

Build Your Business in the World's Biggest Markets



with the Support of NPES International Market Representatives

China • India • Russia/Eurasia • Brazil • Europe • Japan

Going Global



Michael W. Hurley
Director, International Trade

Mr. Hurley directs the NPES international offices and representatives, driving a dynamic program of market information and trade promotion services to help NPES members sell their products worldwide. Based at the Association's headquarters in Reston, Virginia, he has organized and led NPES trade activities in 25 countries for over 15 years. Before joining NPES, he lived and worked in sales and project management in Latin America for nine years. He is fluent in Spanish and conversant in Portuguese and French.

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NPES understands the intricate dynamics involved in taking your business to a global level. Thanks to our expertise, a growing number of member companies are enjoying fruitful new business relationships in the international printing marketplace.

NPES Market Representatives provide members with **free** quarterly market reports and answers to basic questions about markets and business procedures within a given country. Additional customized trade support for NPES members is available on an individually negotiated fee basis. Hallmarks of this customized support include:

- Creation of detailed, product-specific market studies
- Escorted site visits and business meetings
- Personal introductions to prospective customers, dealers and industry leaders.

Our market representatives do not act as marketing or sales agents for member companies. All information provided to NPES and its members is maintained in strictest confidence.

Experienced guidance and support in international trade development is vital for companies who are new to the game of expanding their business beyond borders. Our Market Representatives can help you gain access to trade-related services such as financing, help in maintaining quality standards, and ready information on the legal requirements of international business.

China

Chinese Market Highlights:

- 90,000 printing and printing-related establishments
- 3.4 million employees
- Sales worth \$34 billion
- 10% average annual growth rate in the past 5 years
- \$1.7 billion printing equipment, supplies, and materials imports
- \$274 million printing equipment, supplies, and materials exports

In 1997, a joint venture between NPES and the Shanghai Printing Group Corporation (SOGC) gave rise to a unique institution: the **U.S.-Sino Printing, Publishing and Converting Technologies Training Center**. Today, the Center offers programs and extraordinary opportunities for U.S. printing equipment manufacturers and suppliers to expand their businesses successfully in China. The Center also provides Chinese printing and publishing industry professionals with a first-hand look at new technologies in operation, and hands-on training in how to put these technologies to work profitably.

The Center houses NPES's Market Representative Office in China, and administers two critically valuable commercial websites: the NPES E-Commerce web site at www.npes.com.cn, as well as the Center's own website at www.meihu.com.cn. *Both sites are dual language.*

Ya-Ping Zhou, NPES Greater China Project Director

Mr. Zhou is Founder and President of Zynet International Inc., a California-based global communications marketing company specializing in market development for the communications industry. He spearheaded the launch of the first true business-to-business dual language website servicing China and international graphic arts industries (www.npes.com.cn). Mr. Zhou has written comprehensive market research papers on the

Chinese, U.S. and European Union communication industries. He has over 30 years of professional, technical and business management experience in the graphic arts field.

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India

Indian Market Highlights

- 130,000 printing and printing-related establishments
- 1.3 million employees
- \$10.82 billion sales
- \$186.5 million in purchases of printing equipment and supplies, including \$115 million in imports
- India has 55,780 newspapers, employing 1.5 million people, with total circulation of 142 million

The burgeoning Indian economy holds out exciting opportunities for U.S. manufacturers and suppliers. With the help of a matching grant from the U.S. Department of Commerce, the NPES India Representative Office was established in 2005 to provide member companies with market information and contacts; help in finding dealers; assistance with business trips; and coordination for trade shows and trade missions.

Visit the NPES India Market Access website at <http://www.npes.org/itrade/india.html> for more details.



Viren Chhabra, NPES India Market Access Project Senior Director

Viren Chhabra enjoyed a lengthy career at *The Statesman*, a leading Indian national daily newspaper, retiring as its Manager and Publisher in New Delhi in 1993. He is the Past President of the All India Federation of Master Printers (AIFMP) and past Chairman of AIFMP's International Relations Committee. He was also President of the Delhi Imaging and Graphic Arts Association, which he founded in 1960, and Founder-Editor of *Printing Times*, the official

journal of the AIFMP. Mr. Chhabra brings a lifetime of experience and knowledge into his role as NPES's senior representative for the Indian printing and publishing marketplace.

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Russia/Eurasia

Russian Market Highlights:

- 10,000 printing and printing-related establishments
- 400,000 employees
- Sales worth \$5.5 billion
- 7 percent average annual growth rate in the past 5 years
- \$1.0 billion USD printing equipment, supplies, and materials imports

The American Technology Print Center in Moscow is a gateway into the growing Russian and Eurasian marketplace. The Center serves NPES members with regional market intelligence; operation assistance, including dealer management, technician training, licensing procedures, and facilitation of export financing; and product promotion, including demonstrations and seminars at the Center's show room.

Leonid Shakhmundes, NPES International Market Representative

A Ph.D. graduate of Moscow Printing University, Mr. Shakhmundes worked as deputy director of the All Soviet Union Research and Development Institute for Graphics Arts. In his role with NPES he has organized trade missions to Uzbekistan and Ukraine; managed exhibits at the annual PoligraphInter exhibition in Moscow; prepared quarterly market reports for Eurasia; and helped member companies find dealers in the Russian market. He currently resides in the Boston area and serves as executive director of the new NPES American Technology Print Center project in Moscow.

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Brazil



Brazilian Market Highlights:

- 15,500 printing and printing-related establishments
- 202,000 employees
- \$5.5 billion in revenues (2004)
- Graphic communications represents 1% of Brazil's gross domestic product
- Brazil imported more than \$75.5 million worth of printing equipment and supplies from the United States in 2004

At the onset of the 21st century, the Brazilian economy encompassed over 40 percent of the gross domestic product (GDP) of Latin America in total (including Mexico). Brazil continues to tool up as an information-driven society in which much of the population is progressing toward higher standards of living. NPES is committed to helping member companies gain a competitive foothold in this exciting marketplace.



Hamilton Terni Costa, NPES International Representative

Hamilton Terni Costa has enjoyed a career covering 31 years in the printing and graphic communications industry. For 18 years he managed a family business doing commercial printing, business forms and packaging. Most recently he was CEO of Quebecor World Mexico, Manufacturing Director for Latin America and General Manager of Quebecor World Sao Paulo. Mr. Terni Costa serves as Chairman of the Board of the Brazilian Association of Printing Technology (ABTG)

and is a member of the boards of the Brazilian Printing Industry Association (ABIGRAF) and CONLATIN-GRAF, the Latin American Printing Industry Confederation.

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Europe

European Market Highlights:

- 120,434 printing and printing related establishments (2004)
- 1,341,200 printing employees
- Total graphic arts: 1,542,300
- Sales worth 103.4 billion (Euros, 2004)



Ricard Casals, International Representative

Mr. Casals worked in the printing and publishing industry for three decades before founding his own company, Ricard Casals Consultants, S.A., a consortium of professionals focusing on innovation, quality and productivity in the graphic arts. He also contributed to the establishment of the European association of consultants – GAIN (Graphic Arts Intelligence Network). As sec-

retariat of GAIN, he coordinates the association's activities and the preparation of market surveys.

Ricard Casals

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Japan

Japanese Market Highlights:

- 37,000 printing and printing-related establishments
- 402,000 employees
- Sales worth \$68 billion
- Imports of U.S. equipment: \$304 million

Tetsuzo "Ted" Asoshina, International Representative

Mr. Asoshina is the founder and owner of Echo Japan Corporation, established in 1977. He has decades of experience in public relations, advertising, and marketing specializing in the printing and graphic communications industry in Japan and abroad.

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