

Milan, March 9th 2009

Dear Exhibitor,

The official opening of Grafitalia and Converflex is only 3 weeks away. The exhibitions will be rich in events and interesting initiatives will be carried-out by the organizers. To keep up with the latest news, read our newsletter.

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Events within the event

The [complete program](#) of events taking place during GRAFITALIA & CONVERFLEX 2009 is now online. [The agenda of meetings](#), round-table discussions and seminars has never been so rich as for this edition, with the participation of the most important trade associations.

Two shows for a cultural break

During Grafitalia and Converflex 2009 visitors and exhibitors will have the chance to enjoy a cultural break visiting the display of historical posters by Fiera Campionaria di Milano, located in Pav. 9 (D 34/E 33) and the exhibit "La Montagna Incartata" (The Paper-Wrapped Mountain), in Pav. 9 (D 53/E 49). The former displays a selection of historical posters portraying the Fiera Campionaria (Milan's exhibition center) from 1960 until the mid 80's; the language is not Italian but English, bearing testimony to the international reach Fieramilano had even in those early days. The latter displays about 300 mountain-theme bookplates dating from the end of the XIX century until today. The bookplates feature a variety of printing techniques (woodcut, copperplate printing, typography and computer graphics) and offer a picture of the mountainside and its culture and traditions in all of its aspects. The exhibit is organized by "Centro Studi Grafici" di Milano, and will also present "La Montagna Incartata", a book printed according to Green Printing criteria by A.G. Bellavite, written in cooperation with authors of international renown.

Cut-edge digital technology on display for visitors in Digital 4 Print

Digital printing, with its effective, flexible and innovative solutions, is rapidly growing and offers all industry professionals [exceptional business opportunities](#).

This is the reason behind the creation of "Digital 4 Print" inside the exhibitions, an area dedicated to digital applications enjoying the support of the most forward-looking companies of the segment, members of Asso.It (National Association of Information Technology Equipment Suppliers).

The area will feature several cultural and promotional events, with the objective to spread and give visibility to digital technology and to new forms of Business Communication. These events include meetings with managers from Europe's key companies in the production and supply of digital machinery; update seminars on printing and workflow technology; the "Digital Gallery", the showcase of the most advanced applications employing digital printing and finishing systems produced by Asso.It member companies.

A special treatment for international visitors before and during the exhibition

Organizers have set up special services for international visitors at Grafitalia and Converflex, before and during the event. Before, have been organized [road-shows](#) presenting the exhibitions to the international demand markets and have been carried-out tailor-made direct mailings. During the exhibitions, visitors can relax at the International Visitors Club, dedicated to the international public and official delegations. This area is located in Pav. 10 and will offer international catering and business services. Everything is ready to welcome exhibitors and visitors, including the 45

Indian professionals who have pre-registered on the Grafitalia and Converflex websites.

For further information, you can visit

www.grafitalia.biz
www.converflex.biz

or e-mail to :

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