



Press release, 23 December 2009

POLIGRAFIA 2011

International Fair of Printing Machines, Materials and Services

12.04-15.04.2011, Międzynarodowe Targi Poznańskie

The International Fair of Printing Machines, Materials and Services POLIGRAFIA 2011, which is the biggest printing-related trade show in this part of Europe, will be held from 12 to 15 April 2011 on the grounds of Międzynarodowe Targi Poznańskie. POLIGRAFIA will highlight state-of-the-art prepress/postpress technologies and solutions, as well as cutting-edge printing machines. This review of the latest printing technologies, trends and debuting products will undoubtedly attract the attention of numerous professional visitors. Many new offers will be presented in Poznań for the first time after being exhibited at IPEX 2010 in Birmingham.

POLIGRAFIA 2009

Covering an area of almost 8 thousand square metres, the show featured nearly 320 printing and advertising companies from 18 countries. The exhibition portfolio encompassed a wide variety of printing products and services. Euro-Reklama OUTDOOR EXPO and GIFT EXPO International Fair of Advertising Goods and Services provided an important complement to the show. The three trade fairs saw a total turnout of 14 thousand visitors. The fair formula created an opportunity to capitalise on the synergy effect, giving potential customers a comprehensive insight into the printing and advertising sectors. Due to the dynamic growth of modern printing technologies and recent developments in the economic situation, the organisers are expecting that the next edition of POLIGRAFIA will encourage a broad range of professionals and leading representatives of the industry from Poland and abroad to come to Poznań.

The new image of POLIGRAFIA

POLIGRAFIA 2011 will see the debut of a revamped logo and leading theme. The name of the show has retained its traditional style, while the new logo and the leading theme will refer to the four primary colours of printing inks, as commonly applied in colour printing, namely the CMYK colour model. These elements are inseparably connected with printing technology, strengthening the image of the show.

Compendium of printing knowledge

POLIGRAFIA stands for a diverse exposition including machines and devices, materials and accessories, as well as printing services. This scope will be complemented by market debuts and new exhibition offers. Besides, participation in the trade fair provides an excellent opportunity to hold business talks, exchange experiences, and establish new contacts.

Meant for professionals

In addition to the diversified exposition, another advantage of the show will consist in the compelling programme of events – developed in cooperation with MTP's partners – which will comprise numerous research and training-related attractions addressed to printing professionals. Conferences, seminars, special areas and expert lectures serving as a source of specialist knowledge will undoubtedly appeal to numerous professional visitors. Moreover, a festive Award Ceremony will be held to honour the winners of Gold Medals (presented for the best products) and Acanthus Aureus trophies (awarded for the best designed stands facilitating the implementation of exhibitor's marketing strategy).

Printing industry meetings – Poznań 2010

As at today, at least two major printing and advertising events ought to be marked down in the 2010 business calendar. In spring, the Poznań-based meetings of the advertising sector will feature Digital Printing Expo Large Format and Advertisement Printing Exhibition as well as Visual Expo Marketing Communication Exhibition, both being specialist events of Euro-Reklama Fair, which will take place from 10 to 12 March 2010.

One year ahead of the POLIGRAFIA fair, the MTP and its industry partners – i.e. Research & Development Centre for the Graphic Arts (COBRPP), Polish Packaging Research and Development Centre (COBRO), Polish Chamber of Printing, School of Mechanics and Printing at the Warsaw University of Technology, Institute of Papermaking and Printing at the Technical University of Łódź, and the Printing Section of the Polish Society of Mechanical Engineers and Technicians (SIMP) – are launching a number of initiatives to consolidate the market for printing services, enabling the representatives of science, business and the printing sector to exchange knowledge and experiences, and to establish new contacts. Scheduled for 8-9 April 2010, the most important event to be held in Poznań is the conference focused on the current status and development trends of the Polish printing and printed packaging industry.

More information at:

www.poligrafia.mtp.pl