

Print global issues debated

The World Print and Communication Forum (WPCF) will hold their first stakeholders meeting in Chicago, USA, in the lead up to the World Print and Communication Congress (WPC 8) to be held in South Africa, from the 24 - 28 January 2005.

The WPCF, an association representing the globe's major trans-national and regional printing associations focused on forming a single global exchange platform for the printing and communications industry, will meet to discuss a number of global issues affecting the industry.

President of the WPCF and Chief Executive of the Printing Industries Federation of South Africa, Chris Sykes, said that the purpose of the forum is forecast to raise the profile of print in the eyes of advertisers, publishers and users of print, and to address issues of mutual concern. He added that the overall strategic intent of the forum is to involve all stakeholders in addressing issues such as over-capacity, return on investment and growth.

"Print is one of the most cost effective media, and the WPCF wants to ensure that users and potential users of print are aware of the value print offers. Print has moved into the digital era although, as the PIA has coined the phrase, it is 'the original information technology,' and it is vital that it remains the medium of choice in communications," says Sykes.

One of the WPCF's roles is to stage regular world congresses to analyse market trends, business opportunities and to raise issues of global importance within the print and communications industry. Sykes added that, aside from the importance of running congresses, the WPCF has a broader vision, "its role is to reiterate the importance of the power of print to all stakeholders across the globe," he said.

WPCF represents the following global printing organisations, including; The Printing Industries of America representing North America, Conlatingraf representing South America, Integraf representing 26 countries across Europe, Japan Federation of Printing Industries, Printing Industries Association of Australia, All Inks Federation of Master Printers, Hong Kong Printers Association, Printing Technology Association of China, South Korean Printers Association and the Printing Industries Federation of South Africa.

Representatives from all the above printing organisations will meet in Chicago, USA on the 14th October 2004 for the first time since the registration of the WPCF as an international association. Global industry issues will be discussed and the vision of the organisation defined, in the lead up to WPC 8, to be hosted in South Africa at the International Convention Centre in Cape Town, in January 2005.

The WPCF has extended an invitation to key associate members including Sappi, Heidelberg, MAN Rolar Kodak, Antalis, Hewlett Packard and Muller Martini to attend the meeting in Chicago. Their attendance will ensure that the views of leading global industry players will be taken into consideration in the identification of critical areas and that this will set the platform for the future of the global printing industry in promoting the value and importance of print.

For further information on WPC 8, please visit the congress website at www.wpc8.com

For more, visit: <https://www.bizcommunity.com>