

Industry reacts to World Publishing Expo move

PARIS, FRANCE AND DARMSTADT, GERMANY: When the World Association of Newspapers and News Publishers (WAN-IFRA) decided to move its World Publishing Expo from Madrid to Frankfurt; it was a very tough decision to make. Now the exhibitors are weighing in with their opinions.



The World Publishing Expo and Conference, formerly known as the IFRA Expo, is the world's largest global trade exhibition for the news publishing and media industry. Originally scheduled to be held in Madrid, it will be held this year at the Frankfurt Messe exhibition centre, from 29 to 31 October, after many exhibitors asked for a more central European location for their customers.

Thousands of visitors are expected during the three days of the Expo and its related conferences: Power of Print Focus Sessions, Tablet and App Summit, Advertising Summit and an ongoing series of presentations at the Media Port. Full details of all events can be found at <http://www.wan-ifra.org/expo2012>

WAN-IFRA has asked exhibitors for their comments, which can be found at <http://blog.wan-ifra.org/node/13643>.

Full details of the World Publishing Expo, to be held in Frankfurt from 29 to 31 October next, can be found at <http://www.wan-ifra.org/expo2012>

For more, visit: <https://www.bizcommunity.com>