



**SERIGRAFIA
SIGN₂₀₁₇
FUTURETEXTIL**

POST SHOW

REPORT

THE EVENT

INTERACTIVE ATTRACTIONS, BUSINESS GENERATED AND ATTENDING PUBLIC EXCEEDED EXPECTATIONS

The 27th edition of **Serigrafia SIGN FutureTEXTIL**, held on July 12 to 15, at Expo Center Norte, in São Paulo, stands as the most important show for the sector in Latin America. Interactive attractions with the public, many qualified attendees with the intention of buying and a business volume, which exceeded market expectations.

“The novelties in this edition pleased and surprised exhibitors, visitors and institutions in the sector. The event was made to address the demands of an evolving market, with interactive attractions, experimentations, presentation of trends and quality technical content marking this year’s show. The large volume of business initiated at the show demonstrates the optimism of the activity sectors, providing signs of a strong recovery.”

Liliane Bortoluci, Show Director



**EVERYTHING
THAT HAPPENED
IN THIS LAST
EDITION YOU´LL
FIND OUT HERE**

THE SUCESS OF THE 27TH EDITION

WAS CONFIRMED BY

EXHIBITORS AND ATTENDEES

“ I consider Serigrafia SIGN as a milestone for the whole market, an annual meeting point, where clients and business people from all segments come to get acquainted with the novelties and mainly to close deals. We expect this edition to set a record for sales ”

Felipe Sanches, CEO da **Global Química & Moda**

“ We closed a lot of deals and our expectations were very positive, with a lot to work on after the show. We were very satisfied with the outcomes and the organization when we left the show. We had great progress this year compared to previous ones. ”

Luciara Lopes de Souza, **Epson**

“ Serigrafia Sign is a show I’ve known for many years, it is an opportunity to innovate and this year was no different. Lots of new stuff! I came from the countryside of Bahia once again to seek knowledge and close new business deals! ”

Manoel Messias, **ArtDesign (Serigrafia)**

“ We went to the show to do business. We are already studying equipment we want to buy and close a deal on. A great show, many exhibitors. Congratulations to the organization. ”

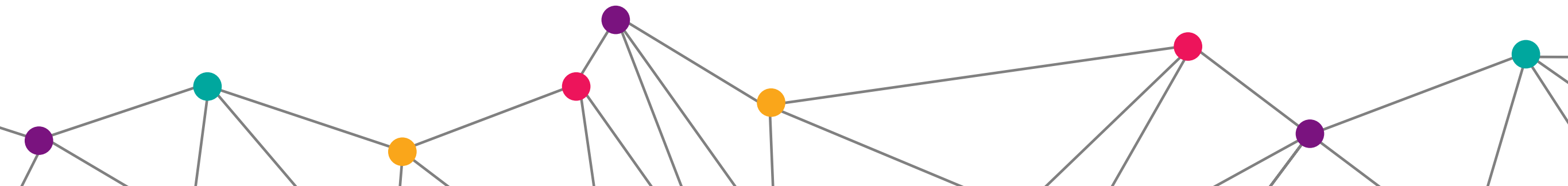
Luiz Perrella, **Midas Comunicação Visual**

91%

of the exhibitors have the intention of **coming back** for the next edition

80%

considered **Serigrafia SIGN FutureTEXTIL** the **most complete** show in the printing and visual communication sector in Latin America



ATTRACTIONS

DECOR EXPRESS



Interior decoration undergoes a growing movement of customization, versatility and individualization. Therefore, the evolution of digital printing and new substrates, offers a wide variety of options for this segment. The trade show presented 4 decorated residential environments, signed by an interior designer, using the infinite possibilities that substrates, inks and equipment offer with total freedom of creation, and with the possibility of production on a smaller scale. By 2018 we are already underway with a commercial decoration project, including expanding the mix of substrates and products used in the environment.

**PROJECT
CURATOR:**

BIANKA
MUGNATTO
DESIGN DE INTERIORES

SPONSORSHIP:

antalisTM
Just ask Antalis

APLKE[®]
AUTO-ADESIVOS

imprimax[®]
AUTO-ADESIVOS



Roland[®]

ATTRACTIONS

The digital textile printing circuit, combined knowledge, experimentation and inspiration, presenting the step-by-step production of a digital textile printing, from the definition and preparation of the image to be printed, fabric preparation, choosing the best technology printing and its respective equipment, also considering the finishing of the fabric or the piece and the delivery of the finished product to fashion, decoration and footwear sectors.

FUTURE TEXTIL

**PROJECT
CURATOR:**



ArtZone Arte & Tecnologia
Desde 1988 trabalhando com Arte

SUPPORT:

PANTONE®



ATTRACTIONS

SERIGRAFIA
EM
ação



A creative workshop with practical demonstrations of the whole screen-printing process, the "Screen printing in action tour", presented the whole screen-printing process, which includes the preparation of final preparation, photolith, development and engraving of matrix with distinguished effects.

PROJECT PARTNERS:



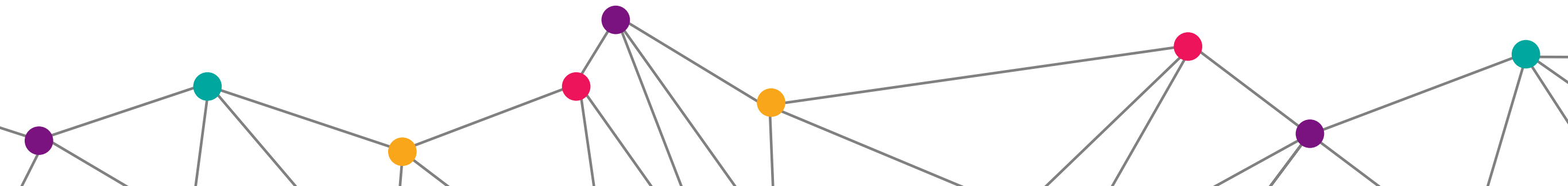
ATTRACTIONS

There were 4 intense days of content, with more than 30 renowned speakers, innovative themes and successful cases on the markets presented at the trade show. The Forum was dedicated to lectures, debates and practical cases about digital textile printing, sublimation, rigid and flexible substrate diversity, the future of the visual communication market, planning, cash flow, entrepreneurship and management, among other topics.

SPONSORSHIP:

APLKE
AUTO-ADESIVOS

spgprints



ATTRACTIONS



ARENA TÉCNICA

Lectures that provided opportunity to update and knowledge of the new technologies, launches and solutions that the exhibitors from the trade show have shown.



ARENA DO CONHECIMENTO

Application tips and techniques connected to the enveloping world, changing of colors, visual communication and protection of ink.



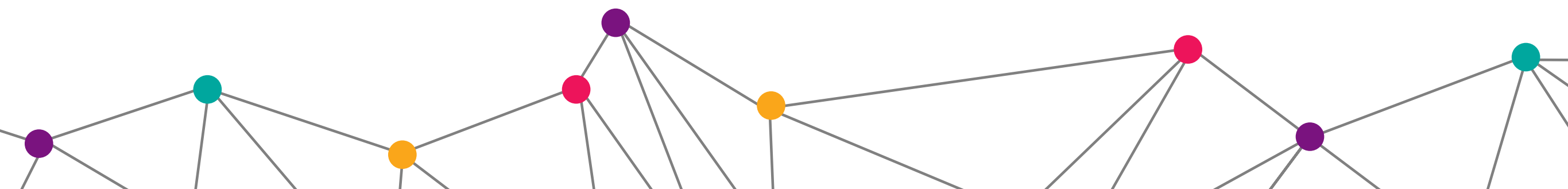
SEBRAE MÓVEL

Business diagnosis with an action plan to improve the business of small and medium-sized enterprises.



FIESP/ABIGRAF/ SINDIGRAF / CREDIT ROOM

The best and most adequate funding lines for companies.



SUPPORT AND PARTNERSHIP

33

PARTNERSHIPS

established with
national and
international medias
and associations

SUPPORT:



MEDIA PARTNERS:



NUMBERS

36.000
VISITORS

600
BRANDS



25.000
SQM

91%

Of visitors consider **Serigrafia SignFutureTEXTIL** as the trade show with the best business opportunities in the printing and visual communication sectors

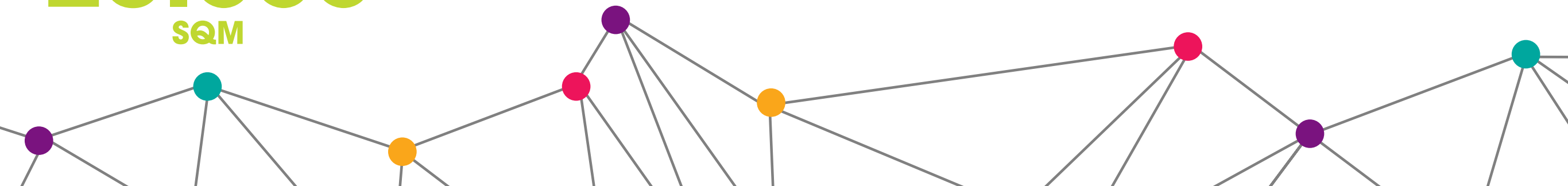
RODADA DE NEGÓCIOS



10
EXHIBITOR
COMPANIES

41
BUYERS FROM
ALL OVER BRAZIL

FORECAST OF **9,3** MILLION
IN BUSINESS



DIGITAL - DISCLOSURE

CONTENT IS FOCUSED AND
INTENSIFIED ON SOCIAL MEDIA

- **DAILY** publications
- Qualified **CONTENT** about management, innovations, trends and novelties at the show



35.965
views



34.000
followers



3.860
followers

BLOG

Exclusive content focused on printing for the screen-printing, visual and textile markets, as well as trends, management and opportunities in the segment.

92 Articles
Published

89.800 Hits

2.617 Downloads

ESPONTENOUS DISCLOSURE AND RADIO

34

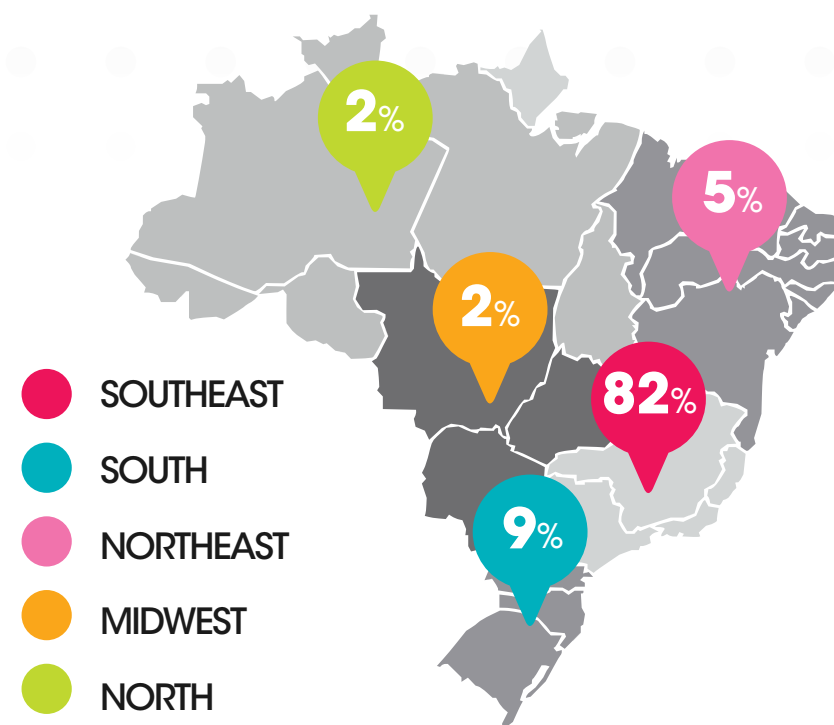
JOURNALISTS

257

PUBLICATIONS



VISITORS BY LOCATION

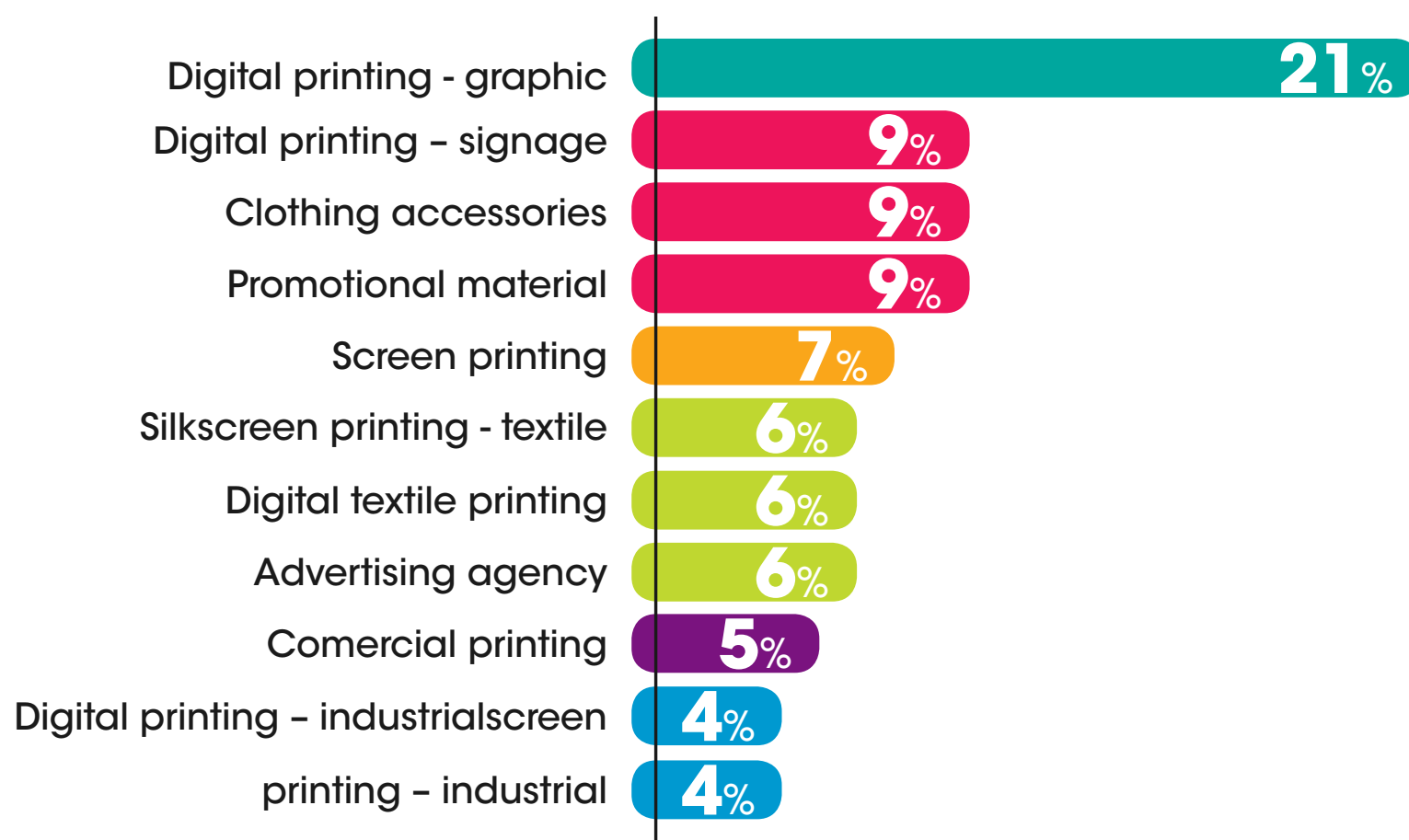


PRESENT COUNTRIES

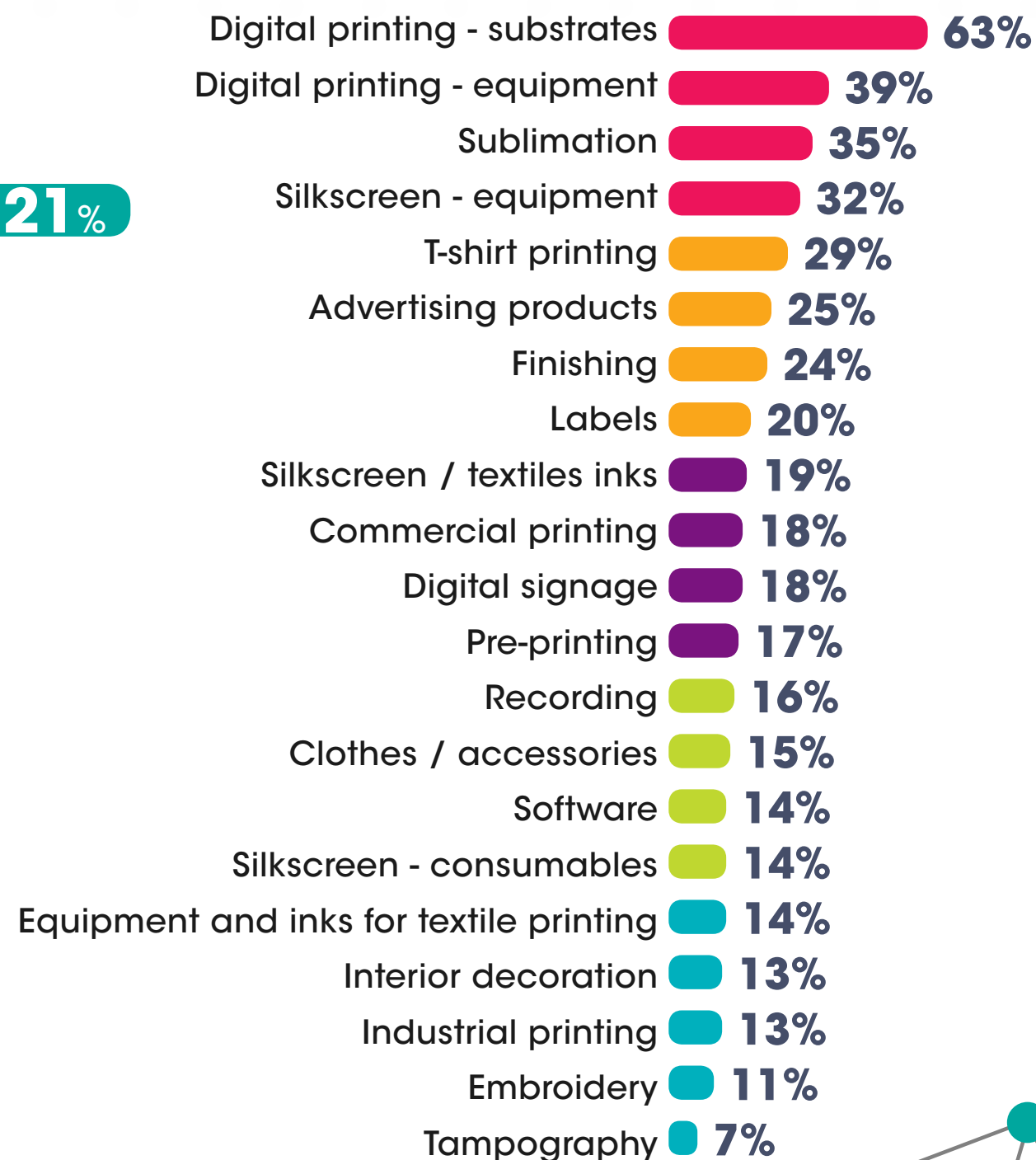
ARGENTINA ■ BOLIVIA ■ CANADA
CHILE ■ CHINA ■ COLOMBIA
DOMINICAN REPUBLIC ■ ECUADOR
GERMANY ■ JAPAN ■ MEXICO
PARAGUAY ■ PERU ■ PORTUGAL
SOUTH KOREA ■ SPAIN ■ UNITED STATES
UNITED KINGDOM ■ VENEZUELA
AMONG OTHERS

VISITORS PROFILE

MAIN SEGMENTS



WHAT DO VISITORS SEEK





**SERIGRAFIA
SIGN 2018
FUTURETEXTIL**

TRADITION IN PRINTING RESULTS

JULY
25TH TO 28TH

1PM TO 8PM
SATURDAY, 10AM TO 5PM

2018

EXPO CENTER NORTE | SP - BRAZIL

The show is organized by **Informa Exhibitions**, the largest event, conference and training organizer in the world with 28 years of tradition.

www.serigrafiasign.com.br

informa
exhibitions

ABOUT INFORMA EXHIBITIONS

Informa Exhibitions is a business unit of the Informa Group, the largest publicly traded event, conference and training organizer in the world, with securities traded in the London Stock Exchange. The group has 100 offices in 40 countries, and has about 9000 employees around the world. In the last four years, Informa Exhibitions invested around R\$ 400 million in Brazil in the acquisition of events, brands and titles in the exhibition and trade show segment. The company has offices in São Paulo (headquarters) and Curitiba and around 230 professionals, as well as an event portfolio, which includes events such as Agrishow, Fispal Tecnologia, Fispal Food Service, ForMóbile, FutureCom, ABF Franchising Expo, Feimec, ExpoMafe, Plástico Brasil, High Design, among others, producing a total of 23 sectorial shows.

www.informaexhibitions.com.br