

Milan, July 2008

Fiera Milano welcomes the event of the year: Three internationally renowned exhibitions in the same place at the same time

From March 24th to 28th 2009 Milan will be at the core of technological innovation. Grafitalia and Converflex, Europe's most exhaustive events together with Drupa for graphic arts and converting, will be held at the same time and place as IPACK-IMA, the reference exhibition for processing and packaging technology. The fruitful synergy thus created between these two segments will be further enhanced by the co-location with Plast, the exhibition for plastics and rubber. Nine months from the official opening, 50% of the available exhibiting surface has already been booked by over 400 companies from all over the world. "The joint staging of the four exhibitions is bound to have an enormous appeal. Grafitalia and Converflex, two leading exhibitions organized by Centrexpo spa, - says CEO Guido Corbella , - enjoy a long-standing tradition and showcase the top range of a technology appreciated all over the world. The international appeal of these exhibitions is increasing both in terms of visitors and exhibitors. It is therefore suitable to speak about a "cosmic event" unequalled in the world for 2009: we can also count on the support of Fiera Milano, a facility that won Milan the International Expo 2015" .

Advertising in 16 languages on 86 publications, road shows, direct mailing and a strong marketing action on international markets

Grafitalia and Converflex 2009 are supported by strong communication activities. The advertising campaign has been translated into 16 languages and published on 58 publications in 23 countries. Advertisement on 28 Italian trade publications is sided by 86 specialized international publications in every market targeted by the campaign. Italian and international industry professionals are also reached by direct marketing actions, carried out in cooperation with ICE (the Italian Trade Institute) and with trade publications of great renown. The certified database of contacts is updated daily and used to send newsletters via e-mail, one of the most effective communication tools available today. Both exhibitions are presented to the press and the public during the most important international trade events. Remarkable was the interest recently raised during Drupa at the Grafitalia&Converflex and Acimga stands, during the presentations press conference for international journalists and during the event at the prestigious Hotel Steigenberger. Finally, a road show which includes presentation meetings will travel to Brazil, Tunisia, Egypt, Bulgaria, Poland, Serbia, Morocco and Arab Emirates organized in cooperation with ICE .

Italy: exports of printing and converting machinery soar Grafitalia and Converflex expected to relaunch domestic market

Italian printing and converting machinery is much appreciated on international markets. Exports have shown a two-digit increase in the first three months of 2008: +14,1%, a total of over 282 million €. The data has been presented during the first general assembly of the new FederGrafica, which took place in Milan in late June. The main export markets are the USA, where sales have increased by 23,9% in spite of a weak dollar, Germany and France, followed by Spain and Turkey. Out of 21 countries included in the analysis only six have shown a decrease in sales. "We have great expectations for Grafitalia and Converflex to boost up the domestic market - says Ugo Barzanò President of Acimga (the association of manufacturing companies) - the Italian market is worth around 1,1 billion € (Acimga data 2006) and always has plenty of room for international suppliers. "Made in Italy" technology accounts for around 32,4% of total business volume."

The "side events" add value to Grafitalia and Converflex Europe Appealing to

professionals from different segments with technological innovations

"Side events" at Grafitalia and Converflex: a rich program siding the exhibition. The meetings and seminars on schedule are designed to spread technological know-how, develop discussion on specific topics and supply new perspectives on the future of innovation. Below a few anticipations:

- "Print Buyers" is an event organized by Zeta's, publisher of the magazine Print Buyer in cooperation with Centrexpo. The event will create contact opportunities between agencies and communicators, which are the new buyers of printing products and services and act as intermediaries for the final consumer. The event will consist of daily meetings on specific topics, brief and focused on rapidly evolving products. Print buyers will also be able to take advantage of a comfortable lounge that will make their visit even more pleasant.
- The "Digital Printing Award", organized by Edp, the European Digital Press Association. This event will feature the most innovative applications for digital printing, now expanding to segments unthinkable until a few years ago.
- Many more news for Grafitalia, featuring the "textile printing solutions" thematic area, and for Converflex, hosting specific side events on flexogravure, which is always in continuous expansion and always shows significant technological evolution.

Grafitalia presents Textile Printing Solutions Innovations in textile printing

Textiles, clothing, interior design components, house linen and tapestry, car seats and insides and customized textiles. The new textile printing frontiers are wide open thanks to the recent developments in traditional and digital printing. This segment will occupy a dedicated area at Grafitalia, supported by speeches by experts and specific promotional actions targeting new potential users who usually do not attend exhibitions dedicated to graphic arts. Grafitalia will feature Textile Printing Solutions, a new thematic area: visitors will be able to plan their visit according to their specific needs and have a complete picture of where textile printing areas are located within the exhibition. There will also be a specific event presenting and comparing the most interesting features of textile printing and its latest applications.

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www.grafitalia.biz
www.converflex.biz



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