

Milan, March 12th 2009

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Appointment on March 2009 for the “Cosmic Event”

There are only 2 weeks before the opening of GRAFITALIA & CONVERFLEX – the leading exhibitions in the graphic arts and paper converting industry slated for March 24 to 28 at the Fieramilano exhibition complex in Rho-Pero (Milan) – that will be staged in conjunction with IPACK-IMA making it the already announced “Cosmic Event”. We remind you that the entrance card to Grafitalia & Converflex provides free access to IPACK-IMA and vice-versa: 3 exhibitions in one location and one travel only to Milan are a great way to save time! You can visit www.grafitalia.biz and www.converflex.biz to have [the latest list](#) of the numerous [exhibitors](#) occupying a total surface area of 30,000 sqm in **4 exhibiting halls** including over **700 exhibiting companies**, and with a foreign presence by **39%**.

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.

EDP Association chooses Grafitalia for Digital Printing Awards

After the 2007 Fespa in Munich and the 2008 at Drupa, the annual ceremony for the [EDP Awards](#) will take place at Grafitalia. The *European Digital Press Association* – the association grouping the leading digital print magazines from 15 Countries and representing a readership of over 240,000 - every year acknowledges and awards the most advanced solutions in hardware, software, finishing and consumables for offset printing, rotogravure, and large-size printing. Awards will be assigned by an independent jury including consultants, editors, technical engineers and other professionals to top innovative products launched in the market in period from “April 2008 to February 2009”. This unique ceremony is sponsored by Centrexpo and is slated for **March 26** with the participation of european and international top managers from the leading producers of digital machines.

Visitors will discover the latest digital innovations in Digital 4 Print

Digital print with its most effective, flexible and innovative solutions is experiencing a great expansion and provides great business opportunities. This is the reason why the [DigitVision area](#) and its special brand visible in hall 14 has been introduced as the major innovation within the exhibition layout as of this edition. In this area the exhibiting companies will feature cut-edge digital 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. Within this area, a special “**Digital 4 Print**” section will be 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). It will also be the centre for extensive cultural and disclosure activities with the objective to spread and give visibility to digital technology and to new forms of Business Communication. Among the appointments, we would like to draw your attention to meetings with the managers of Europe’s leading suppliers of digital printing machines; updating seminars on print technology and workflow; and the “Digital Gallery”, a collection of the most advanced applications obtained with digital print and finishing systems by [the 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 the exhibitions, 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
www.ipack-ima.it

or contact the Call Center:
+39 02 36618111



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