

New Initiative

656 Groupe launches C!Print Madrid

E – The French event organiser 656 Groupe is entering the Spanish market with the launch of C!Print Madrid. The show which is organised by the Barcelona-based Spanish subsidiary, SC6, will take place from October 7-9, 2014 at the Casa de Campo in Madrid. 656 Groupe, organiser of the French trade shows CTCO and C!Print, aims to replicate, adapt and personalise for the Spanish market a model they have already successfully tried and tested. Like its French equivalent, C!Print Madrid will offer visitors demonstrations of a wide range of printing and personalisation techniques with an innovative, demonstrative and cross-cutting focus. The show also proclaims its openness to all new markets related to the print sector, e.g. decoration, commercial architecture, design, digital media or photography.

According to own accounts, the organisers are expecting approx. 80 exhibitors. Guillaume Abou, director of 656 Groupe: "With a lot of exhibitors already confirmed, the main leaders in the market support us in this initiative, as do the professional associations and trade press. At a time when the Spanish market is showing signs

of recovery, we thought it essential to provide an event that offered a new approach and innovative solutions to all players in the market."

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MADRID PABELLÓN DE CRISTAL
CASA DE CAMPO



The C!Print has already successfully been staged in Lyon.