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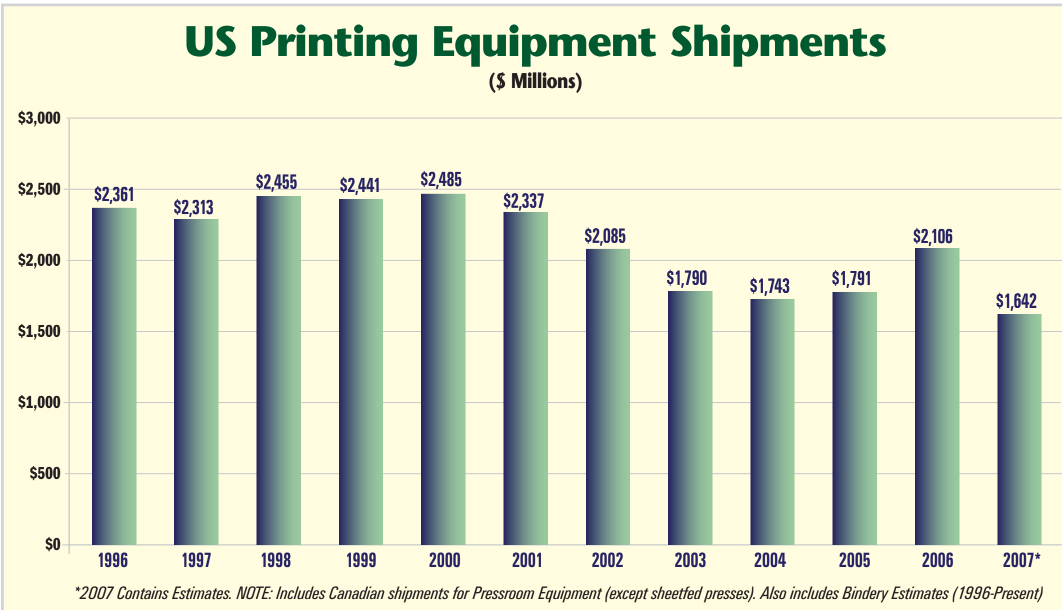
NPES 75 ANNIVERSARY

news

THE ASSOCIATION FOR SUPPLIERS OF PRINTING, PUBLISHING AND CONVERTING TECHNOLOGIES

Preliminary 4th Quarter U.S. Market Data Shows Upturn

Fourth quarter equipment data from the NPES market data program came in at $445.1 million which was up 12.3% over the 3rd quarter. Traditionally, the 4th quarter is the strongest and 2007 followed form. NPES equipment data includes prepress, press and post-press equipment but there is no digital press data included in the report. The NPES program collects U.S. shipments of equipment and supply products. Despite the fact that the U.S. is the largest market in the world, with the weakness of the dollar, many NPES members are seeing exports becoming a higher percentage of their total sales. For many members, the booming export market is balancing the declining U.S. situation.



Despite the 4th quarter upturn, 2007 ended down over 22% from the strong equipment shipment levels of 2006. Although there was much optimism at the beginning of 2007 the deteriorating economy, high energy costs and the credit crunch appears to have taken its toll on U.S. shipments of printing equipment. The obvious question is whether or not the economy has slipped into recession and, if so, what impact that will have on members' U.S. sales going into 2008. The quarterly results are as follows:

2007 U.S. Equipment Shipments *(millions)*

1st quarter	$400.0
2nd quarter	$400.8
3rd quarter	$396.2
4th quarter	$445.1

U.S. equipment shipments totaled $1.642 billion which was down from the 2006 level of $2.106 billion. Although down 10% from 2006 levels, sheetfed press shipments totaled $731 million which was the second highest total since 2000. Other bright spots for equipment shipments were paper cutters which increased 10.8% at $28.5 million, and metal platesetters which came in at $178.3 million, up 22% over 2006 levels.

U.S. Graphic Arts Supplies shipments, which include film, plates, proofing products and the related chemistry, totaled

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INSIDE:

president's perspective

Skating to Where the Puck (Business) Will Be

Many of you probably remember from many years ago how hockey great Wayne Gretzky responded to a reporter's question when asked, "What makes you so good?" His now oft-cited quote was, "I skate to where the puck is *going* to be, not to where it has *been*."

During the past 45 days, I have had the opportunity to hear a number of printer panels — 15 to be exact — at five NPES Regional Meetings in late January, and several more at other industry events. A common theme echoed among today's successful printers is that they, too, are "skating" to where the business is going! And you know where that is — digital, VDP, database management, marketing services, design, wide format, inkjet, printed electronics, to name a few. For the really bold, you might even call it cradle-to-grave marketing services. It's a transition game and they all know it. Very few, if any, are giving up their traditional business. Instead, they are augmenting their core offerings with new business that provides great potential to grow sales and provide better margins. This transition also creates a "stickiness" to their customers which is hard to achieve with a commodity print sale.

When asked about their businesses, an overwhelming majority of successful printers are reporting great opportunities in database management. This issue struck a chord with me as here at NPES we struggle to effectively utilize our database to do VDP for personalized mailings to you, our members. Our ability to target you is in direct proportion to our confidence in the accuracy of our database. This same issue appears to be a common challenge among the many companies we all serve.

A print company CEO recently stated during one of our Regional Meetings

Ralph Nappi
NPES President

that, "We are not selling print jobs, we are selling make readies." Another print CEO (who was having great success with his VDP activities) when asked how he describes his business to his neighbors replied, "We are a marketing company that happens to print."

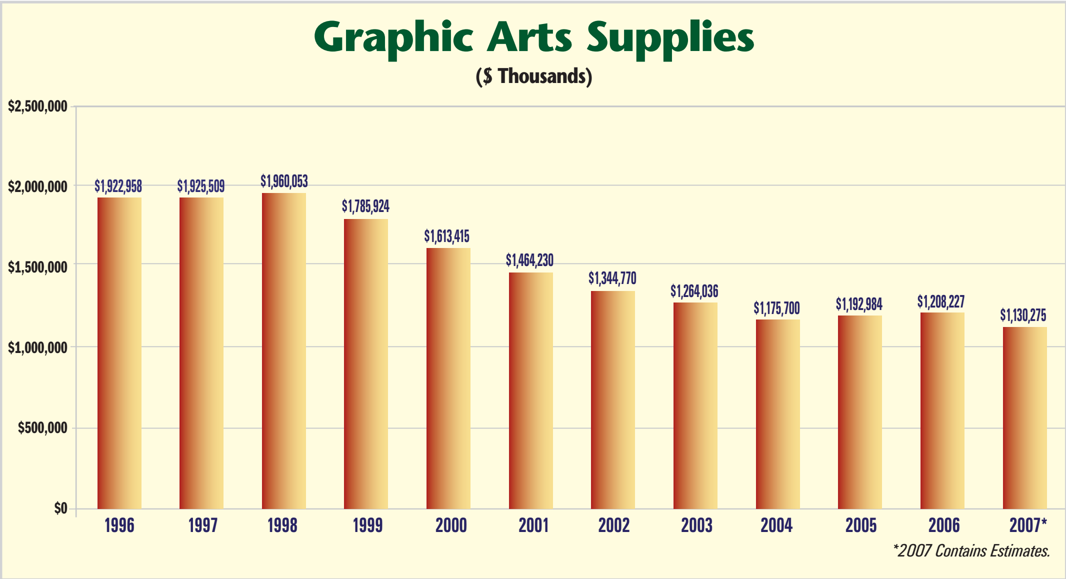
Our industry's sales leaders, even in these tentative times, are recognizing successes in many new areas, but not to the exclusion of their traditional processes. If a customer wants promotional products, such as coffee mugs or pens, or a trans-promo piece, or a wide format sign — the answer is "YES" *and* we can design, manage, warehouse and fulfill the order as well. They might also say, "By the way, let us help you develop a plan on how this fits into your overall marketing direction."

So what do these examples mean to us as industry suppliers? We need to be executing the same "skating" techniques as our customers. While there is always some room for higher market share in a shrinking market, moving into new growth and service-based areas could provide a nice direction and margin to your company. It could also keep your staff engaged and your customers impressed.

Gretzky's greatness didn't come from merely skating to the puck. His "magic" came from *anticipating* and then going to where it *would* be! Do you know where our industry's puck will be? ●

4th Quarter continued from page 1

$1.130 billion, which was down 6.5% from 2006 levels. This continues the long term trend of technological substitution that has affected supplies shipments as the industry has shifted from a direct-to-film based workflow to a direct-to-plate workflow and, today, to a direct-to-press workflow. Obviously each step along that path requires fewer supply products to produce a printed product. To illustrate the magnitude of the technological substitution effect on the total supplies market, in 1996 the total supplies market was $1.922 billion. Over $800 million of sales have disappeared due to the shift to filmless and now plateless workflows.



Total Lithographic plate shipments trended down on a dollar basis for the first time in six years. Although unit data still showed growth, the rate of growth is clearly slowing which is a further indication of the impact of direct to press on the plate market. The Litho plate market which includes both analog and digital plates totaled $818 million which was down 3.5% from 2006 levels.

The economy and its impact on 2008 performance for the printing industry and our members will be the focus of the **NPES 2008 Industry Summit**, April 1-3, in New York City. ●

ICC Celebrates 15th Anniversary

It was 1993 in Munich Germany where **fogra**, the German Technical Association for the Graphic Arts was hosting a symposium on color management. At that symposium, the problem of transferring color images and pages from one system to another was a major focus of the program. As a result, the **fogra** staff and the major operating system vendors (Apple, Microsoft, Taligent, Sun Microsystems and Silicon Graphics) along with the major color product vendors (Agfa, Adobe and Kodak) agreed to work jointly to "…create, promote and encourage the standardization and evolution of an open vendor-neutral, cross-platform color management system architecture and components." This statement of purpose clearly reflected the operating systems orientation of the group at that point in time.

Inter-Color Consortium (ICC) founding members meet in 1993 in Munich, Germany.

Much of the work being done in the early 90s was created on proprietary systems…many based on the Unix platform. Desktop publishing on MacIntosh computers was still relatively new but developing at a torrid pace. Getting the color to be transferred correctly between these disparate operating systems was a real and daunting problem. Throw in the fact that some documents originated in offices on the Windows platform and the problem was exacerbated. Focusing on the need to exchange color data between platforms, the group formed initially as the "Inter-Color Consortium (ICC)".

Shortly after the eight "founders" formed the ICC, NPES was invited to make a presentation on the possibility of being the "Secretariat" of this new group. Despite the fact that **fogra** had brought the companies together, and spawned the idea of forming the consortium, they did not have the experience in administering standards development. Additionally, being headquartered in Europe was less desirable to the group since most of the founding members were American companies. Following the NPES presentation, the group unanimously agreed to have NPES manage the group.

Recognizing the global nature of the industry and the fact that color companies came from all major regions of the world, the group renamed the organization as the **International Color Consortium**. NPES was tasked with growing the group from the original eight founding member companies to an organization that truly represented the "world" of color. Today the ICC membership encompasses over 60 companies from all major countries in Europe, Asia and North America and is truly an international consortium. To facilitate meeting attendance for all members, there is one meeting yearly in Europe, Japan and the USA.

The original "colorsync" specification was donated to the group by Apple Computer and formed the basis of the ICC specification. It gave the group a well established starting point which was based on the concept of "profiles" which characterized a device. By each device knowing the characteristics of the other device in a color data exchange, the appropriate transformation can be made to the data to make the transferred image as close to the original as possible. Sounds simple right? Well…here we are 15 years later and the group is still making "improvements" to the specification to ensure that the best possible color exchanges take place in all workflows.

Over the years, the focus of the ICC has also expanded to recognize the needs of other industries that rely on accurate color beyond the graphic arts. The ICC has formed special interest working groups for digital photography, digital motion pictures and automated workflow in an office environment to complement the original focus on graphic arts.

This past February, the ICC returned to Munich and **fogra**, once again, hosted a Color Management Symposium. Over 300 individuals from around the world attended and learned about the latest developments in ICC-based color management.

The ICC hosted a party at the event and presented an historical view of the developments in color management. The evening ended with an hour "Jeopardy" styled game show program entitled "Publish or Perish". The game show was hosted by industry consultant, Chuck Weger of Elara Systems and pitted two teams of experts in a Ryder Cup style competition: Europe vs. America. With custom software created by Weger, the show had the true look and feel of Jeopardy. As they say, a good time was had by all and the game show ended in a tie!

Today, the use of ICC profiles is prevalent throughout the graphic arts industry and it is beginning to be used by film makers in Hollywood. In fact, a member of the ICC working group on digital motion pictures received the 2007 Oscar for Technical Achievement for his work with densitometry in film making. Many of the brightest minds in color science, computer science, physics and chemistry regularly attend ICC meetings. It's a great way to network with experts in all phases of color from software to monitors to cameras to printing presses. If your company is involved in color, you should be active in the ICC. For more information on ICC programs or membership, please contact Kip Smythe at NPES at e-mail: ksmythe@npes.org or visit the ICC web site at: www.color.org. ●

Members of the renamed International Color Consortium (ICC) meet in Munich in February, 2008.

One on One
Larry Ritsema

Larry J. Ritsema is President and Chief Executive Officer of The Challenge Machinery Company. With Challenge for almost 33 years in various capacities, he worked his way up from general accountant to V.P. of Operations before assuming his current position. Mr. Ritsema is certified by the American Production and Inventory Control Society at the Fellow level as a CFPIM, and is a certified Jonah through the Constraints Management Group, LLC. He graduated from Central Michigan University, Summa Cum Laude in Business Administration.

As one of the few remaining U.S. manufacturers of paper cutters and paper drills for the graphic communications industry today, your company has weathered past competition and flux in the U.S. Economy. What new challenges does it face doing business in today's more global economy?

Charles Dickens in *The Tales of Two Cities* opens with the line, "It was the best of times; it was the worst of times." For most manufacturers in the United States today, that line describes our current situation. On the one hand, we have the removal or lessening of trade barriers around the world coupled with a weak U.S. dollar relative to other major currencies, providing us with an unprecedented opportunity to expand sales internationally. On the other hand, we have growing uncertainty about the economy, increasing cost pressures due to a myriad of forces, and accelerating change, both technologically and, in our industry, from a consolidation of printers while at the same time an increasing supplier base. These factors affect most manufacturers.

In Challenge's case, we have the added limitation of being a small manufacturer, under $20 million in sales, trying to compete globally with many much larger foreign competitors – the David versus Goliath scenario. No matter what their size, all companies face the quandary of how best to allocate resources. But when you are a company as small as Challenge, with a total of only 50 employees, these decisions become monumental in their potential ramifications. How we effectively allocate our limited resources, financial as well as manpower, to adequately address the issues facing us in establishing a market presence and brand recognition in many countries around the world offers a daunting challenge. Issues such as understanding market expectations in each country, meeting regulatory standards, finding reliable agents to sell and service our products, what languages should our literature and manuals be published in, and how far should we go in "globalizing" our products are just a few of the issues that need to be addressed.

In 1870, The Challenge Machinery Company began business in Chicago in the Printer's Row area of the city under the name of Shniedewend & Lee. When our building was destroyed by the great Chicago fire of 1871, we rebuilt, but were burned out again in 1887. During the Great Financial Panic of 1893, the company was reorganized and renamed The Challenge Machinery Company, for its ability to overcome hardship and meet difficulties with creative solutions. Once again, we are faced with a challenge to compete as a small, privately-held company on a global stage against larger, better financed competitors. Through the dedication and creativity of our people, Challenge will find the solution for how to become a truly global brand. In the past couple of years our international sales have more than doubled. While the challenges overcome have been daunting, the opportunity is immense and well worth the investment involved.

Innovation is a hallmark of Challenge Machinery's 135-year history as the company has consistently come to market first with the latest technology. Based on today's changing customer needs how has, or will, your mix of products change or expand in the years ahead?

Each day in my prayers I thank God that Challenge is not in the pre-press and press areas of our industry. In those areas, it seems like technology is constantly changing the competitive landscape and redefining customer expectations. That is not to say that the bindery and finishing area is not seeing change, we obviously are. It is just occurring at a somewhat slower pace allowing us a little more time to adjust and recoup our investment in the application of that technology.

Indeed innovation is a hallmark of Challenge's history. Over the years, Challenge has been the first to market on many occasions with equipment that employs the latest technology in a practical and affordable way to enhance the value the equipment brings to the user. I think part of the reason for that is that since 1887, when we introduced our first paper guillotine, the Company has focused on the finishing area and, more specifically, paper cutting and drilling technology. For the foreseeable future, we will continue to keep that focus.

Your organization has been active in NPES since 1933. Based on your perspective as Charter Member of the Association, how effective has NPES been in serving as an 'early warning signal' about economic and industry trends that have ultimately influenced your customers' businesses?

During my tenure at Challenge (32+ years), NPES has done an outstanding job of making available to members various ways of keeping abreast of the economy and our marketplace. A few of the resources I think are top-notch, would include: Marketscan, the annual PRINT OUTLOOK Conference, the data we get through the monthly Market Data Program, the quarterly Marketing Information reports, various study missions around the world, sales statistics from EUMAPRINT, and then the market research reports through PRIMIR. In my experience, many of the events NPES holds bring manufacturers together and the resulting interaction and shared experiences can many times bring a deeper understanding of what is happening and the trends affecting our industry. This might be the biggest asset NPES brings to all of us.

Economists predict that the print industry will grow between 1.5% and 2.5% in 2008, with slightly greater growth in 2009. Based on today's economy, the trends you are currently seeing, and your customers' feedback, how do these predications relate to your company's projections?

At present, the consensus opinion appears to be that the housing implosion and the fallout from the home-mortgage mess could push the U.S. into a recession, if it already hasn't. During the past few months, we have had a constant drumbeat of negative economic reports from the news media to the point where I would question whether we are trying to talk ourselves into a recession. What we need to do is make sure our companies are in a position to succeed and prosper in this type of environment. In our Business Plan for 2008, we budgeted for an increase in sales of approximately 2%. Although, the first quarter is not quite in the books yet, it appears like we will finish with an increase in sales of approximately 4.5% to 5.0%. This is well below the average of 17.8% per year we have seen since 2002, but still well above what we planned and based our spending plans on. We feel we can do well in 2008. Just as a comment made to us recently by one of our dealers, "If there is a recession, we will choose not to participate."

Beyond current general U.S. economic issues, more directly from your company's perspective, what's the biggest challenge facing your organization today?

My quick response is those things I have no control over – such as the future of print. But after further consideration, I think it is how I successfully transition the company to the next generation. At Challenge, we have been successful in building a culture that fosters employees remaining with the company long-term. The average seniority of our workforce is over 25 years, and during the next 10 to 15 years over 70% of them will retire. Over our long history, the Challenge brand has been built on engaged people, perpetual innovation, and strategic execution. One of my priorities over the next few years is to have the next generation of leadership in place and instilled with the same values and ideals that have served Challenge so well during the past 135 years. ●

New Study on Emerging Global Print Markets

Since 2001, NPES has been a founding member of the Printing Industry Center at the Rochester Institute of Technology (RIT). The Printing Industry Center is dedicated to studying the major business environment influences in the printing industry brought on by new technologies and societal changes. The Center accomplishes this through a combination of research and educational outreach.

Recently, the Center published a two-part study titled, ***Emerging Global Markets: A Five Country Comparative Study***, focused on five of the largest emerging markets: China, India, Russia, Brazil, and Mexico. The study presents individual country industry profiles as well as challenges facing the printing industry in each of the five countries. It also discusses how rich countries (United States, the European Union and Japan) are no longer controllers of the world economy and based on the impact of digital technology, the printing industry is increasing their focus on emerging markets.

According to the study (based on observations by the economist), all emerging markets account for:

- over 80% of the world's population
- about 50% of the world's purchasing power parity
- nearly 70% of foreign-exchange reserves
- about 50% of the world's energy consumption
- over 40% of all exports

In addition, over the next five years, emerging markets are predicted to grow at a higher rate than the developed economies (6.8% vs. 2.7%), based on forecasts by the International Monetary Fund. The study goes on to state that China, India, Russia, Brazil and Mexico account for over two-fifths of the total GDP of all emerging economies.

As a Printing Industry Center Industry Partner, NPES has exclusive access to this and all other research monograph publications before they are available to the general public. If you would like to receive this monograph, contact Rekha Ratnam at e-mail: rratnam@npes.org. ●

Is China Losing Its Competitive Edge?

The advantage of China solely as a low-cost, manufacturing-for-export market is diminishing. Companies that integrate China into their global supply chains as a source of competitive advantage are far more successful than companies that pursue narrower objectives in China, finds a study jointly conducted by management consulting firm Booz Allen Hamilton and the American Chamber of Commerce in Shanghai (AmCham Shanghai).

More specifically, companies that pursue China as both a growth market and a market for lower-cost labor and sources, and integrate these operationally, enjoy significantly higher profits than companies pursuing just one of those objectives. Companies that employ dual sourcing and sales strategies report an average profitability rate two-thirds higher than those focused on just one of those objectives (29.6% compared with 17.8%). Despite the returns that this approach can generate, only one out of four companies is able to combine a strong in-country market growth effort with their manufacturing and sourcing operations.

The first annual study, titled *"China Manufacturing Competitiveness 2007-2008,"* found that while a stronger Chinese currency and rising wages were putting pressures on manufacturing margins, failures to deploy operational best practices and to fully leverage China as both a growth market and source of labor and products are also limiting profits.

"The manufacturing philosophy employed by many foreign multinationals in China in recent decades is in need of an overhaul," said Ronald Haddock, Vice President, Booz Allen. "China's changing cost and currency structure have shifted, forcing companies to rethink how they structure their Chinese operations and how they perceive China in their overall global strategy. At the same time, China is increasingly a major source of product and business model innovation. We're seeing globalization at work and China's role has changed."

More than half of the surveyed foreign-owned or foreign-invested companies manufacturing products in China believe that the country is losing its competitive edge in manufacturing to other low-cost nations. As a result, nearly one in five manufacturers surveyed has concrete plans to relocate or expand China operations to other countries, with Vietnam and India seen as the top alternatives to China.

Among the study's key findings:

Operations management is a factor: The study found that three out of four companies lack fundamental best practices in their China operations, including integrating the dual functions of export platforms and domestic market penetration. Survey respondents cited a number of best practices that have yet to be fully applied in China. Just 11% reported fully applying integrated planning systems such as enterprise resource planning (ERP) software and material requirement planning (MRP). Even fewer companies – only 7% – had fully deployed analytical inventory calculation tools and processes, and 4% employed best practices for supply chain risk management.

Declining competitiveness: More than half (54%) of companies surveyed believe that China is losing its competitiveness to other low-cost countries. Seven out of 10 respondents cited the rising renminbi as a major reason for China's decline, while wage inflation was cited by 52% of those polled. Wages for white-collar managers and blue collar workers have jumped 9.1% and 7.6%, respectively. Staff retention is also a major concern, with 33% of respondents citing it as a reason for lost competitiveness. At the same time that costs are increasing, China is lagging behind global standards in many operational dimensions, most notably in logistics infrastructure, trade environment, access to technology, management capabilities, and protection of intellectual property.

Companies eyeing Vietnam and India: Nearly one in five companies surveyed (17%) say they have concrete plans to relocate at least some of their China-based operations to other countries. Although 88% of these corporations say that they originally chose China for its lower labor costs, they are finding that cheaper labor and tax benefits have made alternative locations more attractive. Among these corporations, Vietnam is the top alternative to China, according to 63% of this group, while 37% say India is their first choice. Among all respondents, when asked to compare China to alternate countries, they cited lower labor costs in those other countries as the largest differentiator, at 3.7 out of a scale of 5, indicating that China's reputation as a source of cheap manufacturing labor is diminishing. However, the alternative countries lag China in market potential and infrastructure.

Majority staying in China: Despite the rising costs of manufacturing in China, 83% of manufacturers said they will maintain their operations in the country. China's vast domestic market was cited by 78% of respondents as the reason to maintain the status quo, while 39% were unwilling to establish a new supply chain, motivating them to remain in China.

"China's phenomenal economic growth and market reform story, together with a dynamic and challenging business environment, will continue to put pressure on manufacturing companies," said Brenda Foster, President, AmCham Shanghai. "They will have to focus on continually improving their competitiveness and devoting more resources to innovation as they pursue their strategies and plans in China."

Major economic indexes of the Chinese printing industry, and new market information and business opportunities in India and Vietnam are available to NPES member companies by contacting Mike Hurley, Director, International Trade at e-mail: mhurley@npes.org or phone: (703) 264-7212. ●

NPES Scores Major Product Liability Victory

OHIO STATUTE OF REPOSE UPHELD

The Ohio Supreme Court has upheld the constitutionality of that state's 10-year product liability statute of repose, adopting the position argued for by NPES and several other major business organizations in an amicus brief filed in the case of ***Groch v. General Motors Corp***. Earlier the Court also upheld Ohio statutes capping noneconomic and punitive damages in the 2007 decision of ***Arbino v. Johnson & Johnson***.

The 6-1 Groch decision was in response to a request from the U.S. District Court for the Northern District of Ohio asking the Ohio Supreme Court to resolve nine "certified questions of state law" that arose in a federal lawsuit challenging the constitutionality of civil justice reform statutes enacted by the Ohio General Assembly over the past several years.

In March 2005 plaintiff Douglas Groch was injured at a General Motors plant in Toledo when a trim press he was operating came down on his right arm and wrist. He sued GM for alleged unsafe working conditions and the manufacturers of the trim press, Kard Corporation and Racine Federated, Inc., for alleged product defects. The defendants removed the case to federal court.

GM prevailed in its contention that it should be subrogated (able to recover) for amounts the company paid to cover Groch's medical expenses and loss of wages under Ohio's workers' compensation program from any damage award or settlement Groch might receive. Kard and Racine asserted that they were immune from liability to Groch under the terms of Ohio's products liability statute of repose that took effect in April 2005, which barred a cause of action against the manufacturer for any product-related injury that occurred more than 10 years after the manufacturer first delivered the product to an end user.

In upholding the constitutionality of the state's statue of repose, the Ohio Supreme Court majority stated that the statute strikes "a rational balance between the rights of prospective claimants and the rights of product manufacturers and suppliers," and held that it does not infringe rights to open courts, due process, equal protection or a remedy for injuries. However, the Court also held that the retroactive application of the statute in this particular case was unconstitutional, because claimant Groch's injury occurred before the statute took affect, and there had not been sufficient time for him to bring his claim before the new law was in force.

NPES Chairman Hank Brandtjen, III, President of Brandtjen & Kluge, said that "the Ohio Supreme Court got it exactly right in upholding their state's statute of repose," adding that "this decision will save equipment manufacturers millions of dollars in needless litigation expense and settlement costs that would have been wasted defending baseless product liability claims for injuries suffered on over-aged and poorly maintained machines."

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

> **"...this decision will save equipment manufacturers millions of dollars in needless litigation expense and settlement costs that would have been wasted defending baseless product liability claims for injuries suffered on over-aged and poorly maintained machines."**
>
> *– Hank Brandtjen, III, NPES Chairman, President, Brandtjen & Kluge*

2008

NPES 75 Years Later

PRODUCT LIABILITY... THEN AND NOW

This year, NPES The Association for Suppliers of Printing, Publishing and Converting Technologies celebrates 75 years of service to member manufacturers, importers and distributors who provide the equipment, supplies, systems and software used in every printing, publishing and converting process from design to distribution. Throughout 2008, in every issue of NPES News look for some of the featured highlights from our association's distinguished 75-year history.

NPES 75 ANNIVERSARY

On February 21, 1976, the NPEA *(as NPES was known then)* Long Range Planning Committee met for the third time in the Association's history. The group's agenda was impressive with discussion items that included whether or not to move the Association's headquarters from New York to Washington, and whether to hire a full time executive director with a staff to handle the operations of a Washington office. Other matters suggested for the Association to concern itself with were:

- problems of business ethics and conduct;
- pollution and OSHA problems; and,
- information concerning proper handling of products liability suits.

By the time the meeting adjourned, a consensus was reached to move the NPEA office to Washington, based on the following caveats:

- a search for an Executive Director would be conducted;
- the headquarters office would be moved to Washington with a budget not to exceed $75,000 (including salaries for an executive director and secretarial help); and,
- The New York office would be retained as the office of exhibits from which PRINT 80 would be organized and conducted.

Interestingly enough, no different than 32 years ago, today's NPES members continue to share a keen interest in the outcome of manufacturing product liability suits (see story at left, *"NPES Scores Major Product Liability Victory: Ohio Statute of Repose Upheld."*) However, based on the path set upon by our Association's leaders back in 1976, NPES members today are counted among the active participants in the process rather than sideline spectators. ●

NPES CALENDAR

April 2008

NPES Industry Summit
PRINT OUTLOOK 08
April 1-2 • New York, New York

NPES Industry Summit
PRIMIR Spring Meeting
April 2-3 • New York, New York

ISO TC 130 Working Groups 1-4
April 14-19 • Paris, France

May 2008

NPES Pavilion and PRINT 09 Booth
drupa 2008
May 29-June 11 • Tokyo, Japan

June 2008

PRIMIR Summer Meeting
June 18-20 • Cincinnati, Ohio

ICC Meetings
June 24-27 • Düsseldorf, Germany

July 2008

Joint CGATS SC3, CGATS SC4, USTAG TC 130 WG3/WF4
July 14-16 • Minneapolis, Minnesota

September 2008

TC130 Working Groups and Plenary
September 22-27 • The Netherlands

October 2008

EXECUTIVE OUTLOOK®
October 25 • Chicago, Illinois

GRAPH EXPO®
October 26-29 • Chicago, Illinois

November 2008

ICC Meetings
November 6-8 • Portland, Oregon

ICC DevCon '08
November 10 • Portland, Oregon

NPES Annual Conference
November 15-17
Don CeSar Beach Resort
St. Pete Beach, Florida

December 2008

PRIMIR Winter Meeting
December 3-5 • Washington, DC

March 2009

ICC Meetings
March 17-19 • Paris, France

May 2009

TC130 Working Groups 1-4
May 18-23 • Dallas/Ft. Worth, Texas

HURLEY'S TRADEWISE DO TELL INTEL

Positive Global FDI Prospects

Global foreign direct investment (FDI) flows reached an estimated US$1.5 trillion in 2007, according to a recent report by the Economist Intelligence Unit (EIU), and are set to continue on an upward path, with some year-to-year fluctuations.

While FDI is expected to decline somewhat in 2008 as global merger and acquisition (M&A) activity slows down, **analysts forecast a steady growth over the next three years.**

A survey carried out by EIU in the context of the report finds that this growth is largely demand-driven, with **much of the demand coming from emerging markets.**

FDI flows going to emerging markets reached an expected US$535 billion in 2007, will decline somewhat in 2008 and continue growing in the subsequent three years at an annual rate of 3-4 percent.

North Africa and the Asia-Pacific region are expected to fare particularly well. China is expected to retain its position as the largest recipient of FDI. Sub-Saharan Africa is likely to continue to attract resource-seeking investors, while investment flows to Latin America are forecasted to grow modestly. Much of this growth is expected to be driven by the relocation of labor-intensive manufacturing to emerging markets and the off-shoring of services.

Sources: Economist Intelligence Unit; Multilateral Investment Guarantee Agency, World Bank Group.

NPES Government Affairs Committee Chairman Ulrik Nygaard, President, Baumfolder Corporation, meets with Congressman Jim Jordan during the recent NPES Government Affairs Committee meeting in Washington, DC. Topics discussed included investment tax policy, international trade issues and product liability concerns.

WATCH FOR IT!

NPES NEWS 2008 READERSHIP SURVEY

Just as you do with your valued customers, on Friday, April 18, NPES will reach out to connect with *NPES News* readers, like you, with our online ***NPES News* 2008 Readership Survey**. Your candid responses to this assessment will help us gauge our success in delivering to you the most timely, relevant mix of economic/industry trends updates and "news you can use". Thank you in advance for sharing your insights and candid feedback. ●

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