

Du Mercredi 13 au Samedi 16 Juin 2007  
Au Parc des Expositions OFEC  
Grand Palais, Casablanca ; Maroc



# SIAGRA

## Digital Expo Africa

[www.siagra-africa.com](http://www.siagra-africa.com)

### PRESS RELEASE

**S**IAGRA is the international trade show for all digital printing and visual communications professionals of Africa. The 2007 edition will be held from June 13th to 16th at the OFEC convention center of Casablanca, Morocco.

The 2006 edition was a big success, counting 100 exhibitors and more than 10 000 visitors. The show expects more than 18 000 visitors as the show has benefited from good media coverage and should interest more African countries. The strongly represented countries of the last edition were Morocco, Algeria, Tunisia, Senegal, Cameroun, United Arab Emirates and Egypt. This year the show will be aiming to have both French speaking and English speaking countries as visitors.

The RIP manufacturer Caldera will be acting as a coordinator of the workshops and training programs to be held at the show. A large area will be dedicated to training on digital printing, color calibration and finishing. The organisers asked Caldera to coordinate this part of the event as they have an international reputation of Print to Cut workflow experts.

“Africa is a great business opportunity as the market is now mature for digital printing!” states Joseph Mergui (Caldera’s President). “Training and raising the educational level on digital technologies of entrepreneurs at a show means creating business opportunities.”

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