

Online	Thai PR	Link :	http://www.thaipr.net/exhibition/840881
Page Views :	2,474	Date :	22 February 2018
Ad Rate :	5,000	AD Value :	5,000
		Section :	News
		PR Value :	15,000



Thailand Press Release ข่าวประชาสัมพันธ์



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ข่าวประชาสัมพันธ์
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### ข่าวประชาสัมพันธ์กิจกรรม

#### Exciting open day at FESPA Asia 2018

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FESPA Asia 2018, 22-24 February, opens its doors today welcoming industry professionals and world leading exhibitors to the BITEC exhibition centre in Bangkok. FESPA is delighted to be returning to Bangkok with the second edition of the show. The ASEAN region is a key part of FESPA's global strategy and it remains committed to the region, through both this annual exhibition and also its reinvestment programme, whereby it supports industry projects through its network of national associations.

Over the next three days, 160 brands will share the latest developments in technology at FESPA Asia, such as; JK Group who will introduce the latest dye sublimation inks to their portfolios of its premium brands Kiian Digital and J-Teck, Sensient(R) launches latest digital pigment ink set to revolutionize the industrial textile printing market and Ghost White Toner introduces a new approach to sublimation printing next to the established Ghost White Toner Cartridges.

FESPA Asia 2018 is expected to attract around 5,000 buyers from more than 60 countries, with the largest delegations coming from Thailand, Singapore, India, China and Malaysia, who are printers, sign makers, designers, marketers, advertisers, business people, investors and entrepreneurs in the wide format print and signage community.

Roz Guarnori, FESPA Divisional Director, stated that FESPA ASIA 2018 supports the Thai print community, which is a key economic driver of Thailand, significantly contributing revenue to Thailand's MICE industry through the large number of international and local attendees who will be visiting. It would contribute over 60 Million baht income. Additionally, it is a platform to showcase the latest innovations and technological know how in the printing industry to Thailand, helping to develop Thailand's capabilities in this area."

Visitors can learn and be inspired by a full conference packed with sessions covering; industrial printing, direct-to-garment printing, textiles, gift and promotional products, screen printing, heat transfer materials and more. Each session will be presented in both Thai and English.

The thrilling World Wrap Masters Asia competition also starts today with 16 competitors, including 8 from Thailand, battling it out in the first round, with the grand final taking place on Saturday. Be sure to visit the Wrap Masters stand and watch all the action, or take part in the practical daily demonstrations. Today will cover 'controlling your wrap film', tomorrow 'smart wrapping' and Saturday see's 'x-ray through wrap film' explored.

Visitors can register for the exhibition when arriving onsite at the BITEC, Bangkok. For more information visit [www.fespa-asia.com](http://www.fespa-asia.com)

**About FESPA**  
Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA's dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**  
The shareholders of FESPA are the industry. FESPA has invested millions of Euros into the global printing community over the last seven years, supporting the growth of the market. For more information visit [www.fespa.com](http://www.fespa.com)

Forthcoming FESPA events include:

- FESPA Asia, 22-24 February 2018, BITEC, Bangkok, Thailand
- FESPA Global Print Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
- European Sign Expo, 15-18 May 2018, Messe Berlin, Berlin, Germany
- FESPA Africa, 12-14 September 2018, Gallagher Center, Johannesburg, South Africa
- FESPA Mexico, 20-22 September 2018, Centro Citibanamex, Mexico City, Mexico

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