

GAMAA

UPDATE

PACPRINT09 SPECIAL

INSPIRE*CREATE*INVEST

Welcome to this special PacPrint09 edition of the GAMAA Update

GAMAA MEMBERS LOOKING FORWARD TO A GREAT SHOW

As the co-presenter of PacPrint09, together with Printing Industries, GAMAA is looking forward to welcoming visitors to what is the most anticipated Show on the industry's calendar for 2009.

President of GAMAA, Mitchell Mulligan, said that despite current economic circumstances companies are still doing business, still investing and still planning for the future.

"It may not be business as usual, but as an industry we haven't ground to a halt. I believe PacPrint will be a good news story for the industry. It provides more than an opportunity to sell things. It delivers a forum to embrace new ideas, share experiences and celebrate achievements. Collectively the members of GAMAA are looking forward to the Show and in supporting our industry."

GAMAA's Executive Director Karen Goldsmith added that "in the current environment companies are looking for the opportunity to differentiate their offer. I hope that visitors to PacPrint will be open to new ideas and willing to take advantage of the opportunities presented to them by exhibitors. Feedback from those intending to visit the Show is that PacPrint delivers an opportunity to look at solutions that will not only help them survive, but prosper in the future."

"We anticipate that as well as new technologies and equipment demonstrations, exhibitors will also address issues such as better business practices, how to work smarter and how to boost customer relations. Exhibitors are taking this opportunity to think about intelligent solutions for their customers with an emphasis on better returns on investment – something everyone in business wants to achieve."

In conclusion Mitchell said his key message to visitors was simple. "Come to PacPrint, enjoy the opportunity to network with your peers, connect with other business leaders and reaffirm for yourself that we work in a vibrant, highly specialised and interesting industry that still has plenty of life in it."

SUSTAINABLE PRINT ALLIANCE

GAMAA is pleased to be a partner in the Sustainable Print Alliance. Environmental sustainability is inextricably linked to the sustainability of our industry. It is in everyone's interest to do whatever we can to promote initiatives that raise awareness towards environmental responsibility. To find out more about this Alliance visit www.sustainableprint.net.au

GAMAA PRESIDENT'S PACPRINT LUNCH

GAMAA will once again host a President's luncheon at PacPrint to coincide with the PacPrint Forums.

This invitation only event for GAMAA member companies' CEO's and selected customers will see guests attend the PacPrint Forums on Thursday 28th May to listen to the session "Future Strategies in Response to Climate Change and the Environment" before adjourning to enjoy a two course lunch and participate in a Q&A session with Forum presenter Dr Peter Ellyard.

Dr Ellyard is a world-recognised futurist and strategist and GAMAA is excited to be able to offer this opportunity to its member companies and their guests.

PACPRINT MESSAGE FROM OUR PRESIDENT

In 2009 our industry is almost unrecognisable from what it was even a decade ago. No longer are printers focusing all their energies on the manufacturing processes – technology has significantly reduced the manual tasks of putting ink on paper.

If there is a catch cry for PacPrint09 it is 'work smarter, not harder.'

PacPrint09 is designed to celebrate the continued transformation of the printing industry which today comprises big business as well as family operations and niche market services. Companies of all sizes are recognising the benefits of streamlining production practices through the investment of new technology and through the adoption of new business models.

PacPrint09 is intended to showcase the achievements of our industry and present opportunities for the future. I take this opportunity to thank all the GAMAA members for their support for this major industry event, and to especially extend thanks on behalf of the membership to those who have sat on the PacPrint Board and given freely of their time and expertise.

Mitchell Mulligan, President GAMAA.



GAMAA Contacts:

Executive Director

Karen Goldsmith (02) 9869 0010
karen@gamaa.net.au

PR Consultant

Alison Stieven-Taylor, Reality & Illusion Productions 03 9681 7068
media@gamaa.net.au