



Press Release – 28th September 2023

C!PRINT MADRID 2023 AT IFEMA: THE MAJOR EVENT FOR PRINTING, VISUAL COMMUNICATION AND PERSONALISATION SECTOR IN SPAIN

Last week the eighth edition of C!Print Madrid took place, gathering professionals from the printing, visual communication, personalization and promotional gifts and garments sectors at its new location, the IFEMA MADRID exhibition center. The organizer, Infopro Digital Trade Shows, has made official the number of visitors: **11,965 were the professionals who came to Hall 9 of the exhibition center to see *in situ* all the innovation in technology, solutions and materials presented by the exhibitors.**

The number of attendees exceeds by 34% the number of visitors who attended C!Print Madrid in 2022, and reaches the figures obtained by the event in the pre-covid period. The edition of C!Print Madrid at IFEMA has obtained one of the best results in the show's history. In the words of **Pierre Mirlit, director of C!Print**: *"In this new stage of the show held in collaboration with IFEMA MADRID, the results of attendance and frequentation come to strengthen the pulse of a very active national sector with a vocation for growth"*.

A STRENGTHENED LEADERSHIP REACHED DURING THIS EDITION

A total of 164 exhibitors were present in IFEMA's Hall 9, 62% of them specializing in large, medium, and small format, 19% were specialists in signage, visual communication and online printing services. Of the total, 18% were specialists in gift and garments personalization. The organizers would like to thank the sponsors of this edition for their support of C!Print Madrid by using it as a platform for global launches, such as **HP** with its new HP Latex 630 series printer. In addition, **Digidelta-Mimaki, Epson, Roland DG, Hexis, 3M, and Realisaprint.es** also presented new equipment, collaboration projects, materials, and exclusive promotions at the show for the first time.

Raúl Sanahuja, PR Communications Manager at Epson Ibérica, affirms: *"At Epson we have to congratulate C!Print Madrid for a very well organized show (once again), but also for the new home for C!Print, which has really made a qualitative step forward. A good turnout of professionals and quality, valuable content spaces and a meeting point that shows that the sector is alive and eager to progress. It's been an excellent three days with a lot of activity and opportunities to learn and continue to deliver what our customers and users of our technology have come to expect from Epson."*



Marc Artigas, Sales Director of Roland DG EMEA in Spain also comments on his experience: *"This edition of C!Print has once again been one of the reference events in the digital printing sector in Spain. The new location at IFEMA has encouraged the attendance of the public and has been a good scenario to show all the latest Roland DG innovations, which have made an impact on the visitors. In addition to the exhibition area, it was also interesting to participate in the numerous workshops, conferences and round tables scheduled during the show, where we were able to explain the secrets, challenges and opportunities of DTF printing, as well as to showcase new personalisation systems with UV technology."*

A COMMUNITY OF VISITORS INTERESTED IN THE EVOLUTION OF THE INDUSTRY

In terms of the sector represented by the visitors attracted by the show, the organisers of C!Print Madrid highlight an increase in the number of printing, pre-press and post-press professionals, reaching up to 47% of the total number of visitors. Small format marking and personalisation specialists are second in the attendance ranking with almost 15%. The presence of design and communication specialists, with 12% of the total number of attendees, is also notable.

In terms of the geographical origin of visitors, C!Print Madrid once again consolidated its leading position as a reference event for professionals from the Iberian Peninsula: almost 94% came from Spain, and Portugal was once again the country with the second highest number of visitors: 4%. In addition, visitors from 46 different nationalities visited IFEMA's Hall 9.

OUTSTANDING FOLLOW-UP OF THE ANIMATION AND CONTENT AREAS

The content program of the eighth edition of C!Print Madrid featured 55 speakers who gave 19 conferences and 12 workshops. Among the most followed sessions: the Series "Sustainability in Focus", the round tables on "Collaborative Culture", Design and Artificial Intelligence, or the presentation of "Printers", to name some. **Jesús Durá, president of FESPA Spain**, a partner of C!Print Madrid, shares his opinion on the subject: *"The content of the talks and exhibitions, from my point of view, has generated a lot of interest. Regardless of other current issues, sustainability has been the cornerstone on which most of them have centered. A current issue, a challenge that we, as professionals in the sector, must face and, above all, we must educate and train professionals so that they do not perceive sustainability as a cost without benefit. We still have a long way to go, but these are the steps that allow us to move forward"*.



Once again, this year, the iconic APé Awards ceremony took place to recognize the best print work produced in Spain, as well as the leading figures in the sector.

The Plug&Play small-format personalization area had a great response with its new space layout. Almost 1,500 online orders were received and the latest personalization and marking techniques were on display. The C!Wrap area, another of the additional content spaces, attracted the attention of personalization experts, the second edition of the “C!Wrap Duels” also attracted professional visitors and distributed more than €5,000 worth of material from sponsors **Arlon, Fedrigoni Self Adhesives and Graftyp-Thyssenkrupp**, among the winners.

NEXT MEETING: C!PRINT MADRID ALONGSIDE PROMOGIFT

The next edition of C!Print Madrid will take place from **14 to 16 January 2025**. It will be **held simultaneously with Promogift**, the national reference tradeshow specialized in Advertising Gifts and Garments. This new project in collaboration with IFEMA Madrid and the sector associations AIMFAP and FYVAR, will create a macro meeting of professionals from related sectors, and will promote synergy between professionals looking for new opportunities. Until then, all the information about the C!Print Madrid tradeshow and the latest news about its exhibitors and the sector can be found on the **official website salon-cprint.es**.

[2023 Image gallery](#)

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About C!Print Madrid – Organised by SC6 Organización y Comunicación SL, a subsidiary of the International Group Infopro Digital Trade Shows, C!Print Madrid is a professional tradeshow dedicated to the printing, visual communication and personalisation sector held in Madrid. Since its first edition, in 2014, it is the annual reference event in the sector in Spain where to show innovations and trends in large and small format digital printing, textile printing, cutting, finishing, signage, POS, display, sign, etc. Distinguished by its dynamism, every year the event presents spaces with genuine content such as the Plug&Play customisation workshop, or the C!Wrap area or its nourished programme of conferences and workshops.

More information:

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