

EX 07 WILL MEET YOU WITH TURKEY AND MIDDLE EAST MARKET.

Gaziantep, which is an important city for economical and industrial life of Turkey, is getting ready for an significant meeting. **GAMATEX 07**, at which products,



services and solutions in respect of Printing, Publishing, Packaging, Paper and Advertising technologies will be displayed for the first time, will take place on 6-9 September 2007 at OSB exhibition center in Gaziantep, Turkey.

Turkish printing industry, which consists of more than 12.000 printing houses and color separators, is an important country for the global market and it has come in to action with the new investments. Turkish printing industry, getting stronger with new technologies, competes with Europe and now the industry is looking forward to **GAMATEX 07 - International Printing, Publishing, Packaging and Paper Technologies Exhibition**, which is being organized for the first time.

The exhibition which will be flavored with the attendance of purchaser groups coming from neighboring countries will be candidate for being the meeting point for the investors not only from Turkey but also from the neighboring countries.

About Gaziantep

Thanks to its geographical location, Gaziantep, being located on the ancient Silk Road, is an important location for the trade between Turkey and the Middle East Countries. Gaziantep is the commercially meeting point of Syrian, Iranian and Iraqi companies as it is very close those countries. Not only its geographical location but also the essential infrastructure it has, makes Gaziantep the ideal place to organize such and important event which will provide new business opportunities to its trade visitors from Turkey, Middle East, Eastern Europe and Former Russian States. In addition, through the seminars and panels which will take place currently to **GAMATEX 07** the attendees will be informed about the latest technologies and innovations at the industry.

Source: IFRA

JUST PUBLISHED: WORLD DIGITAL MEDIA TRENDS



The World Association of Newspapers has gathered the latest digital media data and forecasts into a new publication, "World Digital Media Trends," to assist the world's media strategists to profit from the tremendous opportunity of digital media.

The report, a companion to WAN's annual World Press Trends publication, explores global and regional trends in usage patterns and revenue generation in digital media, and compares them with other media. The data include forecasts of these media trends.

Full details about the report, from the WAN Shaping the Future of the Newspaper project, can be found at <http://www.wan-press.org/worlddigitalmedia>

"Media companies, including multimedia newspapers, are navigating the rapidly changing territories of mobile, internet and other digital media, armed with data and forecasts from a wide variety of disparate sources," said **Timothy Balding**, Chief Executive Office of WAN. "We felt there was a need to compile, analyze and provide a context for this data, updated on a regular basis, to provide media analysts with a clearer picture of the digital landscape and the opportunities the trends may represent."

World Digital Media Trends includes information on:

- Ad spending across media channels;
- Consumer use of multiple media;
- Mobile phone revenue opportunities;

- Simultaneous media consumption;
- Youth media consumption trends;
- Video online growth;
- Local online advertising trends.

It also includes the WDMT Index, which shows the digital "hotspots" around the world, to help explain the country-by-country and regional trends in digital consumption and revenue.

The report, which will be unveiled at the World Newspaper Conference in Cape Town, South Africa, from 3 to 6 June (<http://www.wan-press.org/capetown2007>) was compiled from data provided by a wide variety of sources, including the Arbitron, Borrell Associates, Carnegie Corporation, the European Commission, the Interactive Advertising Bureau, Forrester, Nielsen NetRatings, Morgan Stanley Research, the Organization for Economic Cooperation and Development, the Online Publishers Association, the Pew Research Center, PriceWaterhouse Coopers, the Readership Institute, Zenith Optimedia, and many others.



WAN is a leading provider of industry research and analysis through its Shaping the Future of the Newspaper project, which identifies, analyses and publicizes all important breakthroughs and opportunities that can benefit newspapers all over the world. SFN provides WAN members with Strategy Reports on these developments, a library of case studies and business ideas, and a wealth of other vital information for all those who need to follow press industry trends.

WAN members will receive a complimentary copy of the report, along with six other annual strategy reports from the SFN project. More information on WAN membership is available at www.wan-press.org/membership.

WAN conducts the SFN project with support from four international partners -- PubliGroupe, the Swiss-based international advertising and promotion group; MAN Roland, a leading company for newspaper production systems; UPM, one of the world's leading printing paper producers; and Telenor, the leading Norwegian telecommunications, IT and media group.

The Paris-based WAN, the global organization for the newspaper industry, represents 18,000 newspapers; its membership includes 76 national newspaper associations, newspaper companies and individual newspaper executives in 102 countries, 12 news agencies and 10 regional and world-wide press groups.

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