

**graphispag**  
2022



**24 -27 MAY**

GRAN VIA VENUE - BARCELONA



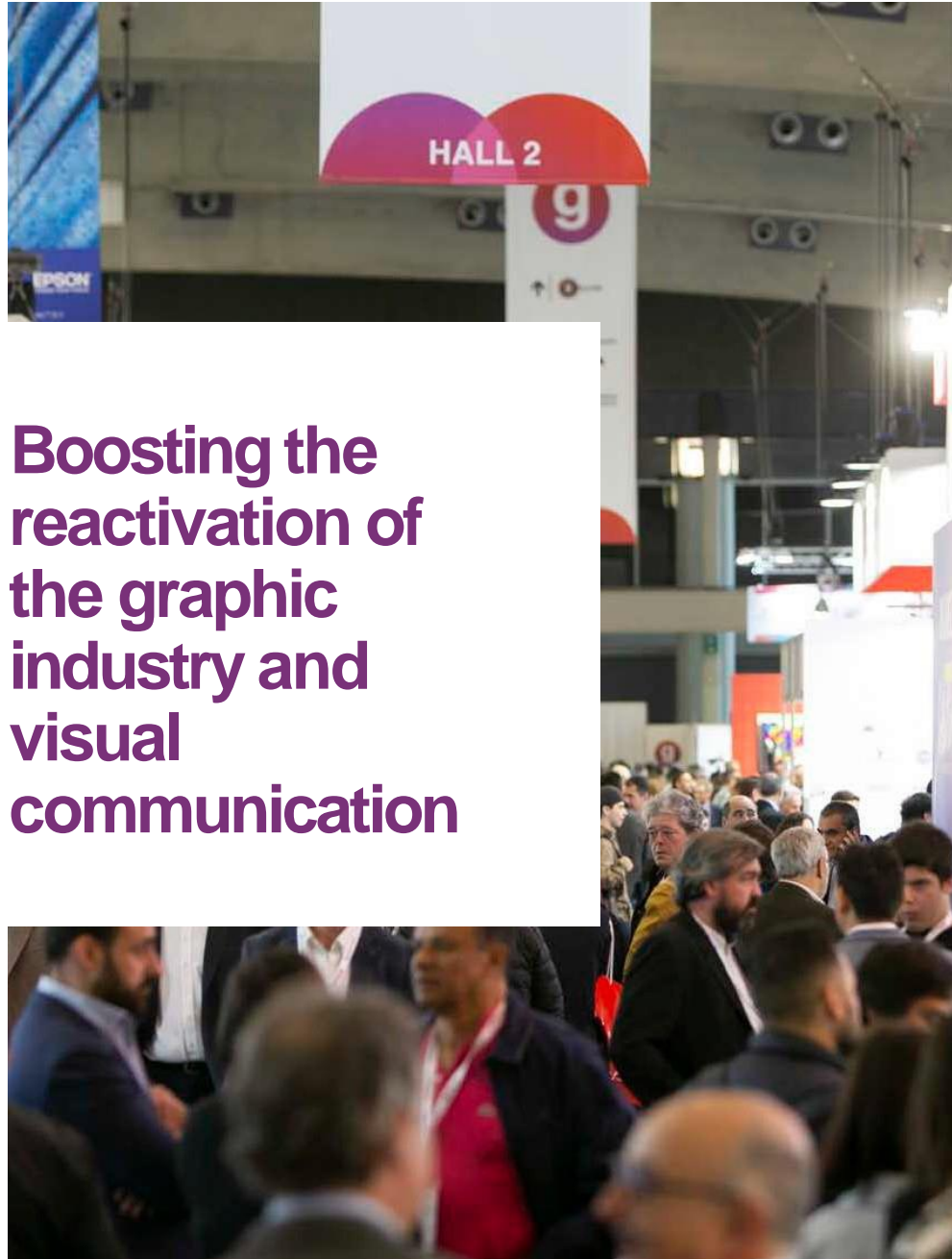
**Fira Barcelona**

[www.graphispag.com](http://www.graphispag.com)

#Graphispag     

**UNITED TO  
MAKE A GREAT  
IMPRESSION**





## Boosting the reactivation of the graphic industry and visual communication

### The commercial and educational common ground that the printing industry needs to boost its business

After a long time, Graphispag is finally coming back with lots of excitement and in the best way to make business: face to face.

The flagship event in the Iberian market for both the graphic industry and the visual communication sector is getting ready to contribute to the acceleration of the recovery of the market, making it easy for business and professionals to finally meet again in order to share techniques, knowledge, experiences and practical solutions.

The fair will present a transversal, commercial offer, integrating every printing system, both traditional and digital alike, as well as the more advanced (functional, 3D or printed-electronics) with applications in industrial sectors.

In addition to that, it will also bring new technologies, support, materials, inks and finishing touches in a highly digitalized environment and, above all, eco-sustainable, all essential requirements in our current society, and it will bring specific graphic applications for several different industries, such as the editorial world, design, advertising and bigger formats, commercial and promotional printing, retail, interior design and industrial printing (textile, automotive, pottery, furniture), among many others.

# GRAPHISPAG + HISPACK: Unity is strength

The largest commercial offer of the year, featuring graphic technology, materials and finishes

400 exhibitors providing more and better printing between Graphispag and Hall 2 at Hispack.

## graphispag sectors

### HALL1

- Software and design tools, image editing and capturing and image and color management tools
- Printing machines
- Materials and printing media
- Chemicals, rubber, plates, inks and varnishes
- Finishing and processing machines. Die-cutting
- Printing services and signage
- Consultancy
- Textiles
- Functional printing and 3D additive manufacturing
- Professional and trade associations, trade press and training centers
- Advertising

## hispack sectors

### HALL2

- Brand Packaging
- Industrial Packaging

### HALL3

- Labelling & Bottling
- Logistics, Automation & Robotics
- Packaging Machinery & Process



# GRAPHISPAG + HISPACK: Unity is strength

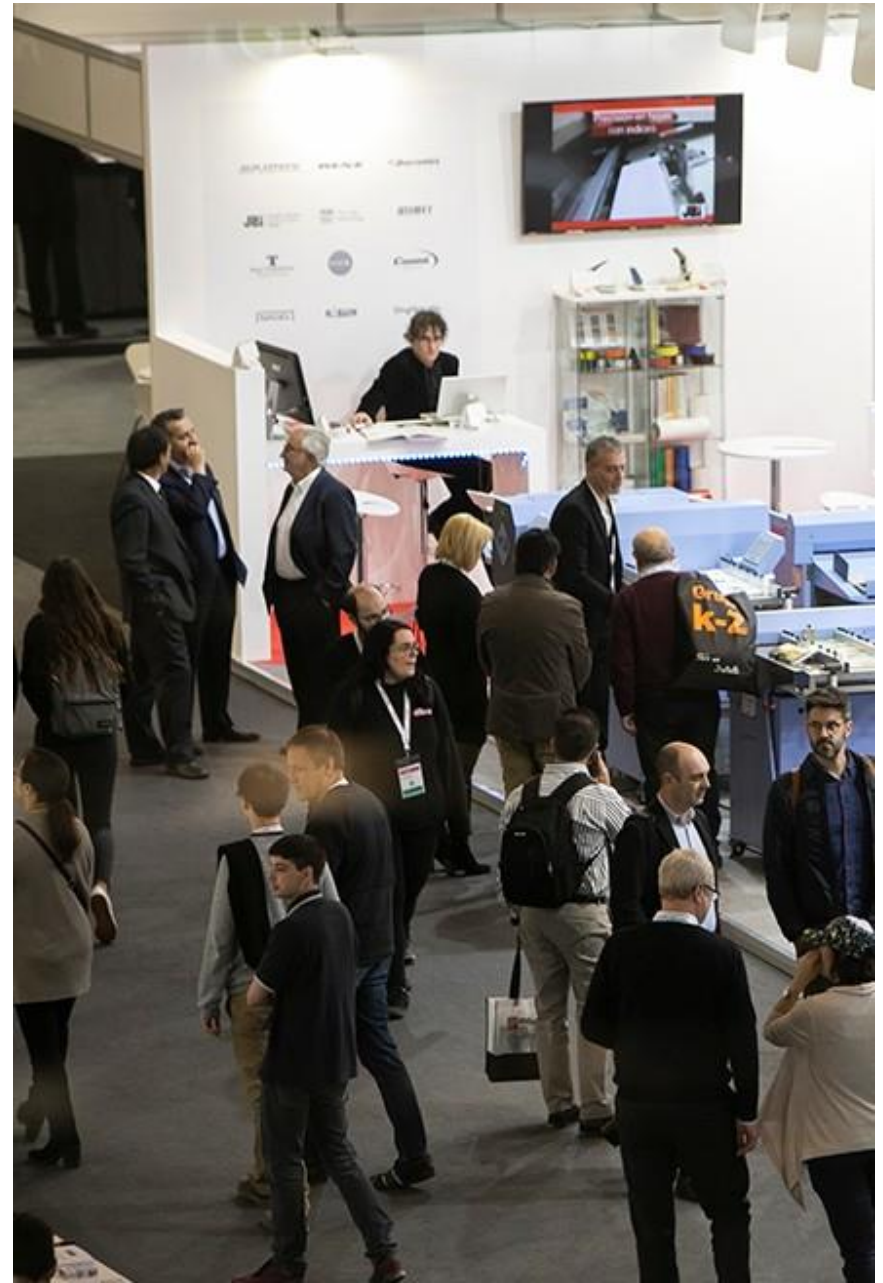
Let's meet again in 2022 in a huge fair with amazing outreach

## Graphispag will take place in Hall 1

Graphispag will increase especially its synergies with the world of packaging, wrapping and labelling, one of the faster growing industries of the graphic sector these days. By taking place at the same venue and time as Hispack, the leading fair when it comes to packaging, processing and logistics, it develops an increase in its outreach within this segment, as well as encouraging the sectors in charge of material supplying, a common denominator in both events.

## Hispack will take place in Halls 2 and 3


The brands, manufacturers and printers of packages, wrappings and labels will find at Graphispag new graphic applications for their business: from digital printing for short print runs and packaging customization to new designs, shapes and finishing touches to stand out in the line; package prototyping; incorporating of printed sensors to achieve intelligent wrappings or anti-counterfeit systems, among others. These brands are constantly looking to improve their image, user experience and their product sales.




# GRAPHISPAG

## Exhibitors

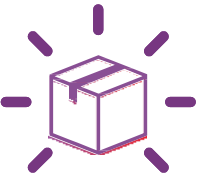
### 2019



**192**  
exhibitors from  
**12** countries



**9.500m<sup>2</sup>**  
of surface



**400**  
brands  
of machinery and graphic  
technology, finishing touches,  
programming, support and  
printing supplies

\* Data collected from the 2019 edition of Graphispag

This is the best place for you to be



# Who is exhibiting?

## TECHNOLOGY, MATERIAL AND SERVICE PROVIDERS

We bring together the industry leaders and offer a wide representation and variety of technology, new materials, consumables and new tools:

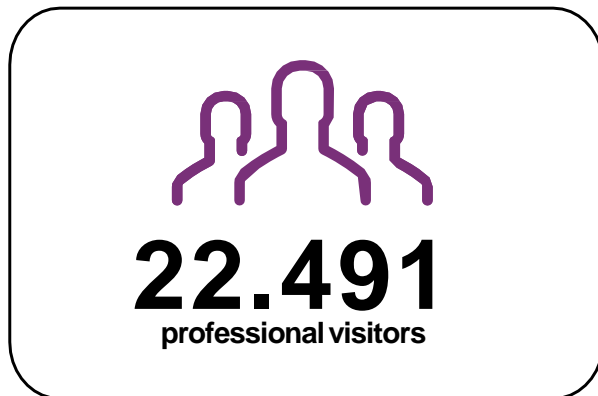
- Software and design tools, capture, edition, picture and color management.
- Printing machinery.
- Printing materials and supports.
- Chemistry, rubber, planks, inks and varnishes.
- Finishing transformation and die-cutting machinery.
- Printing, labeling and signaling services. Digital Signage.
- Consulting.
- Textile.
- Functional printing, additive 3D manufacturing.
- Associations, technical press and training centers.
- Promotional advertising.



# GRAPHISPAG

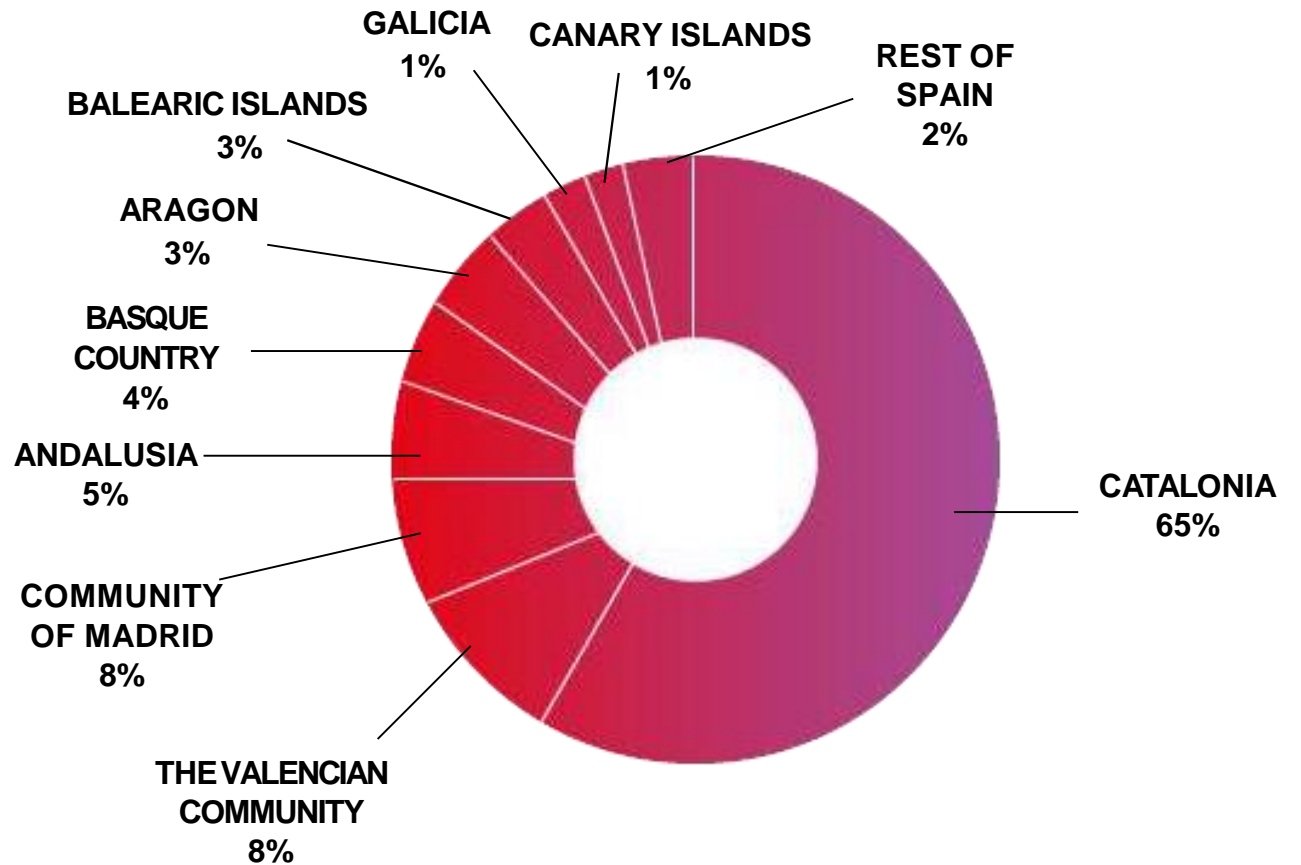
## Visitors

2019



Graphispag counted with a grand total of 22.491 professional visitors in 2019, with a 7% of those being international visits, mostly from Portugal, the country of origin of 38% of the foreign visitors. The event also attracted professionals from Germany, France, Italy and Andorra, among other countries. Outside of Europe, the countries that supplied the highest number of visitors were Algeria, China, Nigeria and the USA. National visitors came mostly from Catalonia, the Valencian Community, Madrid, Andalusia, Basque Country and Aragon.

## NATIONAL VISITORS



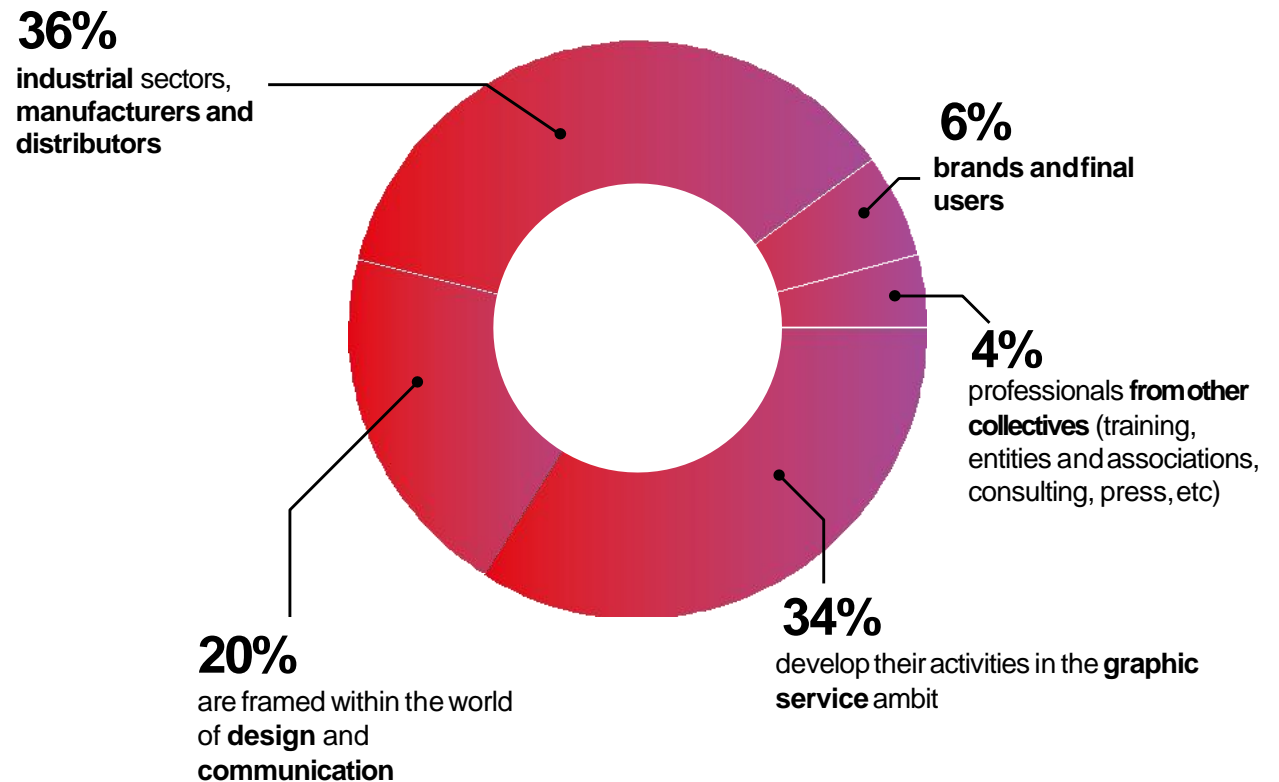
# GRAPHISPAG

## Visitors

2019



\* Data collected from the 2019 edition of Graphispag







# Who is visiting?

## PRINTING

- Printers.
- Pre-printing services.
- Manipulation, finishing touches and / or binding.
- Supplying of ink and other chemical products.
- Supplying of paper, cardboard, plastic and any other kind of support.

## CREATIVITY, DESIGN AND COMMUNICATION

- Design agencies and / or designers.
- Advertising and communication agencies.

## INDUSTRY – MANUFACTURERS AND/OR DISTRIBUTORS

- POS manufacturers.
- Packaging manufacturers.
- Textile product manufacturers.
- Promotional product manufacturers.

## FINAL DEMAND – BRANDS AND USERS

- Retail and / or distribution.
- Hospitality and catering.
- Fashion and textile.
- Editorial.

# HISPACK

## Visitors

2018



**11.000**

brand owners



**1.600**

General Managers, Senior  
Managers and CEOs

**400**

Purchasing Managers

**400**

Innovation and Packaging  
Managers

**350**

Marketing & Trade and  
Product Design Managers

We engage all sectors interested  
in **Brand Packaging**

Beverages

Snacks

Dairy products

Confectionery

Fresh packaged products

Preserved and processed  
products

Gourmet

Cosmetics

Perfumery

Pharmaceutical

products

Consumer electronics

# On-site activities divided into 5 scopes of activities

## KNOWLEDGE AREA: TWO APPROACHES

Graphispag is a platform for training, knowledge and inspiration for the graphics and visual communication industry with conferences and forums organised in collaboration with the sector's representatives.

The programme will have two core themes:

1) Conferences and round tables of sectorial themes by manufacturers, printers and brands using printing on the possibilities of graphic technology, personalisation, new materials, supports, impressive finishes, functional printing and new graphic applications for advertising, publishing, packaging, retail, decoration, textiles and many other industrial sectors.

As an exhibiting company, you can send non-commercial thematic proposals that add value to visitors, as well as suggest speakers and success stories of graphic applications in demand sectors. The proposals received will be evaluated by the programme committee.

2) Sessions led by business management and growth experts to explore business opportunities, implement sustainable processes, find funding, improve marketing and sales strategies, and drive innovation and the digital transformation.

## GRAPHIC APPLICATIONS SHOWROOM AND VISUAL COMMUNICATION

Show visitors the graphic products that can be created with your technology, materials, supports or finishes in this showroom that will be the centre of attention. Exhibiting companies can bring graphic applications made by themselves or by printing clients to this area, designed as a huge showcase of printed products for the packaging and labels, publishing, commercial, documentary, advertising and large format, retail, promotional, textile, interior design, furniture, ceramics, automotive and other industries. The aim is to extend the prescription beyond the stand, making visitors see, touch and interact with these applications and listen to the explanations of the staff of the participating firms about the techniques, finishes and materials used in each work.

## INDUSTRY EVENTS

Business associations and professional bodies linked to the graphics industry and visual communication can hold their technical conferences, congresses, meetings and assemblies within the framework of Graphispag.

# JOIN GRAPHISPAG PARTICIPATE AS AN EXHIBITOR

## SALES CONTACT

Asun Troy  
[atroy@firabarcelona.com](mailto:atroy@firabarcelona.com)  
T: (+34) 932 332 328  
M: (+34) 649 857309

Núria Casademont  
[ncasademont@firabarcelona.com](mailto:ncasademont@firabarcelona.com)  
T: 93 2332882  
M: 697 145346

## MORE INFORMATION AT

[www.graphispag.com](http://www.graphispag.com)  
T: 902 233 200 | +34 93 233 20 00  
[E.: graphispag.ventas@firabarcelona.com](mailto:E.:graphispag.ventas@firabarcelona.com)

## DATES AND SCHEDULES

24-26 May, from 9:30h to 18:30h  
27 May, from 9:30h to 16h

Edition: 16th  
Periodicity: Biannual  
Nature of the event: Professional



# graphispag 2022

**MAY 24 - 27, 2022**  
**GRAN VIA VENUE - BARCELONA**



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