

Barcelona, 10-11 March 2015

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PRINT SOUTHERN EUROPEAN CONGRESS

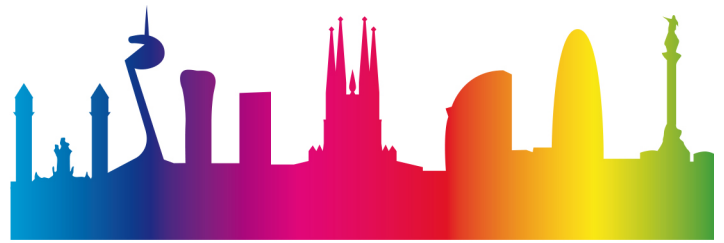
Print Southern European Congress 2015: training, networking and Europe-wide trends in the field of visual communication

The First Congress which brings together the visual communication industry in France, Italy and Spain was held in Barcelona on 10 and 11 March at the Confortel hotel. The event is called Southern European Print Congress 2015 and was organized by FESPA France, Siotec Italy and FESPA Spain. The congress mixed training on the latest market trends with spaces of networking internationally and the exposure of cases of success, which in practice can function as development reference for attendees.

Six case studies collected the first international fashion event that specifically weaves visual communication industries of France, Italy and Spain. The generation and display of these references success was provided by Colorful, Pixartprinting, ATC, Iruña Comunicación Textil, Masserdotti Group y Sundisa. Congress focused on function as a sort of showcase of the most inspiring and successful experiences that are being generated in the area of influence of the three organizers: FESPA France, Italy and FESPA Siotec Spain.

A roundtable: 'Wow printing effect in Southern Europe', let see impressions of the general secretaries of these associations about how is the market in their own countries. In developing it, the Secretary General of Siotec Italy, Enrico Barboglio, noted the importance of "sharing experiences" and "manage places of market" in his country, he said, is fundamental "meet the basic needs of the client "and manage orders very professionally ". For its part, the Secretary General of Fespa Spain, Pablo Serrano spoke of the importance that companies are "facilitators of visual communication" and that "the market correctly" is addressed, stimulating "with innovation and creativity." Meanwhile Marion Ferhat, General Secretary of FESPA France, defined the market Gallic country as "very competitive" while pointing in the same "there is a very large number of screen printers" and that the key to being competitive in the it "is in competitive differentiation."

In the coffee break happened to this roundtable was staged very well what the next speaker Paolo Santi, SAC member rede Nat silkscreen, defined as "reducing uncertainty" through "creation and development of human ties." Santi put the emphasis on to value what unites as a company and as an organization. Something defined as follows: "If we are together, there will be why." In that point, he said that what links, in terms of unit is "share a set of common values." He also noted that "to network must start from the people." He also noted the importance of "building a reputation" and "shared values" of the organization.



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One of the most productive and entertaining moments of the event were the tables of business. A dynamic and productive interchange format key information to generate business called Speedy Meeting, where attendees were able to create rapid business through meetings, one for one, which could produce quality contacts for future alliances and synergies with representatives of other countries. At this point, it is relevant to note that the event also included a Portuguese company, Colorful, which is a joint venture that combines the talents of several businessmen from different countries.

Carla Costa, International Business Manager of the company, put in value the strengths that add different nationalities present in their company; with a special mention for the solvency of German technology or communications technologies and information from the Danish part, among others. For his part, Sales & Marketing Director Pixartprinting, Andrea Pizzola said customizing web pages that operate in each country as their higher added value, while remarked the importance of "understand the end customer" according to the mentalities and cultural patterns of each country.

Another of the highlights of the event were his lectures and roundtables. The theme of these was the visual communication market of competing countries (with emphasis on strengths and development opportunities). Also, key business development were presented, such as 'The power of print in a global market', which was conducted by Sean Holt, General Secretary of FESPA. Holt stressed the need for the industry to communicate with each other more detailed and longer range. He also explained some of the possibilities that open when cooperating and gave as example the work of FESPA International. In that vein, is framed for example Print Census, a census conducted internationally that records the activity of enterprises in different regions of the world: its subject, its production and economic activity ... The idea is that this census reveals a more complete picture and detailed for this data (this knowledge) allows then boost the sector with a radius of wider application.

In addition, the event was punctuated with quality activities with regard to its social program, framing the importance of the event. For example, dinner on the first day at the renowned restaurant Raco de la Vila, which was marked by cordiality and quality of gastronomic and relational exchanges, or visit Demonstration Centre of Printing industry worldwide HP in San Cugat, who highlighted the quality and variety of finishes, both forms and media, printers offering this important industry supplier machines.

One of the talks that structured the central section of the second day was a talk by Iruña Communication Textile: the experience of the textile customization. In the course of it, one of those responsible for Iruña, Alex Penadés, linked emotional commitment and textile customization to fully satisfy customers. In this lecture the collaborative customization trend was also noted, in which the client is able to create their own product and sell it.

The presidents of FESPA France, Christophe Aussenac, Siotec Italy, Corrado Bizzini, and Fespa Spain, Josep Tobella, closed the event placing value on its ability to boost the sector and boost business of those present agreed that while editing next year it will be held in Italy.

The event ended with a special thanks to FESPA International, HP and AGFA as enablers of it with their resources and sponsorship. In summary, this first conference that brings together the industry's European Southern printing (with stamp author of FESPA) stopped development opportunities needed for industry innovation, cohesion and communication, values which by the way were very present in this congress.