

Milan, October 2008

### Upcoming in March 2009

In about six months' time the 2009 edition of GRAFITALIA and CONVERFLEX will have its official opening; this time it will be held jointly with IPACK-IMA, which is bound to create positive synergy between the represented industries. This is a "cosmic" event, a one-of-a-kind exhibition already boasting impressive figures: as of October 15th, **about 70% of the entire exhibiting surface was already occupied by more than 500 exhibitors** (35% of whom coming from foreign countries).

Grafitalia and Converflex are staged on a monolevel exhibiting surface, allowing exhibitors to give the maximum value to their participation and making the flow of visitors easier. We remind you that Grafitalia/Converflex visitors will have free access to IPACK-IMA as well and vice-versa.

The updated exhibitors' list for the 2009 edition is available for viewing on [www.grafitalia.biz](http://www.grafitalia.biz) and [www.converflex.biz](http://www.converflex.biz)

### GRAFITALIA-CONVERFLEX: an international stage

Exhibiting at GRAFITALIA and CONVERFLEX means acquiring visibility on an international level: in 2006 the two exhibitions drew visitors from 90 countries, especially from Europe, the origin of more than 2/3 of international professionals participating in the events. Figures show a strong increase in visitors from Eastern European and Mediterranean Basin countries.

In order to strengthen contacts with growing countries and thus increase the participation of new potential buyers, an extensive **advertising campaign** ([Grafitalia](#), [Converflex](#)) has been planned on 40 trade publications in 16 languages and 22 countries; also, in co-operation with ICE, several **Road Shows** presenting the exhibitions to local buyers are taking place in Morocco, Tunisia, Egypt, Serbia, Ukraine, Bulgaria and UAE.

Beginning in November there will also be **direct marketing actions in 19 countries**, in cooperation with ICE. This will include sending a letter **written in the local language** enclosing an invitation to GRAFITALIA and CONVERFLEX followed by a telephone follow-up carried out by the local ICE office. This will allow us to get a day-by-day picture of the participation of local buyers to the events.

ICE also coordinates **official delegations** visiting GRAFITALIA and CONVERFLEX **from over 10 countries** including influential market players and trade press journalists traveling to Milan to view the latest innovations from the Italian printing and converting industry.

### Exhibitions mirroring the market

The Italian printing and converting market is a fast-evolving one. This is clear when one considers two particular segments, textile printing and large-size printing, which have recently started creating important business opportunities.

In order to take up the challenge GRAFITALIA 2009, well-established as the showcase of innovative technology and trends, will put particular emphasis on **textile printing** and **large format** through the set-up of two thematic routes and seminars. This is done in co-operation with Sunnycom Publishing, a publishing house specialized in the printed communication industry and partner of EDP (European Digital Press), which is in turn involved in the promotion of GRAFITALIA and CONVERFLEX on international markets. SunnyCom Publishing Director Lorenzo Villa says: "Textile printing, one of the strengths of the Italian industry, has recently adopted digital technology and expanded beyond the traditional clothing applications. It is

becoming a creative and environmental-friendly alternative to traditional printing techniques employed today in visual communication, stand building, furnishing and even art"- and concludes: "In parallel large format printing, although still closely tied to advertising posters, today is diversifying in a lot of different applications and opportunities".

The Textile Printing Solutions thematic route, in particular, will be dedicated to the different applications of textile printing and will involve those exhibitors displaying technology and consumables for printing on textile materials. The display of machinery, ancillary equipment, hardware and software solutions will be supported by dedicated meetings, creating new contacts between industry professionals and textile designers, fashion managers, advertising agencies and other market players.

### Events in the event: a preview

**GRAFITALIA-CONVERFLEX** will really be the place to be: the exhibition will include a series of specific **side events**. An outstanding example is the meeting by Enrico Finzi, consumer sociologist and president of Astra ricerche and TP, discussing the perception of printed paper in the modern era where technology and the web are taking over.

More workshops will be organized by the main trade associations. The program is being finalized and will be included in the next newsletters.

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[www.grafitalia.biz](http://www.grafitalia.biz)  
[www.converflex.biz](http://www.converflex.biz)

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