Dear Colleagues,

Jointly sponsored by the Printing and Printing Equipment Industries Association of China (PEIAC), Printing and Replicating Industrial Association of Guangdong (GPA) and China International Exhibition Center Group Corporation (CIEC), The 3rd International Printing Technology Exhibition of China (Guangdong), also known as PRINT CHINA 2015 will be held at Guangdong Modern International Exhibition Center during April 7 and 12, 2015. With the strong support of the printing industry, PRINT CHINA 2015 will cover an exhibition area of 140,000 square meters, grown by 17% over that of last edition’s (120,000 square meters).

The all 7 halls of GDE have been occupied by PRINT CHINA 2015. The exhibitors of printing equipment manufacturers, such as Heidelberg, HP, KBA, manroland, Komori, Ryobi MHI, Canon, Ricoh, Fiji Xerox, Fujifilm, BOBST, Tianjin Masterwork, HANS GRONHI, Beiren Group, Goss Shanghai and Founder Group, participate in this show. In addition, this event will feature special halls, such as the Label Printing Hall, the Digital Printing Hall and the Printing Materials and Consumables Halls well as special zones like Germany Pavilion, ChineseTaiwan Pavilion and the Fine-art Printing Area.

On behalf of PEIAC, I sincerely welcome you to Print China 2015 and see you in Dongguan!

With best regards,

Jianguo Xu
Except the original 6 halls of the Guangdong Modern International Exhibition Center (GDE), PRINT CHINA 2015 also occupied Hall 3F, the newly-built hall in this year.

This event has attracted 1,266 exhibitors from 23 countries and regions as well as professional visitors from all over the world. Internationally, over 80 visiting groups from 30 countries and regions and individual visitors from over 80 countries and regions have registered in advance, and the number of overseas visitors is expected to exceed 6,000; Domestically, over 60 visiting groups from 31 provinces and municipalities have pre-registered to visit, It is estimated that the total visitor entries will reach 180,000.

Adhering to the tenet of consistent pursuit of high quality and focus on the content of exhibition, PRINT CHINA 2015 will provide the visitors with various wonderful offers. Important activities like the 3rd International Forum for the Development of Printing Technology (FORUM-PT 2015) and the 5th China Print Awards Ceremony will also be held during this year’s event. Besides, there will also be over 50 theme forums, seminars and product promotions, including India Day, “The Annual Summit of China’s Digital Printing Union”, “The International Forum on the New Development of Label Printing Technology”. For more details, please visit www.printchina.org.

PRINT CHINA International Media Week

In order to comprehensively introduce the exhibition’s preparation status to the vast exhibitors, professional visitors and media from home and abroad, PRINT CHINA 2015 organizer held the PRINT CHINA International Media Week activity at Dongguan Exhibition International Hotel. Nearly 200 people participated in the International Media Week activity.
Situation of the printing and paper technology industry

still tense

- Decreasing sales and stagnant order intake in 2014
- Economic slowdown in China – Upward trend in the USA
- Transatlantic free trade agreement TTIP a perspective for the industry

Frankfurt, 9th February 2015 – With sales down 12 percent, the situation of the German printing and paper technology industry remained tense in 2014. The calculated order intake was at the level of the previous year; paper technology showed a 29 percent increase, but printing machine sales went down five percent. The order volume for paper converting technology also decreased by six percent.

“In some cases, the lack of demand requires our member companies to make painful adjustments,” says Dr. Markus Heering, Managing Director of the VDMA Printing and Paper Technology Association. In the past year, the situation has dramatically worsened due to decreasing business in China. While printing and paper technology of approx. 641 million Euros was shipped from Germany to China during the first eleven months of the previous year, the export volume in the first eleven months of 2014 dropped to 493 million Euros. “Chinese manufacturers tell us that they, too, have big sales problems in their home market,” Heering explains, adding that they increasingly switch to neighbouring countries in South East Asia, which then results in stronger competitive pressure there.

Europe is the most important market – ray of hope in the USA

With the pulling force of the Chinese market diminishing, Europe and the USA increasingly come to the fore for the German suppliers of printing and paper technology. “In 2014, too, Europe remained by far the most important market for our member companies,” Heering stresses, making plain that the total of exports to Turkey, France, Poland, Russia, the UK, Italy and Switzerland alone exceeded one billion Euros during the first eleven months of the past year. Amounting to 1.03 billion Euros, they were significantly higher than the total of exports to the two largest single markets of China (493 million €) and the USA (425 million €).

As a result, the export of printing and paper technology to the USA was only approximately 70
million Euros lower than that to China last year. One year earlier, the difference between these markets was still 250 million Euros. For Heering, this is confirmation of the strategy of the German manufacturers: “Despite all the efforts that had to be made in China during recent years, they never neglected their traditional markets.” According to him, this also explains why still every third printing machine and every fifth paper converting machine sold worldwide comes from a German manufacturer, although global competition is increasing and there are many new players in the market. The graphic arts industry is changing all over the world, but still chooses technology made in Germany wherever this is possible.

Hope for TTIP agreement

“The growing strength of the US market last year underlines the importance of the transatlantic trade for our industry,” Heering stresses. His association and the American Association for Suppliers of Printing, Publishing and Converting Technologies (NPES) therefore support a strong transatlantic free trade agreement TTIP. In Washington in mid-December, they had signed a joint declaration and sent it immediately to the chief negotiators of both economic areas. According to Heering, the portfolios of the German and the US manufacturers of printing and paper technology supplement each other. “While we are above all strong as regards the analogue printing methods, the US colleagues are very strong as regards the digital ones,” he explains. A common trade area with harmonized rules will help companies on both sides of the Atlantic.

In view of the difficult market situation in the graphic arts industry, the German manufacturers of printing and paper technology focus their portfolios more strongly on industrial printing and packaging printing. “With their technologies, they are in a position to offer their customers integrated flexible solutions for improved quality and the enhancement of products and packaging means,” says Heering, pointing out that they range from laminate printing to finishing technology to print on glass, plastic and metal products. “This re-orientation and further development will also give drupa 2016 a different face,” he announces. There, the pioneering technologies that will point the way to the future of the industry will be shown.
Award for PrintPromotion Calendar 2015

- “gregor international calendar award 2015” in bronze goes to the PrintPromotion Calendar
- Twelve photographic pieces of art move printing and paper technology into the focus of magic light installations

Frankfurt, 27 January 2015 – It’s time to “switch off the lights” when Jürgen Mai approaches with his camera. Last year, the photographer from Darmstadt bathed twelve production halls of German printing and paper technology manufacturers in complete blackness. In hours and hours of exactly planned movements with pocket lamps, LEDs and colour filters he extracted distinctive shapes from the dark – and then photographed them with an immovably fixed camera by remote control shutter release. That way, hundreds of long-time exposures are produced every night. Mai feels his way in the hall with his spotlights. Later on, he merges up to 300 shots of individual areas and details in one total image.

Twelve such photos which reveal magically lit machines and plants for the printing, cutting, stamping, jogging and finishing of paper and board in the dark of the night of the factories are the motifs of the calendar “Spot on: Graphic Arts 2015”. The photographic artist created it for PrintPromotion GmbH. Since last week, this piece of art is a winner of the “gregor international calendar award 2015” in bronze. The jury selected the calendar from nearly 1,000 entries submitted from all over Europe, as well as Japan and Israel. The coveted award has been presented since 1950. Its initiators are the Graphische Klub Stuttgart, the Ministry of Finance and Economics Baden-Württemberg as well as Verband Druck und Medien (Print and Media Association) of Baden-Württemberg.

The calendar creates a fusion of analogue and digital worlds

“We as Jürgen Mai’s client are, of course, very pleased that the jury shares our fascination with the photos he makes,” says Dr. Markus Heering, the managing director of PrintPromotion GmbH and the VDMA Printing and Paper Technology Association, adding that the photographer puts the very heart of this industry centre stage: The machine. In his photographs, Mai elevates it to a piece of art. The machines are the object of this art and, at the same time, the producing medium at a most sophisticated level. Because the large-format calendar consists of high-quality prints which satisfy maximum visual and haptic demands.

Jürgen Mai’s method to fuse hundreds of long-time exposures staged by hand into one single image by means of digital technology bridges the gap between the analogue handicraft and the digital world and thus uses the strengths of both worlds. Convergence between the conventional and the digital technology is also an objective targeted by the member companies of the Printing and Paper Technology Association in their strategy roadmap “Print2030”. Printing and paper technology must move forward in the direction of the changing digital world and thus make use of the expanded set of tools of the digital processes. Mai demonstrates this with his openness to the option of image fusing and by raising his craft to a new level.
In the calendar, PrintPromotion and the photographer from Darmstadt show a way into the future of the industry. “The twelve motifs inspire fascination with the existing know-how of our machinery and plant manufacturers. And, at the same time, they use digital technology to point out that all sorts of innovative highlights can be found in our factories if the depth of focus and illumination are correct when the viewer looks at them,” says Heering.

Transformation allows further use of the motifs

“This award is a wonderful confirmation of my work,” adds Jürgen Mai, and he thanks his team, graphic designer Mark Owen and all those companies that opened their halls for his photographic activities at night. “Partly this could only be done because the 24/7 shift operation was interrupted as part of the maintenance activities,” he says. In such cases, the coordination efforts are even higher than for any other situation. “Taking photographs definitely isn’t all that needs to be done. For the motifs to be centre stage, we first of all have to re-arrange a lot of things in the production halls,” the photographer reports, stressing that he is very pleased that these efforts have now found recognition at international level.

Perhaps there is a second “career” in the pipeline for the award-winning motifs. The resolution of 36 megapixels is sufficient for attractive large-format posters that could be printed, cut and finished on the pictured machines. Owen integrated the countdown to a possible date, i.e. the drupa 2016, into the calendar leafs. In addition, his design continues the machine motifs at an additional level: Through the enhancement of the already high-quality 4c prints with different stamping and printing methods, the calendar communicates leaf by leaf what the printing and paper technology shown therein is able to achieve. And so, graphic design and the printed end product come full circle.

“Actually, the calendar does exactly what we stand for with our name PrintPromotion,” concludes Heering, convinced that the best argument for modern printing and paper technology is no doubt the viewers’ fascination inspired by high-quality and sophisticated looking prints.
drupa will switch to a 3-year cycle

drupa, the world's leading trade fair for print and cross-media solutions, will switch to a three-year cycle after 2016, when it runs from 31 May to 10 June. This decision was taken by the drupa committee at today's meeting in Düsseldorf. “The entire print process chain has changed radically because of the Internet and digital technologies. New applications and solutions are developing and opening up new fields of business. At the same time, there is more focus on innovative technologies, such as 3D printing, printed electronics and functional printing,” explains Claus Bolza-Schünemann, Chairman of the drupa Advisory Board and President Koenig & Bauer Group. “It's more important than ever before that our customers have an overview of the latest technology and are also inspired to use new business models and solutions. drupa is the only specialist trade fair in the world to offer this— and will do so every three years in the future.”

One positive side-effect of this change is that drupa will no longer run in 2020, the same year as interpack, the world's most important trade fair for the packaging industry and the closely related process industry. "The drupa exhibitors who specialise in packaging printing would have found 2020 an incredibly stressful year so the change will clearly benefit customers," emphasises Werner Matthias Dornscheidt, President & CEO Messe Düsseldorf. The precise dates haven't yet been finalised, but it's clear that drupa will take place in the traditional drupa month of May in 2019, 2022 and 2025 in Düsseldorf.
Let us introduce the details of the International Graphic Arts Show 2015 which will take place this year from September 11th to 16th.

- Under the general theme, “Print +innovation, further challenge to the print technology!”, IGAS 2015 will propose creation of new businesses through innovation of print technology, services and solutions, and will also be providing an opportunity for active business interchanges.

- IGAS2015 will be an event beyond a conventional exhibition on printing machinery. We target to make IGAS 2015 an exhibition which provides problem solving solutions for print and overall communication for the whole industry by involving not only the print companies but also the brand–owners.

- The total number of visitors for the previous show, IGAS 2011, recorded over 70,000, with many visitors from overseas including those from Southeast Asia.

Following events are being organized:

<+ SESSION  Special lecture / Panel discussion / Seminar>

Special lectures, panel discussions, and seminars on various themes will be held to attract key visitors, including management who have purchasing decision making authorities. Themes directly related to business, such as trends in the most recent technology and marketing related to print and changes taking place in the print industry will be addressed.

<+ TOUR  Guided tour programs>

Guided programs touring the exhibition site will be conducted for capacity of several thousand
participants. Tours on various categories and themes will be organized. Useful and easy to participate tour programs for visitors from abroad will also be offered.

<- LIVE STUDIO  Area for live PR events>
Highlight areas of the exhibition and topics of interest will be introduced in this area to help visitors get an overview of the entire exhibition and also to give spotlights to small-scale exhibits that tend to be overlooked and to exhibits in new categories. Multiple number of talk shows covering a wide range of topics providing timely information will be held to improve visitor satisfaction.

<- FUTURE Exhibition area for new business fields>
Exhibitors displaying unconventional and untraditional categories and themes, including 3D printers, paper electronics, flexography, packaging and others, will be gathered in this area for effective presentation.

<- INTERNATIONAL Business-matching corner for exhibitors & visitors from abroad>
This area will provide various information and “OMOTENASHI (Japanese hospitality)” to visitors from overseas. Detailed exhibitor information and business matching services by professional coordinators will be provided.

【The Printing Market in Japan】
Weakening of the Japanese Yen in the foreign exchange market continues with expectations for economic policies by the Government and massive monetary easing conducted by Bank of Japan. Signs of recovery of the economy such as increase of revenues centering amongst large companies and improvement in stock prices can be seen. However, on the other hand, business environment continues to show some uncertainty resulting from increase of raw materials costs and sluggishness of personal spending.

However, signs of improvement can be seen in production volume and amount of export of printing machinery market. Although the market environment remains tight, some positive movement in capital investment can also be seen in the printing market.

According the Government’s Industrial Statistics, the total market volume of the printing industry for companies with 4 or more workers was USD45.4 billion in 2013, decreasing by 1.9 points from the previous year.

To give you some more details, the production amount by types of products is as follows: These figures are from the Government’s Indices of All Industry Activities of 2014 and are for companies with 100 or more employees.

Publication printing was USD630 million, decreasing by 14.7 points from the previous year.

Commercial Printing was USD1,129 million, increasing by 5.6 points from the previous year.

Concerning other printing, security printing was USD47 million, increasing by 7.1 points from the previous year, business printing was USD473 million, increasing by 11.0 points from the previous
year.

On the contrary, package printing was USD661 million, decreasing by 2.0 points from the previous year.

**The Printing Machinery Market in Japan**

Total production of Printing Machineries in 2014 was USD1,641 million, increasing by 4.2 points from the previous year.

Looking at the total production by types of machineries, printing machineries increased by 0.5 points from the previous year. Pre-press machineries increased by 3.5 points, bookbinding machineries increased by 13.0 points, paper converting machineries increased by 27.1 points compared to the previous year.

The total exported amount of printing machineries was USD1,386 million, increasing by 7.2 points compared to the previous year.

Continued dull tone in the demand for printing in the domestic market is expected to be unavoidable. However, with the Government’s enforcement of the new taxation system to promote capital investment and with the introduction of cutting-edge technology such as digital printing, the vitalization of the market can be expected.

*The Japanese Printing Machinery Market*

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(USD/JPY119)
UK ECONOMY — OVERVIEW

Picon’s last report to Globalprint (September 2014) described the prevailing mood in both the wider UK economy and the national printing industry as one of “cautious optimism”. While six months later things are little changed, the imminence of the General Election (in May) has added uncertainty to the mix.

The principal general economic trends justify the optimism. In 2014 the economy grew by 2.6% — faster than at any time since 2007. The latest figures from the Office of National Statistics (ONS) show unemployment continuing to fall. Inflation — 0.3% in January — is at its lowest since records began. Wage increases are now outpacing inflation at the fastest rate in almost five years, increasing families’ spending power. There is little likelihood that interest rates will rise until spring 2016 at the earliest.

Yet the growth figure of 0.5% for Q4 of 2014 — slower than the 0.7% in Q3 — cast uncertainty over the strength of the recovery, while the tiny 0.1% growth of manufacturing in Q4 suggests that the government’s ambition of “rebalancing” the economy towards manufacturing is a long way from fulfilment. Meanwhile the trading deficit for 2014 was the widest since the coalition government came to power. Increased uncertainty in the eurozone — the UK’s major trading partner — suggests these trends will continue.

At the same time one of the UK’s highly-respected independent economic research bodies, the Institute for Fiscal Studies (IFS), reminded us that after the election there is the prospect of government departments cutting spending by £51.4 bn (or 14.1%). The IFS observed that this represents “the largest fiscal consolidation” planned by any of the 32 advanced economies, and that the nation’s finances still have a long way to go. On balance, however, the institute is positive about the outlook for 2015, estimating 3% growth.

UK PRINTING INDUSTRY

The fortunes of the printing industry historically mirror those of the wider economy, so it is no surprise that the most recent Printing Outlook from the British Printing Industries Federation identified a mood of cautious optimism.

For Q4 of 2014 order level growth and output were in positive territory for the seventh
consecutive quarter, and a majority of print businesses have an overall positive outlook for 2015. However for Q1 specifically, confidence is at its lowest for 18 months, due to a number of factors — the election, economic performance, energy/input costs, and exchange rates. That said, 61% believe the general state of trade in the industry will remain stable.

Printing Outlook also asks printers about their main concerns. Top of the list by a considerable margin is competitors pricing work below cost (for 85% this is one of their top three concerns), followed by the ability of profit levels to sustain investment (34%) and late payment (28%).

**SMES UNDER THE SPOTLIGHT**

The UK government hopes that companies classified as SMEs (small-to-medium enterprises) will play a major role in the “rebalancing” of the economy mentioned earlier. This may explain the increase in surveys and reports looking at issues affecting this sector.

Subjects of recent surveys include marketing, data analysis and exports. Among the “headline” findings are:

- 62% of SMEs expect to grow in 2015, hiring more staff and increasing exports (Federation of Small Businesses)
- While owners of SMEs value marketing ahead of new business acquisition and PR as the most important component of growth, many lack the skills and experience to manage marketing activity. They are therefore reluctant to delegate marketing and so spend more time than is necessary. (Online marketplace Elance-Odesk)
- More than a third (36%) of SMEs avoid exporting, citing complex legal regimes, poor networks with overseas organisations, and lack of tax incentives as the main obstacles. (KPMG and YouGov). Yet businesses are 11% more likely to survive if they export (Confederation of British Industry).
- Newer SMEs are more likely to embark on trading overseas from the start. Nearly two-thirds (65%) of businesses established between 2007 and 2014 started exporting in their first year of business, compared to 34% of businesses set up before 2007. (Barclays)

**MORE INSIGHTS FROM CANON**

Findings such as the above confirm the continuing need for business support organisations such as Picon — especially at a time when print is only one of a number of communications channels available to marketers.

For the last few years Canon’s series of “Insight Reports” have provided regular snapshots of the changing requirements of print buyers and how successfully printers are responding. The latest report, entitled “Building your future with print”, contains both good and less good news.

The good news is that there remains a healthy demand for print as a communications medium, with 62% of print and media buyers using print in campaigns. For these buyers, print can reflect quality and make their messages stand out from the digital “crowd”. Yet at the same time 38% of buyers indicate that in the future they will use print less, turning to alternatives that are “more measurable and trackable”.

From the printers’ viewpoint, 80% recognise the need to change to meet customers’ future needs — an increase over previous findings. Yet in some areas the report identifies a gap.
between these ambitions and the reality. As an example, take the opportunity to expand into non-print activities that complement print, a feature of the industry for some years now. While 68% of print buyers now run multi-channel campaigns, only 20% of print service providers offer multi-channel campaign coordination.

The report also suggests that many printers are not proactive enough in informing customers of new developments — 44% of print buyers feel they are not made aware. This is not totally surprising given that only 48% of commercial printers and 32% of corporate reprographics departments have a formal marketing or business development plan in place.

**TIM WEBB STEPS DOWN**

Finally, news of changes to the Picon executive as, after eight years as Executive Director, Tim Webb stepped down at the beginning of the year.

Tim will be familiar to many Globalprint members, having been involved with Picon in various capacities for the last 30 years. He joined the Picon Council in 1991, and became Executive Director in 2007. Tim was a firm believer in cooperation between trade associations and, as the founder of his own business, in the valuable work done by associations in supporting their smaller members.

Everyone associated with Picon thanks Tim for his effort and commitment to Picon in particular and the industry in general, and wishes him well in his retirement.

Tim has been succeeded by Bettine Pellant, who steps up from the position of Events & Administration Manager to take over as CEO. Bettine joined Picon in 2007. She previously worked in the pre-press equipment and consumables sector, and in exhibition and event management.
Business Conditions of the Swiss Graphic Machinery Industry
Year 2014 and outlook
Upswing of Swiss Graphic Machinery exports to USA – pressure on margins in 2015

Business in Switzerland's mechanical and electrical engineering industries (MEM industries overall) stagnated in the second half of 2014 due to the weak demand in the MEM industries' main European markets.

New orders received by the MEM industries in 2014 increased by 4.9 percent year-on-year. This increase is due entirely to the first six months of the year. Orders stagnated during the third quarter and fell by 1.8 percent in the fourth quarter compared with the same period last year. The picture for sales development is similar. While sales in 2014 rose slightly by 0.3 percent, sales in the third and fourth quarters fell by 4.2 percent. 2.4 percent is reported on a year over year basis. At an average of 88.2 percent, capacity utilization in the MEM industries was above the long-term mean of 86.1 percent. It peaked in the fourth quarter at 88.8 percent.

In 2014, the graphic machinery industry exported to over 76 countries. The export value slightly declined by 2.2 percent to 1.16BCHF compared to last year. The reasons for the overall slight decline are the disappointing exports to Asia lead by China (-46.0 percent) and Japan (-20.3 percent). The EU is the largest market (nearly 60 percent of all exports) for our graphic machinery companies and still reports a solid growth of 3.3 percent. The highlights of 2014 are the recovery of exports to the USA by 19.9 percent. Top growth markets with a growth rate (2010 to 2014) of over 7.0 percent are the US, Indonesia, Austria, Poland and Hungary.

The impact of the new financial policy (decoupling of the CHF to the EURO) of the Swiss National Bank and geopolitical instabilities in and around European markets will have an influence on many firms. The sudden massive appreciation of the Swiss franc and uncertainty over the future of the Bilateral Agreements with the European Union will result in a decline in Switzerland's industry profitability for 2015. Companies will lower their business expectations for the twelve months ahead accordingly, and pressures on margins will rise. Nevertheless, firms continue do everything in their power to keep their market position. Switzerland is famous for the highly innovative industrial environment and combined with further efficiency
increase in the production the industry will keep its competitiveness.

Technology and innovation are surely not the only levers that a company can pull in order to operate successfully. Swissmem also demands that the Swiss government shall create a framework to make the country’s machinery industry even more attractive. A stable and sound political environment and support is important. The companies gain confidence that they are able to continue to manufacture in the long term even under challenging national and international economic conditions.

Swiss Graphic Machinery companies with a diversified foot print of manufacturing and sales locations around the world will continue to be powerful in business. Most of our Swiss Graphic Machinery companies fall in that category.

Raoul Keller

Secretary General

Graphic Machinery Group, Swissmem

r.keller@swissmem.ch

Swissmem unites the Swiss electrical and mechanical engineering industries and associated technology-oriented sectors.
NPES and VDMA Sign Joint Declaration in Support of TTIP

Seeking Elimination of Tariffs, Harmonized Regulations, and Mutual Recognition of Standards and Certifications

NPES President Ralph Nappi, along with VDMA Printing and Paper Technology officials Dr. Markus Heering, Managing Director (far right) and Katharine Zepl (far left), presented a joint association declaration in support of TTIP to Deputy Assistant Secretary of Commerce for Manufacturing Chandra Brown (center) and Bryant P. Trick, Deputy Assistant U.S. Trade Representative (center right).

NPES and VDMA Printing and Paper Technology, part of the German Engineering Federation, the largest association representing the capital goods industry in Europe, have signed a joint declaration endorsing the proposed Transatlantic Trade and
Investment Partnership (TTIP).

Co-signed by NPES President Ralph J. Nappi and Dr. Markus Heering, Managing Director of VDMA, the declaration was delivered on Thursday, December 17, 2014, to EU Commissioner Cecilia Malmström and U.S. Trade Representative Michael Froman through their respective representatives.

Following the signing of the declaration, NPES President Ralph Nappi and VDMA Managing Director Dr. Markus Heering met with key U.S. government and private sector leaders in Washington, D.C. to underscore the value of TTIP to their respective national industries and urge its ratification by the U.S. Congress.

Specifically, the declaration was presented to Deputy Assistant Secretary of Commerce for Manufacturing, Chandra Brown, and Bryant P. Trick, Deputy Assistant U.S. Trade Representative, each representing the executive branch of the federal government that is negotiating TTIP.

After the meeting with DOC and USTR officials, the NPES and VDMA representatives took their message to Capitol Hill and met with Angela Ellard, Staff Director/Chief Counsel, Subcommittee on Trade, House Committee on Ways and Means, a key congressional committee with jurisdiction over trade agreements. They also met with Jay Timmons, President of the National Association of Manufacturers, the largest U.S. private sector association of manufacturing companies and trade
associations. In both cases, the declaration was again received with very favorable comments, especially with respect to its focus and specificity of content and purpose.

The two associations that, in sum, represent 730 small, medium and large-sized businesses and a total revenue reaching tens of billions, agreed in talks over recent months to produce the joint declaration that calls for the elimination of trade barriers to boost the exchange of goods. The document specifically calls for: the complete elimination of tariffs; business-friendly rules of origin; encouragement of cooperation and transparency in standards development; mutual recognition of conformity assessment procedures; accreditation according to internationally recognized rules; and, transparency and harmonization of intellectual property rights.

“For us, the United States is an important market,” stated Dr. Heering, in Washington D.C. during the joint declaration signing. In 2013, American suppliers delivered machines and plants worth €246 million to countries belonging to the EU-28, a quarter of it to Germany. In return, European producers exported printing and paper technology of about €1 billion to the USA. Of these producers, 44% were German.

“No matter what the outcome of TTIP, we have already achieved much,” Heering stated about the productive dialogue in recent months between the associations. “This constructive atmosphere will facilitate further negotiations concerning standards, norms, and the mutual recognition of certification and product testing,” he declared.

“The passage of TTIP has been stalled by broader trade issues outside the machinery sector, but NPES believes it is important to focus on the many areas of agreement,” stated Ralph Nappi. “The printing equipment industries on both sides of the Atlantic are leading the way to position TTIP as a top priority for 2015 in both Washington, D.C. and Brussels.”

For more information about the joint NPES/VDMA declaration, or additional NPES Government Relations activities, contact Mark Nuzzaco, NPES Director of Government Affairs, at phone: 703/264-7235, e-mail: mnuzzaco@npes.org or visit: www.npes.org