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ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane



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Associazione Fornitori Industria Grafica

PRESS RELEASE

A wealth of audience and content: Print4All Conference reaches the goal

400 participants, the printing industry as a whole, Oliviero Toscani's provocation

Print4All Conference reached the goal: the two meeting days of September 12 and 13 at Fiera Milano were attended by a huge public - over 600 registered participants to the two sessions. The entire graphic, printing and communication industry was present, thus marking a significant step towards the eponymous exhibition Print4All, slated for May 2018.

A wealth of content and high-quality discussion were the main features of the event, which presented printing applications for the pre-sale, in-store product and after-sale phases of the customer purchase journey. This qualified Print4All Conference as a platform capable of involving and exciting the entire community of brand owners, communication agencies, opinion makers as well as print professionals, from technical and technological experts to creators of solutions capable of winning shelf and market share.

The teamwork by ACIMGA – through its operational branch CPA - ARGI, Assografici, Assocarta (all members of the Federation of Paper and Graphics), the Italian Packaging Institute with the support of ICE – the Italian trade agency, which conveyed about 40 journalists from international publications, and Fiera Milano made it possible to lay excellent basis for Print4All, where the lively discussion marking the two-day Milan event will combine with top-notch technology solutions. From B2B to B2C, the business landscape covers all point of sale, shelf and large-scale retailing needs. Going upstream in the supply chain, these impact creativity, and further up technology and machinery manufacturers – today one of Italy's world-class productions. The market share held by the graphics and printing industry, including publishing, is estimated at around € 23 billion in yearly revenues.

The leitmotif shared by all roundtables was the ideal consumer journey, with the guidance of SDA Bocconi and Professor Enzo Baglieri. Focused, in-depth discussion combined with the contribution of experts the calibre of Paolo Iabichino (Ogilvy&Mather Italy) and Peter Buttiens (CEO of the European Printing Agency - ESMA).

Oliviero Toscani's vision and provocation marked the keynote on the opening day. "Innovation is the result of the achievements arising from the courage of doing things in a new way," stated Toscani, who gave a provocative, non-conformist, stimulating speech: "Because innovation brings no certainty, involves hazards, entails the risk of bringing one's unique, noncompliant values and vision to the market and translating them into products".

The path that led up to the event was started by CPA - the company responsible for all of ACIMGA's national and international promotional activities and events - in 2014 with a first industry meeting within Assografici. It went on, still with the support of industry partners, with a public-drawing event



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at the EXPO 2015; then last year in Palermo with Oscar Farinetti as key endorser, obtaining extraordinary participation and praise, especially considering the challenging logistics of the location; an finally culminated with the September 12 and 13 meeting at Fiera Milano, the Conference named after Print4All – the exhibition set to become next year’s go-to event in Europe for the printing and converting industry.

“Print4All will place strong emphasis on the best of “made by Italy” – stated ACIMGA President Aldo Peretti. “The exhibition was designed to fully integrate all of the industry sectors it represents, and with an even broader vision was in turn integrated into the ‘Innovation Alliance’ merging Print4All, Ipack-Ima, Plast and Intralogistica at Italia Fiera Milano. The all-encompassing emphasis on the market will be comparable to the most successful events hosted by the Milan exhibition complex, the second largest in Europe.”

“The success of the two meeting days – concludes Peretti – justifies the highest expectations for our mission – hold a huge exhibition in 2018 capable of differentiating and playing a primary role on the global market.”

“On the last two days we have been listening to all of the constituents of the graphic and printing industry: technology manufacturers, print professionals, end users and communication agencies”- said ARGI President Roberto Levi Acobas. “Each one expressed different needs, visions and strategies, but did so on the same stage, sharing their experiences to promote market growth. We plan to continue along the same road and look to Print4All, an exhibition we strongly believe in both because of the content it will give us access to and the opportunity it will provide for us to express our uniqueness while also keeping us united.”

“Print4All Conference showed once again how much the market needs discussion and guidance at this time of dramatic change. The exhibition project is designed to provide an answer to this need, and the first step is listening to the market and the industry. – adds Giuseppe Garri, Print4All Exhibition Manager, Fiera Milano.

“Today’s excellent results should encourage us to continue along this path, with the conviction that the exhibition will promote innovation and progress – technology and new products as well as an extensive educational offer with a flexible format and versatile, unconventional content, in-depth exploration of technical topics, the experience of international gurus, institutional discussion about key topics such as the industry 4.0 and specially designed events for schools, as today’s students will be the industry professionals of tomorrow.”

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