



NPES news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

Dynamic Agendas Set for Regional Roadshows

With NPES's Regional Roadshows ready to kick off in Chicago on January 17th, programs are set, speakers have been assembled, and a good number of member registrations have come in as of press time. The one-day Roadshow meetings will continue in Teaneck, New Jersey on January 19th, Hartford, Connecticut on January 24th, and Dayton, Ohio on January 26th.

Headlining each event, an all-star panel of regional printing company leaders will engage in dialogue with NPES members about the trends influencing their customer base, the ways their business models are evolving, what's driving



Kevin Kalagher

their investments in new technologies, and what they need most from the vendor community to thrive in a changing graphic communications world.

The roster of executives who will be participating on these panels reads like a "Who's Who" in the printing industry. A brief sampling includes:

Kevin Kalagher, CEO of **Finlay Printing** in Hartford Connecticut. Under Kalagher's leadership, 130-year old Finlay has evolved into a \$24 million national marketing service provider delivering digital asset management, design, on-line ordering systems, sales automation systems, variable data printing, digital printing,

quality sheetfed printing, fulfillment and mailing.

Joe Novak, President and owner of **BFC** in Batavia, Illinois. BFC's services include digital printing, variable data printing, inventory management and fulfillment services, online management systems and direct mail. Under Novak's leadership, the company has sustained annual growth rates exceeding 15 percent to its present revenue of \$23 million.

Vincent Pinzone, Senior VP and General Manager for **Sandy Alexander, Inc.** A 46-year veteran of the industry, Pinzone has held many technical and managerial positions in sheetfed and web printing. Sandy Alexander maintains two production facilities serving the high-end needs of clients in corporate communications, cosmetics, pharmaceuticals, automotive, advertising, and other industries. The company's Florida plant is a dedicated in-line printing facility with extensive ink-jet and direct mail capabilities.

Gary Samuels, Managing Director of **Pictorial Offset**



Gary Samuels

Corporation in Carlstadt, New Jersey. An acknowledged leader in addressing environmental issues affecting commercial printing for over 25 years, \$80 million Pictorial is the largest privately-owned, single-facility commercial printer in the U.S., serving many of the Fortune 500 corporations. Mr. Samuels has led Pictorial Offset to be the first commercial printer in the world to simultaneously achieve ISO9001:2000 (quality) and ISO 14001 (environmental) registration.

A full listing of the printer panelists for the four Roadshow meetings can be found at www.npes.org.

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chairman's perspective

Thomas Saggiomo

NPES Chair

President, Agfa Graphics NAFTA

A New Year...



First of all, please accept my best wishes for a healthy, happy, and prosperous 2007. If you are like most of us, you have been busy thinking about how to make the New Year a better one.

The mental activity I refer to usually takes the form of the "resolution" ritual. It begins with a retrospective look at the year that has just passed and a review of areas where we desire to do better. This includes taking better care of yourself, better care of your family, and better care of your business.

The ritual for self improvement includes commitments to regular exercise, better diet, or finally paying attention to that long ignored hobby or interest. The fact is that many of us act on our commitments and put a plan into action. A good example is the health club industry, where there is an annual spike in memberships in January.

On the family and friends side of making things

better, we vow to debunk the "quality time" myth. It is true that time spent with spouse or partner, children or grandchildren, should be quality time but we know that there should also be a requirement for the quantity of time that is spent together.

Finally on the business side of better, many of us strive to be leaders, not just managers, to pay attention to the things in our business that matter most to success, and to be decisive and stop procrastinating on hard decisions.

I am certain that some, if not all of this sounds familiar; now for the reality of the situation. Most of us are well intentioned. We begin with our list of things to do but after a few short months we allow the rigors of everyday life to swamp our best intentions. These "daily chores" get in the way of our resolutions to do "better." So what is one to do? Give up and wait for the next round of New Years resolutions? Never!

The answer lies in a few simple approaches. The first step is to focus on the real issues. Accept the fact that you won't be able to do everything. Second and most important is to be open and honest with yourself, in a sense do a reality check on what is possible and what you are really committed to doing. The next step is to make a detailed plan on how you expect to achieve your goals. Finally, as you work your plan, be prepared for mid course corrections, they will always be needed.

As for our NPES 2007 resolutions, we are no different than the rest. We are busy making plans to do better. Our focus in 2007 will be to continue the good work already in progress while looking for new

opportunities to create an even better association for our members.

In the coming year, we will focus on three key areas. The first is to provide more opportunities for you to benefit from NPES membership. For example, we will deliver programs like the Regional Roadshows taking place this month in four of our most highly member-concentrated areas (Chicago, NY/NJ, Ohio, and Connecticut). The strong content of these Roadshows provides members with a boost of industry knowledge and networking value, in a convenient setting close to home.

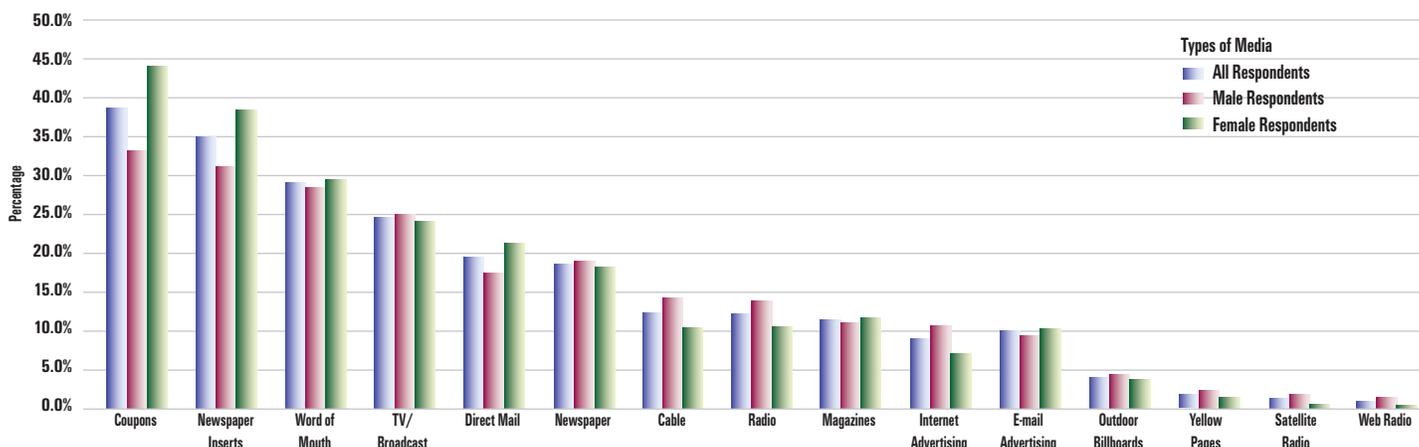
Second, we will work to deliver more relevant and timely market data to help you run your business. Our recent member surveys tell us that data and research are the most valued of our services so we plan to make them better and more user friendly.

Finally, we will continue to engage with you, in order to learn AND deliver what you need to run your business. New programs like the Leadership Forums will leverage networking while being sensitive to your time by combining and centralizing important conferences such as Print Outlook and our PRIMIR workshops.

As Chairman, I offer my full support along with that of the Executive Committee and the Board of Directors to assist our leadership team in continuing to make NPES a stronger more responsive association.

Happy New Year! ●

Print Tops Media Influencing Shopping at Retail Stores



Source: Retail Advertising and Marketing Association, a division of the National Retail Federation



Joe Novak

Our thanks and appreciation are extended to three PIA/GATF local affiliate executives who helped assemble the panels:

Polly Jensen (Printing Industry of Illinois/Indiana Association); **Jim Tepper** (Printing Industries of New England), and **Jim Cunningham** (Printing Industries Association of Northern Kentucky and Ohio); as well as **Joe Truncale**, President of NAPL, who will moderate the New Jersey panel.

Adding another important dimension to the program, renowned consultant **Carl Henry** will be on hand to impart a system of selling and customer service skills that virtually anyone in an NPES member company can benefit from.



Carl Henry

Sales is the engine of success in business, and everyone in an organization – from the CEO to the company receptionist – has a stake in selling and customer care. Carl Henry's Modern Selling System shares steps and strategies for sales success,

imparting a common language and set of dynamic processes that can unite every member of an organization around a vision of winning new customers and keeping them close.

"Many companies don't use a common sales language or follow a process," says Henry. "What they often do is wing it, shoot from the hip or try to do what comes naturally. You see a lot of symptoms; for instance, when salespeople impulsively reduce prices when they shouldn't have to, they are really just skipping over essentials and operating without a plan. My system forces people to pay attention to a precise set of steps in the selling process. When applied correctly, this process can make things much more efficient and productive, and even reduce the amount of time it normally takes to sell a product. When you have a lot of salespeople out in the field and can reduce their selling cycle time from a year to ten months or a month to 25 days, the results can be pretty amazing."

Henry, who has taught his Modern Selling System to companies in industries as diverse as capital goods manufacturing, engineering, transportation, health care, and finance, stresses that selling doesn't begin and end with salespeople. "A wide variety of people in the company have touchpoints into the customer," he says. "Even if they aren't directly selling, they are extending some care and feeding to the relationship. By serving customers well and exceeding their expectations, you're earning the right to ask for more business."

*Interested in registering to attend one of the Roadshow meetings? Visit www.npes.org for details, or call communications assistant **Darcy Harris** at (703) 264-7217. ●*



to headline NPES Industry Summit March 27-28 in Chicago

The 26th edition of the printing, publishing and converting industries' foremost annual economic and marketing conference, Print Outlook®, will be held March 27-28 at the Fairmont Hotel in Chicago, IL. The conference will be held during the 2007 NPES Industry Summit, a three and a half day mega-event which combines Print Outlook with three other popular NPES meetings – the PRIMIR Spring Meeting, NPES Market Data Committee Meeting, and the NPES Board of Directors Meeting.

The theme for Print Outlook 2007 will be "**Print's Role in the Modern Media Mix**" and will feature an all-star team of graphic arts experts, including keynote speaker **Dr. Joe Webb**, who will take an insightful look back at 2006 and introduce his 2007 forecast for print and modern media. Also confirmed to speak are:

Hot Markets for Print in 2007

Vincent Mallardi

Chairman, Printing Brokerage/Buyers Association

Outlook for Printing and Publishing in 2007

Dr. Ronnie Davis

Chief Economist, PIA/GATF

Outlook for the Economy in 2007 & 2008

Michael Evans

NPES Consulting Economist

Outlook for Commercial Printing

Joe Truncale

President, NAPL

Outlook for Direct Mail

Dr. Peter Johnson (invited)

VP Research and Market Intelligence, Direct Marketing Association

New for 2007! Print Outlook will introduce a special **Demand Specifier Panel** moderated by **Bill Esler**, editor of *Graphic Arts Monthly*. This provocative and interactive panel discussion will feature top industry print and media buyers, offering a fresh perspective on our industry and print's role in the mix of new communications.

Who Should Attend? Print Outlook is designed for *any* executive or manager who is interested in the future of the printing industry. Attendees will learn the facts about new and changing markets, growth rates, and the risks facing the print industry in 2007, as well as trends and forecasts needed to implement your company's strategies.

Apart from its array of excellent educational presentations, Print Outlook also offers unbeatable networking opportunities. Each year, the conference consistently attracts senior management from companies across the printing gamut who come to gather, learn and share their opinions.

Mark your calendars now for March 27-28 and plan to attend!

Since taking the helm as President/COO of Baldwin Technology in the summer of 2005, Karl Puehringer has been active in shaping the company's strategy for the future while enhancing its relations with customers and OEM partners today. Born and educated in Austria, he began his career as an engineer and grew into global business and manufacturing positions within a variety of industries in Europe, Mexico, and Indonesia. In 2001, a few years after earning his Master's degree in an intensive executive program at the Stanford Graduate Business School, Puehringer joined the printing industry as global VP of manufacturing for Baldwin, and later headed up the company's European operations. I met with him for some conversation at Baldwin's corporate office in Shelton, Connecticut in December. —Doug Sprei



Suppliers and printers are all concerned about fluctuations in the marketplace for print media in every form: newspapers, catalogues, direct mail, packaging, and so forth. Obviously you see these trends affecting end users at your customer sites; how does that affect your outlook and forecasting?

I keep coming back to a slide that NPES Chairman Tom Saggiomo shared with us at the Annual Conference in November. It was about how GDP growth stopped relating to the printing industry, and I think of it as a wake-up call. Our industry for a long time followed the track of GDP; it was pretty predictable in terms of market size and in terms of growth rate. That picture completely changed in the mid-90s with new media coming in, internet, and young people looking at different ways of information dissemination. These are completely new dynamics. On top of that you had the recession of 2000-2001 when suddenly the industry went south. Even if you had some remaining GDP growth, the printing industry really declined.

That's actually the time when I joined the industry, and it was a price war, there was over-capacity on the equipment side – very tough competition. But the wake up call was, I think, really healthy. Together we all understood what was important: to improve the productivity, efficiency, and quality of print, and also to become more flexible in terms of customer demands. And improvement of the appearance and attractiveness of printed materials – that is what you currently see ongoing now.

Part of Baldwin's business model is based on relationships with OEM press manufacturers, which means the end user is being served by two companies

even while one serves as the active interface. How do you stay in lockstep with your OEMs so that the end user is fully satisfied?

As it relates to OEM customers, we are mainly focused on three German suppliers, several Japanese suppliers and a U.S. based supplier. I am personally involved, and what we are doing first of all is implementing a system of key account management. That means identifying a clear interface between us and the OEM press manufacturers to serve their needs in every aspect and to stay always very close to them.

Secondly, we work to make the experience with the OEM press manufacturer a seamless experience. That means integrating our equipment with their press controls, and integrating the business relationship through the entire value chain. Then whenever an OEM press is ready for final assembly, it's all about executing quality and just-in-time delivery based on agreements we have with them.

I would think that your just-in-time delivery has to be tightly synchronized with theirs.

Very much synchronized, absolutely. The press manufacturer needs a completely reliable partner and source. They exchange detailed forecasts with us. You don't want to be late or not at the quality they expect, and you certainly don't want to hold up a large printing press installation over a smaller piece of equipment.

One
on
One

Karl Puehringer

Another component is then supporting all of the above with a global sales and service infrastructure. The press manufacturer relies on our support for the start-up of the press, adjustment and improvements. That being said, we are working more and more to train the OEMs' own service teams so they can cover on-site work as it relates to our components with the aim to take cost out of the value chain. There is a trend these days where installation, start-up and servicing are being done more often by the press manufacturers covering our own equipment as well as theirs. So that's also a growing part of our relationship with them.

As you also deal directly with end customers, I would imagine that you are able to translate much of the feedback you get from the OEMs into overall product improvement for everyone.

Yes, one result of the balance between our "push" through OEM press manufacturers and "pull" through the printers and publishers is continuous product development. That means continuously improving the impact of our equipment on the productivity and efficiency of presses and also on the quality of print, which is important mainly for the printers, but also important for the OEMs as a value proposition.

Can you explain the push and pull concept a little more?

The "push" is mainly standardized accessories and controls being part of a printing press. One example is when you are buying a sheetfed press with automatic blanket cleaning, very often without even talking to Baldwin directly; you select it as almost a standard option. Baldwin then becomes automatically part of that sale, fully integrated and supported on a global basis. You could say that in such a case Baldwin's accessories and controls are being "pushed" out into the marketplace with that sale of a printing press.

One example of the "pull" approach would be on the newspaper side, when we go directly to a printer and/or a publisher to negotiate an accessories and controls package – because we are convinced that

Globally we are looking at a huge market with lots of room for improvements in terms of the efficiencies and productivity we are focused on."

we can provide additional value to them. You are talking less waste, shorter make-readies, faster turnaround, and improvements in the quality of print. That's what it's all about when we talk to the printers, who are then either buying our products and services directly from us or are demanding it from the OEM press manufacturer. That's the "pull".

As the new president/COO of Baldwin, you've entered into a level of responsibility going beyond manufacturing into marketing, and direct rapport with customers and OEM partners. With the whole field to navigate now, how has the learning process been going?

I was exposed to sales and marketing during my times in Mexico and Indonesia and had a lot of OEM type of relationships already, but to be honest you never stop learning. You always try to keep up with new ideas, watch what our customers and competitors are doing, and learn from them. And last but not least, looking "beyond the border." I have the benefit of being not only printing industry-centric but having exposure to other industries and companies. The automotive supply industry is one example; they have been exposed to significant price and competitive pressures and had to significantly increase their own productivity. You try to collect best practices from various fields and apply them wherever you can.

Based on what you see in the industry, what will be your strategic direction over the next two to five years?

We have defined our space being accessories and controls, equipment and related consumables. To do that we will remain focused on the value add that we can provide on one side to printers and publishers, and on the other side to the OEM press manufacturers.

Doing that on a global basis means we need to leverage our global infrastructure, and therefore alliances and acquisitions are a very important part of our strategy. That leads me to say how excited we are about the Oxy-Dry acquisition we closed in November and are now working to integrate into the Baldwin group. Oxy-Dry's technology further expands our cleaning portfolio, and positions us as a full global solution provider in the arena of cleaning as it relates to offset printing presses, and also to the flexographic market. That is part of our strategy, and how we want to grow our business going forward.

We also signed two important alliances a little more than a year ago. One was on the web cleaning side with a German manufacturer called Hildebrand Systeme; another was with Prisco, one of the pressroom consumable leaders in the United States. And recently we have also joined forces with Robatech, a Swiss-based gluing technology manufacturer, so we are now offering on an exclusive basis gluing devices for commercial offset presses. All of these arrangements are working out well to benefit both parties, and that's the key to any good alliance.

It sounds like you're maintaining an optimistic outlook on print's future.

Well, as you can see, print is back to a healthy growth rate. And now you even hear about internet companies looking at investments on the print side, because they really see that as a combined media stream – for example, as we heard at the Annual Conference, VistaPrint is combining the internet front end with an offset printing back end. New business models are emerging, and globally we are looking at a print market of \$600 billion; it is a huge market with lots of room for improvements in terms of the efficiencies and labor productivity that we are focused on – and that brings pretty exciting opportunities for us. ●

Standards — A Strategic Business Issue

Are you overlooking a strategic business issue? You may be, if you are not involved in the development of standards that may impact your business.

Because technical participation in standards development generally yields direct and measurable progress that can be tied to a company's "bottom line" financials, such participation is easily justified. A study conducted in Europe in 1997-2000 showed that industry-wide standards not only have a

means of disseminating new ideas and technologies.

Therefore, in today's global economy, standards should be addressed as part of your company's strategic plan. Multinational agreements (such as those incorporated into the European Free Trade Agreement and the North American Free Trade Agreement, and those adopted by the European Union) are making proactive participation in the development of both national and international

take a proactive stance to standards activities.

To be effective, a company needs to identify one or more people who have, as part of their job description, responsibility for the management of the company's involvement in standards. This person must

- identify the standards development work that may impact the company;
- participate in key technical work on standards that may impact the company and its products;

and international level.

The Association administers two committees operating under the accreditation of the American National Standards Institute (ANSI) to develop national standards. The Committee for Graphic Arts Technologies Standards (CGATS) consists of several sub-committees developing and maintaining technical standards that address a variety of topics, including densitometry, process control, data exchange formats, color characterization data sets for various printing processes, color calibration, etc. The ANSI-accredited B65 Committee develops national standards relating to the safety of equipment used in the printing and binding/finishing process.

The work of both CGATS and B65 often forms the basis for, or provides significant input into, the development of international standards under the International Organization for Standardization's Technical Committee 130 (Graphic Technology). NPES administers the U.S. input into the ISO TC 130 work, and provides the convener or assistant convener to four of the five TC 130 working groups. NPES also administers two of the working groups: WG 2 (Prepress digital data exchange) and WG 5 (Safety and ergonomics).

*For information on current activities at both the national and international levels, and how you can become involved, contact **Mary Abbott**, NPES Director of Standards Programs, at (703) 264-7229 or mabbott@npes.org; or visit the NPES Standards Workroom at <http://www.npes.org/standards/workroom.html>. ●*

Competitor's Creed¹

every morning when the sun comes up, a gazelle wakes.

the gazelle knows that he must outrun the fastest lion – or he will be eaten.

when the sun comes up, a lion also wakes.

the lion knows that he must outrun the slowest gazelle – or he will starve.

the lesson is simple:

it doesn't really matter whether you are a lion or a gazelle.

when the sun comes up, you'd better be running.

¹ Camp, Clyde; *ASTM Business Link*, Spring 2002, p. 7

positive effect on the economy as a whole, but also provide benefits for individual businesses that use them as strategic market instruments.

In today's market, a company cannot wait until a standard has been published to begin to build to it. By that time, those who actively participated in the work are well along the path of integration and implementation of the standard and are ready to take it to market.

Innovation is an important factor in maintaining competitiveness and economic growth, but is of limited value unless this innovation is effectively disseminated. Standards are one

technical and safety standards a necessity. To remain competitive, many companies have recognized the importance of active participation, and have made the transition from simply using standards that were developed by others, to actively participating in the development of safety and technical standards that may directly affect them.

The basic strategic decision your company must make is whether it wants to follow standards or to actively participate in, and perhaps lead, the standards-making activity in a particular area. Whichever is chosen, a company needs to

- help to drive the standards development process to reflect the company's business interests;
- adopt and implement standards that are consistent with the company's business direction; and
- maintain a consistent, visible presence in the standards development arena.

NPES, through its management of accredited national and international committees developing standards for our industry, provides its members with a means to become actively involved in the development of industry standards, both at the national

THINKING OUTSIDE THE BOX

Pouches Offer Profits for Printers, Flexible Advantage to Retailers

When store chain Brookshire Brothers re-packaged its tamales in a “Hot N Handy Pouch” supplied by Robbie Manufacturing, the company’s tamales got hotter in more ways than one. Thanks to the new, colorful pouches, Brookshire Brothers realized an immediate sales increase for the product of 20 percent over the previous year.

Long associated with boxed rigidity, packaging is steadily becoming more flexible each year. Pouches are inundating food and beverage markets and making healthy gains in other categories such as pharmaceuticals and consumer goods. The future of the market continues to look strong. Demand for pouches in the U.S. is forecast to rise 6.3 percent annually through 2010 to \$6.5 billion, according to a recent study published by The Freedonia Group, based in Cleveland, Ohio.

Spurred on by recent technological advances in the pressroom, the appeal of pouches is multifaceted. State of the art flexography printing techniques endow packages with excellent graphics and color with a large space to print on. For brand owners, the move from a can or box to a glossy stand-up pouch can instantly improve shelf impact. The pouch’s advantage moves beyond aesthetics, however. It can also affect product taste. When StarKist Tuna first launched its product in a

“Flavor Fresh Pouch,” its research confirmed that consumers preferred the flavor of flaked tuna in a pouch by five-to-one. Sales numbers backed up the brand owner’s findings and today, pouched tuna is a supermarket staple.

Capitalizing on pouches’ major impact on the shelf-stable fish category, Bumble Bee Foods recently introduced its Prime Fillet Pink Salmon Steaks ready-to-heat and packaged in easy-open, vacuum-sealed containers. The Bumble Bee launch uses flexible packaging to capitalize on another consumer trend: pouches are being creatively employed as a tool of convenience. Whether it’s ready-to-heat meals in a pouch, a stick pouch for an on-the-go yogurt break, or a pouched snack with a re-closable zipper, flexible packaging is taking the hassle out of eating on the fly.

Perhaps the greatest asset of pouches is found in their impact on the bottom line. Pouches often cost less than rigid containers, and offer economic advantages in shipping and inventory costs. Pouches can also reduce the amount of packaging needed, which helps the wallet and the environment.

Packaging Considerations: Wide and Narrow

Both wide and narrow web converters have found opportunities within the pouch market. The majority of pouches are printed on wide web presses. For applications such as lawn care, where a large pouch is needed, wide web presses are the only choice. Narrow web converters are limited to small pouches that are less than half the size of the web (assuming they also need two or three inches for a gusset). The wide web market also captures long-run jobs and is generally more adept at handling custom jobs.

Narrow web printers have found a place in the market, however. These smaller presses are good for short-run jobs as plate costs and set-up costs are not as high. Narrow web converters have found a niche in new product launches, samples, and dry goods pouches.

Converting a package can be an intricate and involved process in comparison to other printing applications. The converter not only has



responsibility for what is printed, but also needs to make considerations for the product inside. In food applications, the inks and adhesives must follow strict performance guidelines, including low odor and suitability for pasteurization. Other considerations include testing for weak seals or contamination issues. Thin laminations require tension control to avoid stretching, and heat can also stretch the film, making it a factor to monitor.

While entering into pouch converting requires precise knowledge of substrates, inks, adhesives and their relationship to the product inside, an increasing number of converters are jumping into the action – and for good reason. According to The Freedonia Group’s projections, demand for food and beverage applications are expected to increase 6.1 percent annually through 2010 to \$5.2 billion, while non-food demand will jump nearly 7 percent per year to \$1.3 billion. Such market projections suggest that this is an opportune time for printers and converters to be thinking “outside the box.” ●



news and notes

POSTAL REFORM PASSES – FINALLY!

In a big victory for NPES members and the printing, publishing and mailing community in general, a highly unlikely end of session turn of events saw the passage of a postal reform bill (HR 6407) that had been given up for dead by almost all observers of Congress, as well as all but the most ardent of the legislation's supporters. Notwithstanding mounting odds to the contrary, before adjourning, the 109th Congress approved the measure, which is the first overhaul of the U.S. Postal Service in more than three decades.

The new postal law streamlines the Postal Service's operations, reduces its costs, and makes it more competitive. This is accomplished in part by creating a powerful Postal Regulatory Commission with authority over postage rates and the power to set prices for Postal Service products that compete with commercial delivery services. The new law also puts strict rate controls in place for the next ten years, and then gives flexibility to the new Postal Regulatory Commission. Additionally, the huge costs for postal retirees are restructured by requiring the Postal Service to use \$6 billion currently held in escrow to cover retiree health benefits, while the Treasury will bear the expense of pension benefits for postal retirees who were formerly in the military.

Thanks is due to both the House and Senate leadership for completion of this long-awaited major improvement of the nation's postal system, and is especially merited by Senators Susan Collins (R-ME), Joe Lieberman (D-CT), and Tom Carper (D-DE), along with Representatives Tom Davis (R-11-VA), Henry Waxman (D-30-CA) and John McHugh

(R-23-NY) for their determined leadership on this issue. NPES was a member of the Coalition for a Twenty-First Century Postal Service, which led the effort to modernize the nation's postal system.

For more information contact NPES Government Affairs Director **Mark J. Nuzzaco** at 703-264-7235, or e-mail mnuzzaco@npes.org.

HURLEY'S TRADE WISE DO TELL INTEL

In October the U.S. trade deficit dropped \$5.4 billion mostly from lower oil prices but also from **strong American exports** up 14% from a year earlier. Exactly what the economy needs in 2007: an export surge.

At the Asia-Pacific Economic Cooperation Summit in Hanoi, Vietnam in November, Russian Economic Development Minister German Gref and U.S. Trade Representative Susan Schwab signed an agreement that signaled talks between Moscow and Washington on **Russia's accession to the World Trade Organization** are complete.

Even without India and China, **developing countries** are growing at about 5% annually. They **will buy more machinery**, aircraft and advanced instruments—the heart of U.S. exports.

In 2000, developing countries had a total of **352 million people** in households with **incomes over \$16,000**, the World Bank estimates; **by 2030 that's projected to be 2.1 billion**.

The **global print market** was valued at US\$586 billion in 2005, **projected to grow by 2.5% in 2006 to US\$601 billion**. Since

2001, the **fastest growing markets** in the world in terms of average dollar growth have been **Russia** (27% annual growth), Romania (25%), Ukraine (23%), Turkey (18%), **China** (16%), **Brazil** (15%) and **India** (12%).

Sources: Washington Post, World Bank, PRIMIR study Worldwide Market for Print

2007 INTERNATIONAL BUSINESS DEVELOPMENT CALENDAR

NPES is committed to enhancing your company's efforts to build productive relationships in the global marketplace. Listed below is a calendar of industry events occurring across the globe in 2007. The events listed in red are key events for the year, not to be missed. Events marked with asterisks indicate that a NPES International Business Development booth and/or pavilion will be at the event.

For further information or to discuss and request services for your company at these events, please contact **Michael W. Hurley**, Director of International Trade, at (703) 264-7212 or e-mail mhurley@npes.org.

Graphics of the Americas 2007*

March 2-4, 2007
Miami Beach Convention Center
Miami Beach, Florida, USA
www.graphicsoftheamericas.com

SINO PRINT/SINO LABEL/ Printing South China 07*

March 7-10, 2007
Guangzhou International Convention Centre
Guangzhou, CHINA
www.2456.com/printing

Print China 2007*

April 10-14, 2007
Guangdong Modern Int'l Expo Center

Dongguan City, Guangdong Province, CHINA
E-mail: jameswang@ciec.com.hk

Third Environmental Printing Technology Conference

April 22, 2007 (date to be confirmed)
NPES Shanghai Training and Demo Center
Shanghai, CHINA
www.meihu.com.cn

Hong Kong International Printing & Packaging Fair 2007*

April 28-May 1, 2007
Asia World Expo, International Airport
HONG KONG
www.hkprintpackfair.com

Expografica 2007*

May 4-7, 2007
Centro Banamex
Mexico City, MEXICO
E-mail: direccion_gral@anidigraf.com.mx ●

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