The country's industrial development that followed and the Fair's pressing needs for space led to a group of industrialists and traders to form a group under the name Feria Internacional del Papel y de las Artes Gráficas (International Paper and Graphic Arts Fair), FIPAG.

FIPAG organised the monographic event in 1960, which was followed, with rising numbers of exhibitors and visitors, a by the 1961, 1962, 1963 and 1964 editions, within the International Trade Fair, known as the June fair. The number of exhibitors went from 15 in 1929 to 72 in 1964.

1966
2009
g

Graphispag 66, the first monographic and international Graphic Arts & Packing and Packaging Show held in Spain as an independent event, was an all round success,

in which the collaboration of the Asociación para el Progreso de las Artes Gráficas (AEPAG) and Instituto Español del Envase y Embalaje played an important part.

Dedicated exclusively to the graphics industry, without the proposals of the packing and packaging sector, which were then encompassed in the Hispack show, Graphispag 85 marked the start of a new phase in the show's history, consolidating it as an international platform for an industry interested in expanding into the international market.

The 1985 show also served to include, in Graphispag, the four most important trade events in their speciality. Since its first monographic show, there have been ten editions, becoming the national sector's benchmark event and maintaining prestige and influence on international markets.

The sector's biggest professional concentration

The show attracts large numbers of trade visitors, guaranteeing the biggest concentration of buyers from the Spanish market, as well as other decisive areas. 20.74% of visitors are business owners, 13% technical and sales directors, 12.5% technical personnel, 9.17% managing directors and managers, 6.39% designers and around 5% purchasing managers of companies that use graphic products and services.

Because of its influence, each new edition of the International Graphics Industry and Communication Show, Graphispag, turns Barcelona, for a few days, into one of the global centres of the graphics industry.



Figures on the last edition (2007)

Stands space:
42,714 m²

Exhibiting companies:
1,444

Directs: 468
Indirect: 976

Countries represented:
41

Trade visitors:
54,484

Countries of origin: 98

Delegates and participants
In the Side Events:
3,400

Representation and loyalty confirm the support of the sector

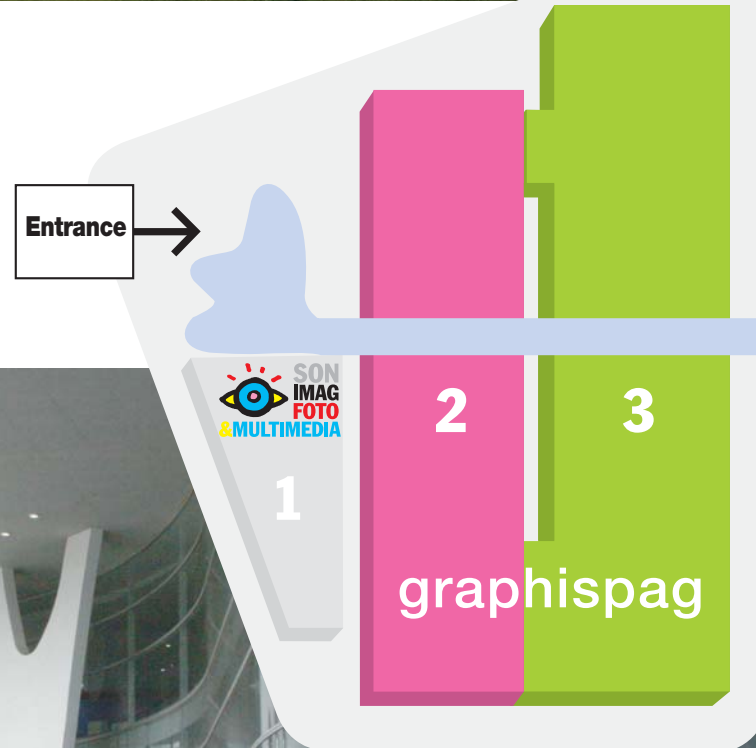


Gran Via exhibition centre, the best setting for growth



The new Gran Vía exhibition centre, one of the most modern trade fair facilities in Europe, will host Graphispag in pavilions 2 and 3 and offers participating companies the ideal setting for expanding their businesses and making contact with thousands of professionals in search of technology, innovation and new opportunities.

The exhibition centre, located in L'Hospitalet de Llobregat, can be reached comfortably by public transport (Europa - Fira station from any of the lines of the Ferrocarriles de la Generalitat de Catalunya <regional trains> which leave from Plaza España, Barcelona). There are also 5,000 parking places for those arriving by private transport.



About the show

Graphispag 2011,
International Graphics Industry
and Communication Show

Dates: 22nd to 26th March 2011

Venue: Gran Via exhibition centre
Av. Joan Carles I nº 58
L'Hospitalet de Llobregat
(Barcelona)

Hours: Exhibitors: 9 a.m. to 8 p.m.
Visitors: 10 a.m. to 7 p.m

Organised by: Fira de Barcelona in collaboration
Graphispac Association
Avda. Reina M^a Cristina, s/n
08004 Barcelona

Tels.: +34 93 233 20 00

Fax: +34 93 233 34 35

e-mail:
graphispag.ventas@firabcn.es

website: www.graphispag.com

Sectors

1. Materials

1.1. Paper, cardboard, plastic
And other printing
substrates

1.2. Inks and consumables

2. graphispag_digital

2.1. Prepress

2.2. Digital printing

2.3. Screen printing,
Pad printing

3. Printing

3.1. Printing machinery

3.2. Accessories for printing
machinery

4. Transforming and Finishing

4.1. Converting and handling
paper, cardboard, plastic and
other substrates

4.2. Binding

4.3. Storage
and distribution

5. Related Services

5.1. Engineering, consultancy
and service companies

5.2. Used machinery suppliers

5.3. Technical publications



A professional forum for debate and training in the sector

Graphispag will be one of the country's leading graphics schools, with over 20 educational events on graphics applications and technology, trends, new markets and business opportunities. The show will also bring graphic design and industry closer together, with activities for designers in the Punto "d" space which will provide the setting for exhibitions of graphic works and the "Marco de Oro" Awards and the Líderpack 2010 Awards for packing, packaging and POPA.

Side events

The side events programme, with over 3,400 attendees at the last show, will focus on the analysis of solutions and possibilities in the current context and on opportunities for the sector's future development.

There will be different conferences and round tables to present innovative ideas, success stories, opportunities for the growth of the graphics sector, new company and management models, financing lines, etc. The list of topics will also include graphics technology and trends with the aim of proposing ideas to make investments profitable and the new challenges opening up in the press, editorial and advertising sectors.

The latest in printing on packaging will be presented; graphic arts and design trainers will have their own space in which to share experiences; and students who visit the show will find a reformulated Youth Workshop, with the keys to what they will see at the show.

Adobe Digital Classroom

The Adobe Digital Classroom will be organised jointly by Graphispag and Sonimagfoto&Multimedia. It will include theory-practical sessions on procedures and applications of Adobe software in capture techniques, image treatment and postproduction, generation of PDF documents and colour management in digital printing, among other subjects.

Convergence with graphic design

The Punto "d" design space will again serve to inform about the associational, educational, cultural and editorial realities and possibilities of graphic design in Spain with the participation of sector organisations, companies and schools. The space will feature exhibitions of graphic works. The show will also host some of the Graphics Congress sessions, organised by the Colegio de Diseñadores Gráficos de Cataluña, which attracts a large number of professionals.

"Marco de Oro" Awards

Fira de Barcelona and the Graphispag Association, in collaboration with AEDES, is again organising the National Screen Printing, Pad Printing and Digital Printing Contest, "Marco de Oro" Awards, which recognise the best work using these techniques done in Spain during 2009 and 2010. They are awarded every two years, coinciding with each edition of Graphispag and graphispag_digital.

The awards ceremony will take place during the show. Shortly, companies interested in participating will be able to check out the contest rules on the Graphispag website.

Sector Encounters all around Spain

Graphispag will continue the cycle of Sector Encounters started in 2007, which have the support of the leading national professional associations. Their representatives and those of graphic services suppliers will participate in these encounters which will be held in the next few months in Madrid, Valencia, Aragón, Andalusia, Galicia, the Basque Country and Catalonia.



Participation in the National Graphic Arts Congress

Graphispag collaborates in the National Graphic Arts Congress, which will take place from the 10th to the 12th of June in Santiago de Compostela, coinciding with the Santo Xacobeo Year.

This event which, for the first time in the capital of Galicia, will bring together professionals and experts from around the country, will be very didactic in content and will analyse the present and future of the graphics sector.

It is organised by the Federación Empresarial de Industrias Gráficas de España (FEIGRAF) and the Asociación de Empresarios de Artes Gráficas de Galicia (AEAGG). According to FEIGRAF's latest sector report, the sector has 129,800 workers and 11,362 companies that, from 2004-2008, imported machinery worth an accumulated value of 5,045.45 million euros.

Collaborating Associations and Institutions

- ADG-FAD – Associació de Dissenyadors Gràfics i Directors d'Art
- AEDES - Asociación Española de Empresas de Serigrafía, Tampografía e Impresión Digital
- AEPAG - Asociación Española para el Progreso de las Artes y Comunicación Gráficas
- AER - Asociación Española de Reprografía
- AFCCO - Asociación de Fabricantes de Cartón Ondulado
- AMEC - ENVASGRAF Asociación Multisectorial de Empresas - Asociación Española de Maquinaria para Envase, Embalaje, Embotellado, Cartonaje y su Grafismo
- APRES - Asociación Empresarial Española de Preimpresión y Servicios Digitales
- AEAGG - Asociación de Empresarios de Artes Gráficas de Galicia
- AEGRAF - Asociación Empresarial de Artes Gráficas Papel y Manipulados de Aragón
- ASEIGRAF - Asociación Empresarial de Industrias Gráficas de Andalucía
- AGM - Asociación de Empresarios de Artes Gráficas de Madrid
- ASOAGVAL - Asociación de Industriales Gráficos de Valencia y Provincia
- ASPACK - Asociación Española de Fabricantes de Envases, Embalajes y Transformados de Cartón
- ASPAPEL - Asociación Española de Fabricantes de Pasta, Papel y Cartón (ASPAPEL)
- INSTITUTO PAPELERO ESPAÑOL
- COL.LEGI PROFESSIONAL DE DISSENYADORS GRÀFICS DE CATALUNYA
- ESCUELAS PROFESIONALES SALESIANAS
- ETSEIAT – DETIP: Escuela Técnica Superior de Ingenierías Industrial y Aeronáutica de Terrassa - Departamento de Ingeniería Textil y Papelera (Universitat Politècnica de Catalunya)
- FEIGRAF - Federación Empresarial de Industrias Gráficas de España
- FUNDACIO BCD
- GREMI D'EDITORS DE CATALUNYA
- GREMI D'INDÚSTRIES GRÀFIQUES DE CATALUNYA
- FUNDACIO ESCOLA ANTONI ALGUERÓ
- GRAPHISPACK ASOCIACION
- INSTITUTO TECNOLÓGICO Y GRÁFICO TAJAMAR

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