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In this issue:

- [In the case you haven't pre-registered yet, do it now on our websites: it's quick, easy and avoids queues](#)
- [Two exhaustive exhibitions. The digital future in Digitvision@Grafitalia](#)
- [Corbella: "The exhibitions showcase the future"](#)
- [Evolution, market, latest trends: the agenda of events](#)
- [Grafitalia and Converflex online with the web TV channel](#)

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[Pre-register](#) now on www.grafitalia.biz or on www.converflex.biz: [a single ticket](#) gives access to Grafitalia, Converflex and [IPACK-IMA](#): the three exhibitions, combined in the "cosmic event" on stage at Fiera Milano (March 24th-28th), provide a complete overview of strongly synergic industries unequalled in the world.

Two exhaustive exhibitions. The digital future in Digitvision@Grafitalia

Grafitalia and Converflex will showcase a complete overview of technological innovations for the printing and paper converting industry. The exhibitions will feature over [700 exhibitors](#) (as of January 30th), 39% from international markets, and an [all-comprehensive technology](#) show. An outstanding innovation in the layout is the introduction of Digitvision@Grafitalia, featuring cut-edge products and technology and a concept going beyond the single products, allowing market professionals to cross borders and experiment new business models created by last-generation technology. The area dedicated to offset printing, rotogravure and flexogravure will feature the participation of the most influential market professionals and is generating strong interest internationally. Companies such as KBA, Komori, Man Roland, Samor, Assgraf, Digraf, Cerutti, Uteco and Bobst – just to name a few – are betting on Grafitalia to boost their business and create the ideal environment to meet an international public and discuss openly with their competitors.

Corbella: "The exhibitions showcase the future"

"Many exhibitors believe and have invested in our exhibitions. The users' community is definitely looking forward to Grafitalia and Coverflex, showing that exhibitions are still a very effective tool and will survive the crisis," says Guido Corbella, Centrexpo SpA CEO. "We are going to offer our visitors a high-quality, forward looking product. Technology, and the digital segment in particular, for which we have created a dedicated area called **Digitvision@Grafitalia**, is always opening up new and interesting perspectives for the printing industry, connected to new business models developing in parallel with the evolution of new communication channels. The participation of leading technology producers in Grafitalia and Converflex – says Corbella – clearly shows the exhibition's role as an irreplaceable update and discussion tool, especially during this phase of great changes".

Evolution, market, latest trends: the events agenda

In addition to the events and demonstrations staged by the individual companies to complete the product offer, the most representative producers' and users' associations will hold a number of official and institutional meetings during Grafitalia and Converflex. The wide range of [events](#) on the agenda ([the complete schedule](#), regularly updated, is available on the websites of the two exhibitions) features a meeting dedicated to [textile printing](#), the flagship segment for the Italian printing industry. In addition, a textile printing-specific seminar will describe how this new technology is a flexible and eco-friendly alternative to the printing techniques already in use in visual communication, furnishing and art, topping off the thematic route developed by Sunnycom in cooperation with Centrexpo. Another outstanding event is the "**Print Buyer Club**" organized by Zeta's, publisher of the publication by the same name, in cooperation with Centrexpo. The event will encourage discussion between printing companies and decision-makers from the communication industry; the format includes specific daily meetings on the latest innovations and on new opportunities created by technology. Lastly,

Grafitalia and Converflex will host the "Digital Printing Award" promoted by Centrexpo together with Edp, the European Digital Press Association.

Grafitalia and Converflex online with the web TV channel

The new Grafitalia and Converflex [web TV](#) channel has been online for a month. Available through the websites www.grafitalia.biz and www.converflex.it, the web TV will broadcast until March 2010, providing information on the development of the exhibitions with specials and interviews with the main participants, videos on exhibiting companies, news and previews of meetings and events on schedule. During the exhibitions the channel will feature shootings of pavilions and meeting rooms. The web TV project has been developed in cooperation with EXPOvision, a company specialized in web TV channels, integrated communication and TV productions.

For further information, you can visit our websites

www.grafitalia.biz
www.converflex.biz

or you can call at this telephone number:

+39 02 36618111



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