



## ASSOGRAFICI - Associazione Nazionale Italiana Industrie Grafiche Cartotecniche e Trasformatrici

### PRESS RELEASE

The upcoming exhibitions **Grafitalia - Converflex - Ipack-Ima**, on stage in Milan **from March 24<sup>th</sup> to 28<sup>th</sup> 2009** are set to be a true *cosmic event*: the three events involving the entire graphic, paper and cardboard converting and packaging market segments will be taking place at the same time in the same place.

Assografici, representing these segments both in Italy and internationally, is deeply involved in promoting the exhibitions to its member companies, all interested in visiting the events, as they are exhaustive displays of the latest printing and packaging technology.

Assografici believes in the irreplaceable role of exhibitions in developing business, expertise and relationships coupled with the thoroughness of the display; in this view, the Association is working to involve all Intergraf members companies – the International Federation of Graphic Associations – in a promotional action with the objective of attracting prestigious international visitors; only a few days after the activation of the online pre-registration system, 9000 potential visitors have already subscribed for the three exhibitions.

The effort made by graphic companies in visiting the exhibitions will be fully compensated by the opportunities created by Grafitalia/Converflex: only a small elite attended Drupa 2008, while Grafitalia/Converflex offers the possibility to enter a world of technology in constant evolution, supported by several side events such as technical seminars and conventions, many of which organized by Assografici or by its Specialized Groups.

Assografici will offer its stand as support and meeting point for all graphic companies visiting the events, both in the Grafitalia and in the Ipack-Ima areas.