



FESPA EURASIA 2018

FESPA Eurasia 2018 will take place from 6 to 9 December at the Istanbul Expo Centre in Istanbul, Turkey. Visitors to FESPA Eurasia will be able to experience, for the first time in the region, Print Make Wear Istanbul as well as returning features, the World Wrap Masters Eurasia and signage demo workshop.

Print Make Wear Istanbul

Following its successful launch at FESPA Global Print Expo 2018 and a popular response at FESPA Mexico, Print Make Wear will make its debut at FESPA Eurasia comprising live demonstrations of the latest in fast fashion production and garment decoration.

Visitors to Print Make Wear Istanbul will be able to experience the entire garment production process from design through to the finished garments, and given the opportunity to engage directly with experts to learn more.



Print Make Wear Istanbul will highlight both digital and screen print technologies including the latest design and workflow software, direct to textile printing and a live screen printing automatic and manual production illustrating the latest special effects.

FESPA World Wrap Masters Eurasia

FESPA's worldwide vehicle wrap event, the World Wrap Masters returns to Eurasia. Sponsored by Hexis Graphics, Mimaki Eurasia and Car Wrapper 3D, World Wrap Masters Eurasia will offer regional wrap installers the opportunity to showcase their expertise and creativity to the global wrap community, while competing to be crowned the winner.

The 16 contestants will battle it out in the competition, which will take place daily during the four day show, where they will wrap a variety of objects. On the first two show days visitors can take part in onsite training opportunities from international and regional wrap professionals, where they will share top tips and expert advice.

Confirmed judges and trainers for World Wrap Masters Eurasia are Carlos Ruiz from Spain and Kiss Lajos, two time world champion from Hungary.

The winner of the FESPA Eurasia leg will win a trip to FESPA Global Print Expo 2019 in Munich, Germany (14 – 17 May) where they will compete against other regional winners for the title of World Wrap Master. Last year's Eurasia champion, Ivan Tenchev from Bulgaria,

went on to win the World Title at the final in Berlin, Germany.

Signage Demo Workshop

Organised by FESPA's national Association, ARED, the signage demos will showcase the latest in both traditional and modern sign-making including sign writing techniques, neon and LED signage production.

The programme for the Signage Demo Workshop will be available nearer the show and will take place every day of FESPA Eurasia.

Michael Ryan, Group Exhibition Manager, FESPA comments: "The features programme is a great addition to FESPA Eurasia and offers regional print service providers and sign-makers a chance to experience, and be involved in growth areas. The World Wrap Masters and signage demo workshop always prove to be popular at FESPA Eurasia so we are excited to see these return in 2018.

"After the huge success of Print Make Wear at FESPA Global Print Expo 2018 and FESPA Mexico, we are looking forward to introducing it at FESPA Eurasia this year. The textile market in Turkey is huge, so we are hopeful that the introduction of this new feature will be as successful as it has been in Berlin and Mexico."

For more information on FESPA Eurasia 2018, the show features and to pre-register to attend, visit www.fespaeurasia.com. ♦