

PRESS RELEASE

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## BRINGING COLOUR BACK! FESPA LAUNCHES CAMPAIGN FOR MARCH 2021 EXPO

*First live event in 2021 aims to reconnect business  
communities and stimulate recovery*

FESPA has launched the promotional campaign for its March 2021 event, scheduled to take place at the RAI exhibition centre in Amsterdam, The Netherlands, from 9 to 12 March 2021.

With its message of cautious optimism – ‘Bringing Colour Back’ – FESPA is setting out to deliver a safe, focused event that allows the speciality printing community to reconnect face-to-face after a year of unprecedented disruption, and provides a springboard for the sector’s sustained recovery.

The event website is now live at [www.fespaglobalprintexpo.com](http://www.fespaglobalprintexpo.com), offering initial information for exhibitors and visitors. The site includes venue details and floor plans, as well as evolving guidance around the comprehensive health and safety measures being implemented in response to COVID-19. Visitors can also now register their interest and access information about entrance fees and promotional codes for discounted entry.

For exhibitors, the site features a new online ‘showroom’ where they can publish product information and technical content to support their participation, as well as managing enquiries from prospective buyers.

The March 2021 event will comprise FESPA Global Print Expo for screen, digital wide-format and textile printing, alongside [European Sign Expo](#) for non-printed signage. Visitors can also enjoy the popular *Printeriors* and *World Wrap Masters* features, to be inspired by the latest materials and applications in interior décor and vehicle wrapping.

CEO Neil Felton says: “By the time we open the doors on FESPA next spring, many businesses will have been in a state of suspended animation for more than 12 months, closed off to real-world connections and experiences. But it’s our human instinct to meet, network, discuss and discover. Talking to print businesses, there’s a definite appetite among decision-makers to get out, come up close to new products and unearth fresh ideas. They want to be re-energised and turn their focus to the future.”

He continues: “At the same time, our exhibitors want the proven platform of FESPA to showcase a year’s worth of innovations and re-engage effectively with their customers and prospects, in ways that simply can’t be replicated online. We really can’t wait to play our part in bringing colour, energy and positivity back into our community, and to help everyone to move forward again.”

The choice of Amsterdam to host FESPA 2021 enables visitors from across Europe to travel easily to the event, thanks to the excellent road, rail and air connections to the Dutch city.

The March 2021 event will be the first live FESPA event to take place after all 2020 events were moved to 2021 due to the dynamic development of the COVID-19 pandemic. FESPA [Mexico](#), [Brasil](#), [Africa](#) and [Eurasia](#) have all moved to new dates in 2021.

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#### **About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

#### **FESPA Profit for Purpose**

The shareholders are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

#### **Forthcoming FESPA events include:**

- FESPA Global Print Expo, 9 – 12 March 2021, RAI, Amsterdam, Netherlands
- European Sign Expo, 9 – 12 March 2021, RAI, Amsterdam, Netherlands
- FESPA Mexico, 23 – 25 September 2021, Centro Citibanamex, Mexico City
- FESPA Brasil, 23 – 25 September 2021, Expo Center Norte, São Paulo, Brazil
- FESPA Eurasia, 2 – 5 December 2021, Istanbul Expo Centre, Istanbul, Turkey

#### **Issued on behalf of FESPA by AD Communications**

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