
About 40 companies participating in 3rd Interprint Expo 2008 exhibit

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YEREVAN, February 15. /ARKA/. About 40 companies from Armenia, Iran, Germany and other countries are participating in the third international specialized exhibition INTERPRINT EXPO 2008 on printing, advertisement, design and packing

'We start 2008 with this exhibition, because the publishing was vigorously developed in Armenia throughout the previous year', Ara Stepanyan, executive director of LOGOS EXPO exhibition company, said Friday in Yerevan at the exhibition opening ceremony.

He said this is one of those areas whose development is very important to Armenia.

'This area is necessary to us. Everybody wants to know how to start his business and how to boost it, which printing mechanisms to choose and how to present own business', Stepanyan said and wished the exhibition participants effective work.

Levon Ananyan, chairman of the Union of Armenian Writers, said that Armenian companies' latest achievements are displayed at the exhibition.

'I'm proud of the fact that our country has managed to reach such a level in developing printing, advertisement and publishing areas', he said.

At the same time, Ananyan pointed out some underdeveloped aspects and singled out marketing and management in book market as examples of these aspects.

The exhibition will wrap up on February 17.

The purpose of the expo is to develop this business in Armenia, according to the source. The expo also aims at attracting top specialists in the field, putting fresh idea into practice and using information technologies for printing art, advertisement and design. The initiators of the expo believe this will help improve design quality and will allow establish business ties between manufacturers and design studios.

The sponsors of the event are the RA Ministry of Trade and Economic Development, Ministry of Foreign Affairs, Union of Manufacturers and Employers (Businessmen), the National Union of Book Publishers and the Writers' Union of Armenia.

LOGOS EXPO Center is the first private exposition company in Armenia and is a leader in organizing branch-wise, industrial, national and international expositions and congresses both in Armenia and abroad. The company has organized about 80 expos for the past 7 years.

LOGOS EXPO Center has been operating since 1999. Over 1,000 local and foreign organizations have participated in its expositions, the number of customers making 60,000. M.V.-0---
