

# TIMES First But Not Last

## 'Geo Polygraphy and Advertising' successful at Expo Georgia

By Mari Klotzsch-Bill

"We attend Expo Georgia's exhibitions with pleasure. This exhibition hall always presents the best products from the most serious local and foreign companies." "Today's exhibition has a new profile, and it is very interesting not only for specialists, but also for average consumers, because it offers so useful information about those who create, design, print and work on products, about video, and so on." "The exhibition itself has been organized very professionally, and each enterprise facilitates the promotion of our country in the world community".

These are visitors' impressions of the First International Exhibition of Polygraphy and Advertising held on May 20-29 in the Expo Georgia exhibition and convention hall. About fifty local and foreign leading companies were represented at the exhibition. They displayed advertising, wide format printing, printing technologies, offset presses, video and audio equipment, etc. The Georgian News, Yellow Pages, the magazines of Aviation Airlines (Dromavi), Abkhaz, Georgian Business News, Extra Pictures, and radio stations Parnass, Europa Plus,

Radio Imedi, and others participated.

The Georgian Polygraphy Association's printing machine was especially eye-catching as it produced newspapers about the company during the exhibition. Many people gathered near the stand to see, perhaps for the first time, how the newspapers are printed. Right after the exhibition, this Georgian production machine will be used in Kiev.

Photo companies and

Independent studio TBC-TV, prize-winner at International TV Festival Moscow and EMMY, offered all kinds of TV and CINE production, etc. Advertising production was also displayed at the stands of the following companies: GAC, Janta Group, Magi Studio (Globe A.M.I., "3 Star" Studio 103, Radio TV and others.

The official representatives of the Dutch organization Minerva P.O.M., which has representatives in 17 European

"clubs" from the rooms to show it to the public. We are happy that the first step for our promotion was made at the exhibition held by Expo Georgia".

Creative, Ukrainian, Omega and Calamus Graphic Studio also displayed their high-quality production magazines, books, catalogues, brochures, calendars, flyers, paper folders and packages. Speaking of Ukrainian, it is important to mention that this com-



panies were represented by Canon, Fujifilm and Kodak, displaying digital cameras, professional photo equipment, direct and large format photo printers, laser printers and copiers, office equipment, lenses and accessories.

anners, made a major breakthrough in advertising. They displayed information advertising cards, which are situated on specially designed stands presented in Geneva. These small advertising cards can also serve as sales cards. This is the first procedure on Georgian advertising market. The cards are absolutely free, and people interested can get them in the hotels network, supermarkets, and other places, where they will be much in demand. A representative of Minerva P.O.M. told GT: "It is extremely important for us to take part in ExpoGeorgia's exhibitions.

For a very long time we have worked on this project only in our rooms and offices. Now it seems that we've taken our

pany is also an official representative of "Wendberg" in Georgia, which was also displayed in the 11th pavilion. This company offers open and scalable solutions for all the challenges in the print media"



Industry

Armenian covers "Business Style" and Media offer large format printing for different stations and family business form of wallpaper and covering.

A bright and modern stand for children and parents was displayed by Bolnisi Polytechnic Center, showcasing their best works, brochures, wall and bulletin displays.

Children also dragged parents to the neighboring pavilions where the annual Festival was held, at which best and most authoritative Georgian publishing houses and companies were presented. International B and the British Council Alexander Dzhoghelashvili Central Cinema and the Georgia Institute displayed all of foreign literature. The regional Commission also of five structures about European Union's rela-



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