

DISCOVER YOUR UNIVERSE OF PRINT

18-22 MAY 2015 / COLOGNE / GERMANY

FESPA¹⁵
2015

Cologne
18-22 May 2015

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FABRIC
2015

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An astronaut in a white space suit is seen from behind, floating in space. The astronaut's backpack has the FESPA 2015 logo. In the background, there are two large, colorful planets (one red, one orange) and a view of Earth from space.

FESPA 2015 POST SHOW REPORT

VISITOR ATTENDANCE

FESPA 2015 Number of Visitors

▶ **2015 23,137**

▶ 2013 22,021

▶ 2010 21,642

▶ 2007 24,220

▶ 2005 20,364

VISITS TO FESPA

FESPA 2015 Number of Visits

▶ **2015 43,775**

▶ 2013 37,460

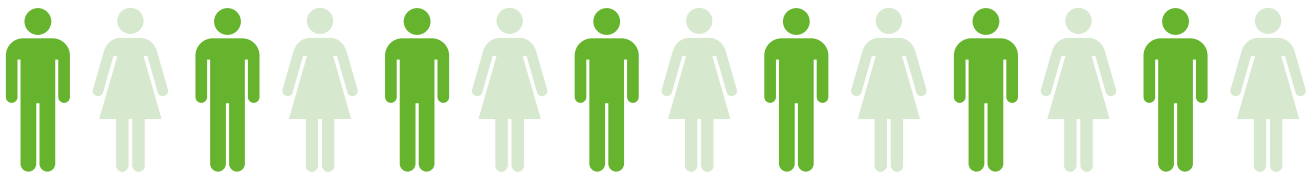
▶ 2010 32,517

▶ 2007 37,772

▶ 2005 33,088

TOP 10 ATTENDING COUNTRIES (2015)

1. GERMANY	32%	6. FRANCE	3%
2. NETHERLANDS	6.9%	7. POLAND	2.7%
3. UNITED KINGDOM	6.6%	8. SPAIN	2.6%
4. BELGIUM	5.7%	9. SWITZERLAND	2.2%
5. ITALY	5.2%	10. TURKEY	1.9%



VISITORS FROM 130 COUNTRIES!

ÅLAND ISLANDS
ALBANIA
ALGERIA
ANGOLA
ARGENTINA
ARMENIA
AUSTRALIA
AUSTRIA
AZERBAIJAN
BAHRAIN
BANGLADESH
BELARUS
BELGIUM
BENIN
BERMUDA
BOLIVIA
BOSNIA AND HERZEGOVINA
BRAZIL
BULGARIA
BURKINA FASO
CAMBODIA
CAMEROON
CANADA
CHILE
CHINA
COLOMBIA
CONGO, DEMOCRATIC REPUBLIC OF THE
CÔTE D'IVOIRE
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK

EGYPT
EL SALVADOR
ESTONIA
FIJI
FINLAND
FRANCE
GABON
GEORGIA
GERMANY
GHANA
GREECE
GUATEMALA
HONG KONG
HUNGARY
ICELAND
INDIA
INDONESIA
IRAN
IRAQ
IRELAND
ISRAEL
ITALY
JAPAN
JORDAN
KAZAKHSTAN
KENYA
NORTH KOREA
SOUTH KOREA
KOSOVO
KUWAIT
LATVIA
LEBANON
LIECHTENSTEIN
LITHUANIA

LUXEMBOURG
MACAO
MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF
MADAGASCAR
MALAYSIA
MALI
MALTA
MARTINIQUE
MAURITIUS
MEXICO
MOLDOVA, REPUBLIC OF
MONACO
MONTENEGRO
MOROCCO
NETHERLANDS
NEW CALEDONIA
NEW ZEALAND
NICARAGUA
NIGERIA
NORWAY
OMAN
PAKISTAN
PALESTINE, STATE OF
PERU
PHILIPPINES
POLAND
PORTUGAL
QATAR
RÉUNION
ROMANIA
RUSSIAN FEDERATION
RWANDA

SAINT BARTHÉLEMY
SAINT MARTIN
SAUDI ARABIA
SENEGAL
SERBIA
SEYCHELLES
SINGAPORE
SLOVAKIA
SLOVENIA
SOUTH AFRICA
SPAIN
SRI LANKA
SURINAME
SWEDEN
SWITZERLAND
TAIWAN
TANZANIA
THAILAND
TOGO
TUNISIA
TURKEY
UGANDA
UKRAINE
UNITED ARAB EMIRATES
UNITED KINGDOM
UNITED STATES
URUGUAY
UZBEKISTAN
VIETNAM
VIRGIN ISLANDS, U.S.
ZIMBABWE

**DECISION MAKING
AUTHORITY ATTENDING**



67%

of visitors are involved in
the decision making process

PLAN TO INVEST



41%

Plan to invest in
the next **6** months

**NUMBER
OF JOURNALISTS**



219

From **28** countries

**FIRST TIME TO
FESPA EXHIBITION**



36%

of visitors
were new to FESPA

KEY AREAS OF INTEREST

**DIGITAL
PRINTING
MACHINERY**

56.62%

**DIGITAL PRINTING
CONSUMABLES**

26.17%

**SUBLIMATION
PRINTING**

18.97%

PRINT FINISHING

18.19%

**TEXTILE PRINTING
MACHINERY
AND INKS**

17.15%

**SCREEN PRINTING
MACHINERY**

16.82%

T-SHIRT
PRINTING
16.21%

PRE-PRESS
14.93%

PRINT MEDIA/
SUBSTRATES
13.27%

SCREEN PRINTING
CONSUMABLES
11.74%

BUDGET TO INVEST



COLLECTIVE BUDGET
€4.6 BILLION
Average of
€200,000 per visitor



NUMBER OF EXHIBITORS

- ▶ 2015 754
- ▶ 2013 654
- ▶ 2010 655



FESPA 2015 WEBSITE

PAGES ON WWW.FESPA2015.COM

WERE VIEWED A TOTAL OF

1,000,564 TIMES!



VISITS TO WEBSITE

204,004



UNIQUE VISITORS
TO WEBSITE

102,307



AVERAGE TIME
SPENT ON WEBSITE

4 MINUTES



HIGHEST DAILY
TOTAL VISITS

9,417

MOST VIEWED PAGES

EXHIBITOR LIST

73,544

FLOOR PLANS

14,725

WHEN & WHERE

12,641

TRAVEL

11,742

ABOUT THE SHOW

10,557

ADVERTISING WITH TRADE PUBLICATIONS



bienvenido
willkommen
bonjour



150 ADVERTS, **55** WEB BANNERS IN **15** LANGUAGES
WHICH APPEARED IN **89** DIFFERENT TRADE PUBLICATIONS



17 E-BLASTS



9 INSERTS IN **4** LANGUAGES **45,188** IN TOTAL

EXHIBITOR TESTIMONIALS



HP

FESPA has been very good for HP. We are very happy with the leads we generated, the deals we closed and the attraction, awareness and pre-orders we generated for our PageWide XL product family.

RONEN ZIONI, EMEA MARKET DEVELOPMENT DIRECTOR GRAPHIC SOLUTIONS BUSINESS, HP





CANON

FESPA is a unique opportunity to engage with a wide, but also relevant, audience and once again it has proven to be a great success for Canon. We recognise that FESPA offers a positive environment where customers can explore new possibilities and make considered investment decisions and from a business point of view FESPA 2015 has been just as strong as 2014. Once again, a great show.

PIERRE-OLIVIER ESTEBAN, EUROPEAN TDS & DGS MARKETING DIRECTOR, CANON EUROPE



DGEN

The response of FESPA 2015 visitors has gone beyond our expectations. This is a clear signal that the traditional FESPA soft signage audience is now looking for clever solutions to open new high-margin businesses, and that FESPA itself has been able to expand its pool of visitors to Home and Technical Textile. d.gen continues to support FESPA as the global textile sponsor and starting from tomorrow we will start working for an even more exciting FESPA Amsterdam.

MR. ANDREA NEGRETTI, VP & WW BUSINESS MANAGER



DURST UK

FESPA 2015 once again proved to be an ideal opportunity for meeting customers and prospects. Indeed, we concluded several investments there. Feedback from the numerous knowledgeable visitors I met with at such a worthwhile show, were extremely interested to find out more about our products and game changing Durst water technology.

PETER BRAY, DURST UK AND IRELAND MANAGING DIRECTOR



EFI

FESPA Cologne was the best trade show in Europe in recent history. Robust traffic over the full five days allowed us to maximise the opportunity from Monday through Friday which showed in the number of leads generated, meetings held and the business we were able to close during this year's show.

PAUL CRIPPS, MANAGING DIRECTOR OF EFI EMEA



EPSON

This FESPA was very well organised and attracted a much more international spread of visitors than ever before. It was a really good show for Epson - our stand was constantly busy with a diverse range of companies all the way from Africa to Siberia interested in our latest inkjet printers for dye sub, signage, textile and decor applications.

RICHARD BARROW, SENIOR PRODUCT MANAGER, EPSON EUROPE





FUJIFILM

FESPA 2015 was a very positive show for Fujifilm Europe. The quality of the visitors was very high and we took a large number of leads for products right across our extensive wide format portfolio from the mid-range Acuity series and the high-end Inca Onset platform to the euromedia consumables range. Our prominent position in what was a bustling hall meant the stand was consistently busy through the five days of the show.

**GRAHAM LEESON, HEAD OF EUROPEAN COMMUNICATIONS - GRAPHIC SYSTEMS,
FUJIFILM EUROPE GMBH**



MARABU, GERMANY

It's been a very good show for us. The size of the show is great, we can keep up-to-date with the latest technologies and see some very interesting exhibitors. Screen and textile are very big areas for us, so to see them featured at the show is very promising, especially with innovations for water-based inks. We have booked our space for Amsterdam, and think FESPA is the best-supported show within Europe.

MATTHIAS SCHIEBER, PRODUCT MANAGEMENT, DIGITAL INKS



MIMAKI

Just when you thought FESPA could not get any better, it did! We're pleased to report no less than 20% sales lead increase and we even had sales straight off the booth. The continuous and incessant popularity of FESPA lies in the show's ongoing commitment to improvement.

MIKE HORSTEN, GENERAL MANAGER MARKETING EMEA, MIMAKI EUROPE



ONYX

FESPA exceeded our expectations with good show traffic of highly qualified prospects. We used the event to profile our next software release, ONYX 12, which received extremely positive feedback from our channel, printer manufacturers and end users. I believe we will see real business benefits as a result of the show.

KEVIN MURPHY, PRESIDENT, ONYX GRAPHICS



SCREEN EUROPE

FESPA was an excellent show for Screen this year. There was huge interest in the Truepress Jet W3200UV with its new roll-to-roll system and the event confirmed Screen's commitment and position as a serious supplier of innovative printers to the wide format industry globally.

BRIAN FILLER, PRESIDENT, SCREEN EUROPE



VISITOR TESTIMONIALS

“

This show is an olympiad of the new digital printing world. Congrats!

AKIF TATLISU, INKJET MAGAZINE

”

“

Was the best show ever!!

MARNE KILIAN, CLARION PRINTED PRODUCTS, I.T./ TECH MANAGER

”

“

Super cool Expo! Great stuff and lots of products.

MIHKEL VÄLB, OU KOOPIA NINI JA RAUAM, REPRESENTATIVE

”

“

Very interesting fest for me. My first time and lots of new contacts and ideas as well.

JAAAN NIDAS, OU KOOPIA NINI JA RAUAM, PRODUCTION

”

“

Great. Exciting. Inspiring!

VALENTINA CARNEVALI, 4 IT GROUP, INTERNATIONAL MARKETING

”

“

Very impressive! Found the solutions I was looking for! Will not miss another one.

ERNIE MONTES, ETG PRINTING IC, PRESIDENT

”

“

Nice show! Nice to meet many distributors and customers under one roof.

TOMAS RAWSKI, KASI A.S., TECH SERVICE

”

“

It was really interesting show. It was great with a lot of exhibitors.

ELINA KOKALOVA, GRAPHICA MC LTD, SALES

”

“

Great opportunity to research, network and discover new directions!

GRAEME RICHARDSON-LOCKE, THE PRINT HOUSE GROUP, OPERATIONS DIRECTOR

”



The best FESPA ever! The best printing show ever!

NATALIA KOLOMATSKA, SZUMI LTD, OWNER



This is my first FESPA. We found it so interesting to know the news innovation of the moment and the future.

RICARDO QUINTANA, SYNIA, RPP



+ the biggest I ever visited, FESPA stand well organised
+ Educational Hub very interesting topics

MARIUS CODIRLA, ARSIT ASSOCIATION, PRESIDENT



WHAT THEY TWEETED...

CWE SOLUTIONS @CWESOLUTIONS

FESPA 2015 is breaking records! Who said print is dead...?!
#FESPA2015 #LongLivePrint #HP #Print #WhatTrainStrike?
<http://bit.ly/1BgnKQT>

JULIAN JOFFE @PADPRINTMACHINE

3rd day @Fespa2015 - excellent show #fespa2015 meeting some great people

INNOVA SOLUTIONS @INNOVAUK

Another day finished at @FESPA show in Cologne! We're loving it so far, you'll find us at stand Z15 in hall 9 this week. #FESPA2015

ADAMLEY TEXTILES @ADAMLEYTEXTILES

We are at #FESPA2015 in Cologne. What a day! Superb talks by @marcoolivotto about the science of consistent colour.

CORPORATE
PARTNER



PLATINUM
PARTNER



GOLD
PARTNER



DIGITAL TEXTILE
PARTNER



SOLUTIONS
PARTNER



FABRIC
CORPORATE
PARTNER



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FESPA EVENTS VISIT
WWW.FESPA.COM/EVENTS**