



May 2021

C!PRINT MADRID MOVES ITS NEXT EDITION FROM 18th TO 20th JANUARY 2022

The C!Print Madrid committee meeting celebrated last week, attended by the key players from the printing, visual communication and personalization sector, agreed to postpone the event to early 2022: **The new dates for the 7th edition of C!Print Madrid will be 18, 19 and 20 January 2022.**

The current context of the sector that envision a slower health and economic recovery than expected for 2021, have been decisive in the change of dates. **Pierre Mirlit, Director of C!Print Madrid**, says: "After consulting with the main players representing the sector and appreciating it during these months in the constant listening of the market, the best option is to give the opportunity for the market to recover properly and help them at the most suitable time". On the choice of the new dates, Pierre Mirlit assures, " As a tool dedicated to the interests of the market, we know that the postponement of the show to beginning of 2022 will accompany the return he return to activity more appropriately."

The registration period for accreditations opened a few weeks ago, and in the words of the event director: "It is clear that visitors are looking forward to meeting the sector with the same interest and motivation. That's why, with the consensus of the committee members, the new dates for C!Print Madrid synchronize industry and market movements". **Visitors who have already registered will receive a new accreditation with the new dates.**

SUPPORT OF THE INDUSTRY

Pablo Serrano, Secretary General of FESPA ESPAÑA, says: "After the strong impact of the pandemic on our sector with a drop-in activity of close to 40% at the end of 2020, the recovery this year has been slower than expected, having recovered just 20% at the end of the first four months of the year. The delay in the arrival of the EU aid derived from the Next Generation funds and the uncertainty of the impact on the economy of the positive evolution of vaccination is slowing down the recovery of the sector and its investment capacity, which will hopefully be at full capacity by the beginning of 2022. We believe that the decision to postpone C!Print to January 2022 is the most appropriate way to allow the Spanish visual communication sector to continue its recovery and to offer an event in the best sanitary conditions and, above all, in conditions where the market offers investment guarantees to be able to adequately allocate the funds to help the recovery of our economy that will start to arrive in the second half of the year".

Magí Besolí, Commercial & Industrial Printing Business Manager, EPSON IBÉRICA: "2022 will mark the recovery of visual communication and will be the ideal time to present our new proposals in efficiency and sustainability. With the new dates we hope to increase the number of visitors and business opportunities thanks to having completely overcome the pandemic episode".

Anabela Mendes, Events Manager of DIGIDELTA SOLUTIONS, agrees the decision: "We support C!Print's decision to move the event to January 2022. We believe that at that date the conditions will be met for both exhibitors and visitors, to benefit from the added value that this event has always provided to the industry".

Eugenio Beltrán, CEO of LEGON DIGITAL: "At LEGON DIGITAL we are firmly committed to the sector's leading trade fair: C!Print. We are convinced that the change to January brings better conditions for a new success: greater security for the visitor, greater economic stability, and a greater return for the exhibitor".

During all these months, new ways of renewal have been developed around the graphic industry and visual communication sector: Digitalization, sustainability,

expansion to new markets; the rise of personalization or textile printing and decoration. New ways that are created, sought, and converge in a professional event like C!Print Madrid.

All the information at www.salon-cprint.es

Additional information:

[Images 2019 edition](#)

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About C!Print Madrid - Professional tradeshow dedicated to the printing, communication and personalisation sector held in Madrid. Since its first edition, in 2014, it is the annual reference event in the sector where to show innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS, display, sign,... Characterised by its dynamism, every year the event presents spaces with genuine content such as the Plug&Play customisation workshop, or the CoxCrea area or its varied programme of conferences and workshops.

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