

## Technical Datasheet

DIGICOM 2022 Digital Printing and Visual Communication Fair

**DATES** From the 20<sup>th</sup> to the 22<sup>nd</sup> of September 2022

**PLACE** Pavilion 10 of the IFEMA MADRID Fair Complex

**TIMES** From 10:00h to 19:00h, and to 16:00h on the last day of the Fair

**EDITION** Third

**TYPE** Exclusively professional

**COMPANIES**

**AND BRANDS** Over 50 exhibitors and more than 150 brands

**PROFESSIONALS** Advertisers; Visual Communication; Decorators; Designers; Distributors; Photographers; Printers; Interior Designers; Publicists; Sign Makers; Screen Printers.

**SECTORS** Packaging & Labelling; Finishing and transformation systems; Printing services and print centres; 3D Printing; Printing media and consumables; Digital Signage; Sublimation and thermal transfer equipment; Digital printing equipment; Displays / Point-of-Sale Advertising; Printing and management software.

**ORGANISERS** IFEMA MADRID and eWORLD

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## **DIGICOM 2022, the fair of reference in the graphic industries sector**

**A total of 50 exhibitors and 150 brands come together at the IFEMA MADRID Fair Complex, from the 20<sup>th</sup> to the 22<sup>nd</sup> of September 2022**

**Madrid, 15 September 2022.-** The Digital Printing and Visual Communication Fair, DIGICOM 2023, the leader in that sector in the Iberian Peninsula, returns to Madrid with the aim of offering a new concept in fairs, focussed on the most innovative solutions in the graphics industry. From the 20<sup>th</sup> to the 23<sup>rd</sup> of September, a total of 50 exhibitors and 150 brands will come together in Pavilion 10 of the IFEMA MADRID Fair complex (10,000 m<sup>2</sup> of exhibition space), to show professionals the latest technological innovations and trends in the sector, in a space which is innovative, comfortable and accessible for visitors and exhibitors alike.

Roland, EPSON, Mimaki, Swissqprint, Imprimio, Sawgrass, Fujifilm, Textek, Rotutex, Matica, Evolis, Afford, Brother, Mutoh, among other leading brands, will be present at DIGICOM 2022.

The event has a programme of talks, with the participation of experts in the sector, who will outline the latest innovations in the sphere of digital printing applications: from 3D printing, with its multiple applications (medical, technological, decorative, industrial...), to the best in textile printing, with the most advanced sublimation techniques, which are considerably increasing the purchasing power of the sector.

*"Fairs play a key role in the recovery of the sector. They are the meeting point where projects are born and forged. We hope that DIGICOM reaches the largest possible number of professionals in the printing sector",* explains Agustín Torres, Co-director of DIGICOM.

### **Why attend DIGICOM?**

This forthcoming edition of DIGICOM will offer contents of particular importance for the updating of companies in the sector. Its points of interest will include an area for demonstration of the vinyl printing of vehicles by HEXIS, one of the leading references in the manufacture of adhesive films for visual communication, signage and the protection of surfaces. In that new area, people will be able to watch demonstrations of the latest techniques in the application of vinyls onto the bodies of vehicles.

In addition, in this edition, DIGICOM launches the new RetailLab area, in collaboration with the AER, the Spanish Retail Association, which will feature 150 leading retail companies in Spain. Over two days, there will be a number of round tables and talks, which will explore aspects in Retail, Communication and Marketing at the point of sale.

DIGICOM is clearly growing compared to previous editions. This year, it will include a "Digital Textile Show Room" in collaboration with the 3-Print Group, the official distributor of Kornit Digital. In that new space, visitors will be able to find out about the latest technological innovations in digital and environmentally-clean solutions for the textile industry. They will be able to see the latest in applications for DTG and spools: direct printing without pre-treatments, water-based pigmented inks, vibrant colours (CMYK, RED, GREEN, WHITE and NEON), white printing onto coloured fabrics on spools.

In addition, DIGICOM is organising the first presentation ceremony of the DIGIAWARDS (Wednesday 21 September at 19:00h, in the VIP Lounge, Pavilion 10). The principal aim of those awards is the dissemination and public recognition of the work of companies in the digital printing sector in Spain. They are a reward for the dedication, innovation, development and excellence of the winning companies.

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