

Post-show report

22
FESPA
GLOBAL
PRINT EXPO

Berlin
31 May - 03 June 2022





Overview

FESPA Global Print Expo 2022 brought the speciality print community together for four motivational days in Berlin (31st May to 3rd June 2022), in an atmosphere of overwhelming positivity that affirmed the industry's readiness to bounce back from the challenges of the last two years.

FESPA Global Print Expo 2022, together with European Sign Expo, attracted **11647 unique visitors**, a **48% increase** on the Autumn 2021 event, with return trips over multiple days bringing total attendance to **15969 visits**.

With a compelling line-up of **375 exhibiting companies**, including many leading supplier brands which had not exhibited since 2019, the event attracted a high quality, international audience of senior decision-makers who travelled from **126 countries**, with Germany, Italy, Poland, Netherlands and the UK delivering the largest visitor delegations.



57%

NEW TO FESPA



11,647

UNIQUE VISITORS
ATTENDED



15,969

VISITS



Berlin

HOST CITY

“At FESPA we can see digital printing, screen printing and so many different forms of printing, and so many worldwide known companies exhibiting.. People from all over the world visit this exhibition and can find solutions they want right here.”

Visitor | India

STATISTICS



69%

of visitors held
decision making
positions



49%

of visitors plan to
purchase within
12 months of the
exhibition



70%

of visitors were
managing directors,
CEO's or business
owners



80%

of visitors were
satisfied with FESPA
Global Print Expo
2022



126

Visitors from
126 countries

*"It is the largest show I have been to post-pandemic.
It is good to see all latest technologies in a single trade show"*

Visitor | **Australia**



VISITOR STATISTICS

VISITORS ATTENDED FROM THE FOLLOWING BUSINESS AREAS

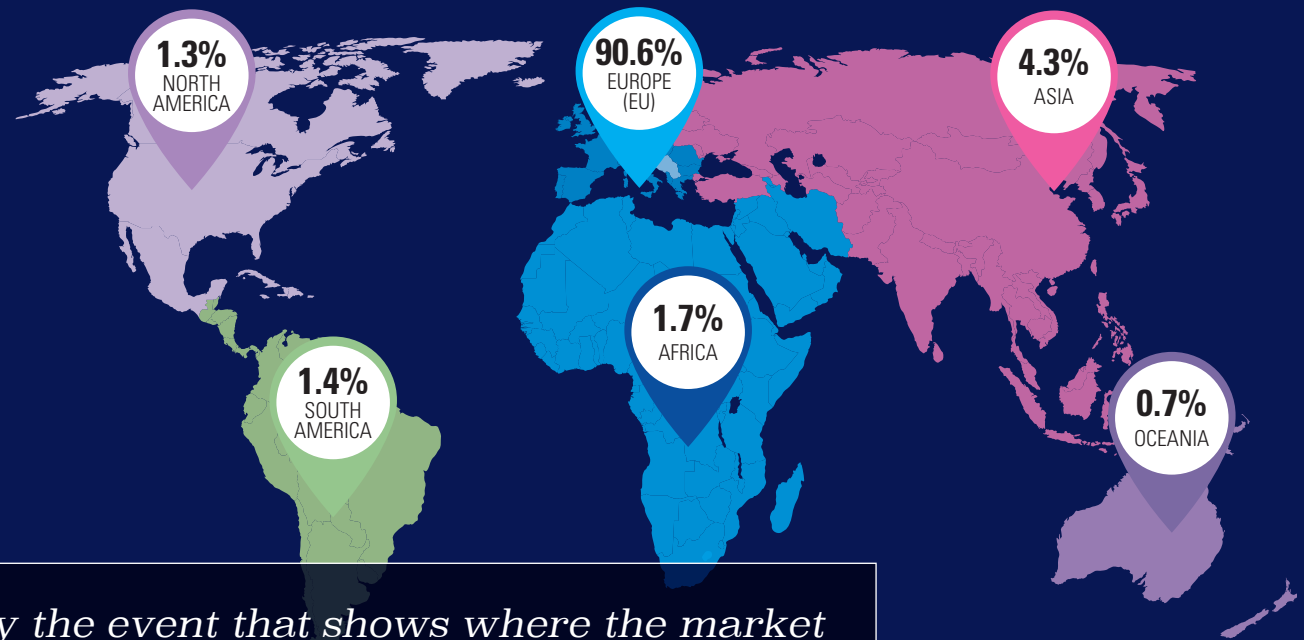


VISITORS BY BUDGET

COLLECTIVE MEDIAN BUDGET
€1.3 billion



VISITORS BY REGION



“It is simply the event that shows where the market is currently moving and in which direction.”

VISITOR STATISTICS

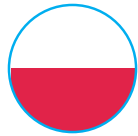
TOP 10 VISITING COUNTRIES



GERMANY



ITALY



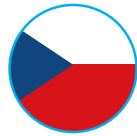
POLAND



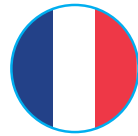
NETHERLANDS



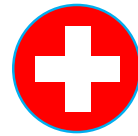
UK



CZECH REPUBLIC



FRANCE



SWITZERLAND



ISRAEL



SWEDEN



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VISITORS BY PRODUCT INTEREST

Attendees stated they were interested in the following sectors

Digital Printing Machinery
60%

Signage & Displays
32%

Inks & Consumables
26%

Handling & Finishing
25%

Media & Substrates
24%

Textile & Garment Decoration
23%

Print Software & Equipment
21%

Textile Manufacturing
17%

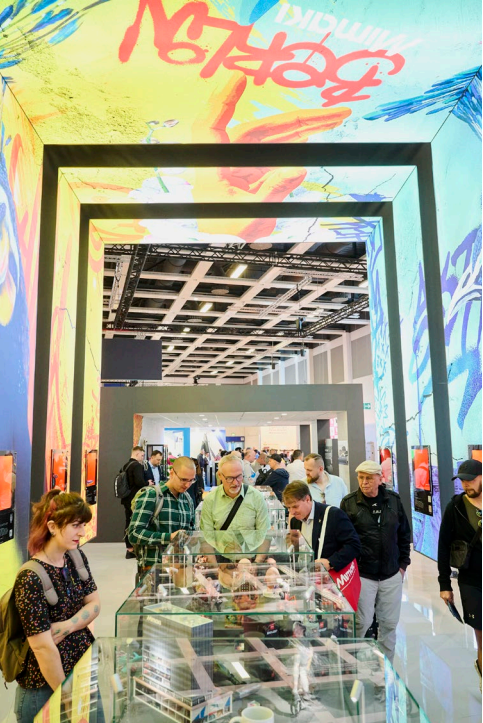
3D Printing
16%

Screen Printing Machinery
15%

Services
9%

Pad Printing
6%

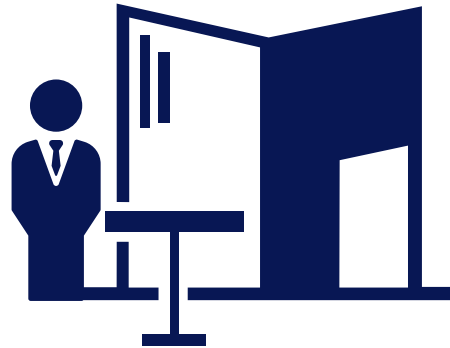




EXHIBITOR STATISTICS

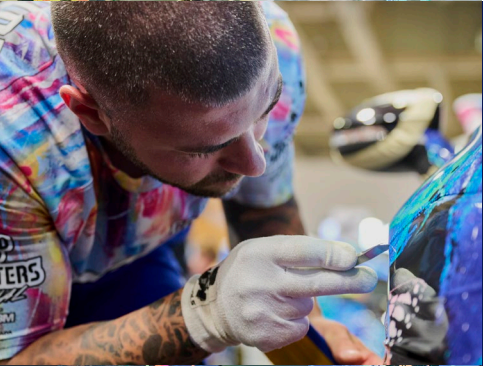
88%

OF EXHIBITORS SAID
FESPA GLOBAL PRINT
EXPO IS IMPORTANT
TO THEIR BUSINESS



84%

OF EXHIBITORS
WERE SATISFIED
WITH FESPA GLOBAL
PRINT EXPO 2022



Christoph Gamper, CEO of **Durst**

“It was one of the best experiences I and my team members had in a trade show so far. So thank you Berlin, thank you FESPA!”

Kathrin Buhl, Director of Sales & Marketing EMEA at **Kornit Digital Europe**

“We really had the best selling show ever! People came here to sign and to do business, so for us it’s a very successful show and we’re happy to be back.”



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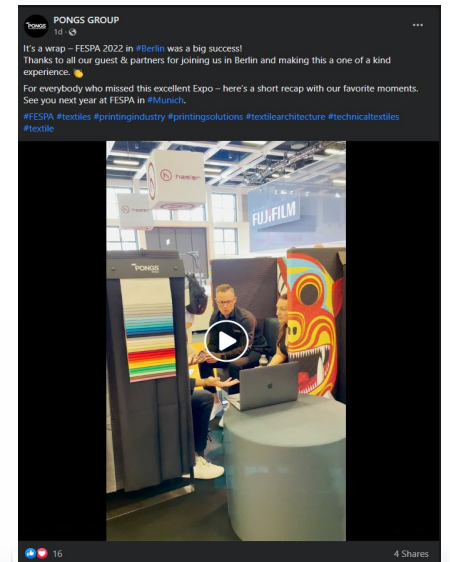
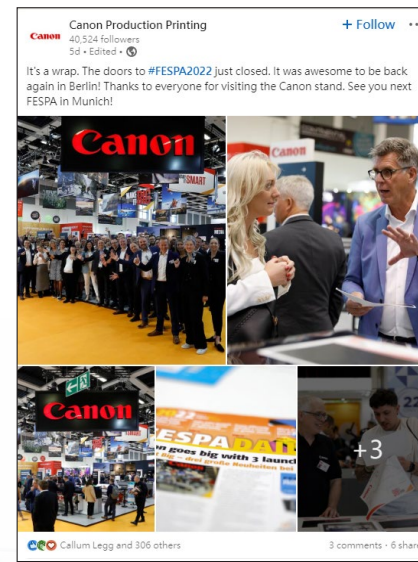
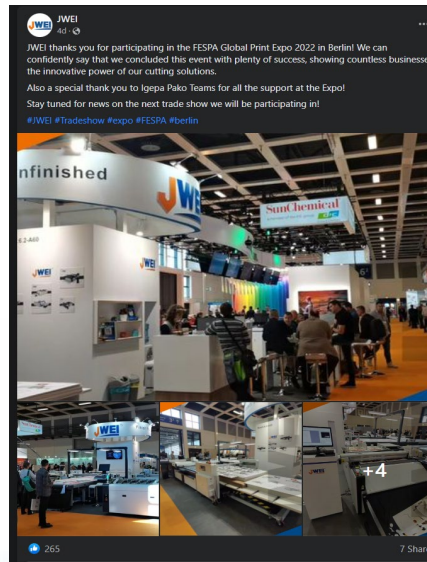
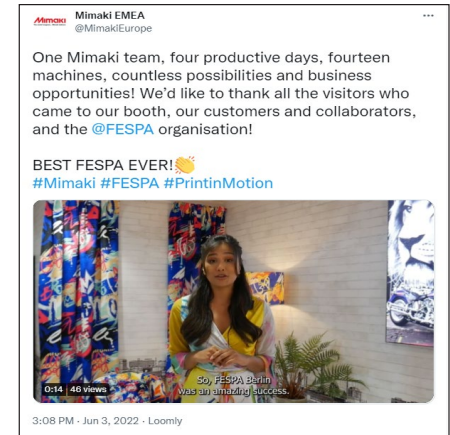
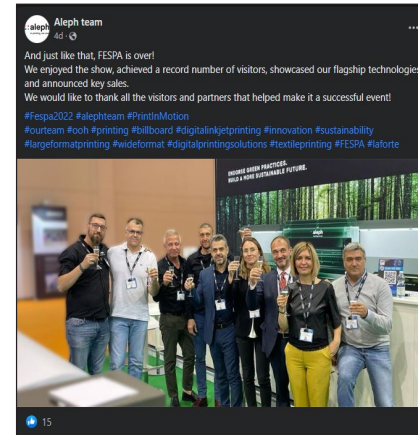
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SOCIAL MEDIA FEEDBACK



“We’re really happy. There’s outstanding quality of people coming in with real projects, real demands, looking for innovations and looking for new applications so really, this is the place to be.”

Sebastien Hanssens, VP Marketing & Operations, **Caldera**

“We’re well and truly back in the swing of live events now, and it’s great for everyone to be out there meeting customers from across Europe in real life again!”

Maria Eagling, Director, **Epson Europe B.V.**

“I think we all missed FESPA! For me, FESPA is the most important trade show where you can meet and network with so many people...FESPA is a very important event!”

Visitor | **Poland**

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SEE YOU IN MUNICH | 23 - 26 MAY 2023

Part of FESPA's portfolio of industry-leading events and activities



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