

Além disso a entidade possui o que deve ser o maior prêmio de artes gráficas do planeta o Prêmio Fernando Pini. No seu 21º ano de existência teve quase mil trabalhos inscritos, empresas de 14 estados e uma festa de entrega de prêmios com mais de dois mil participantes.

A perspectiva de enfrentar as ações de greenwashing e pressões do mercado pela troca de comunicações impressas por eletrônicas está sendo mitigada com disseminação de conhecimento, treinamentos, cursos e investimentos em tecnologia, fundamentais para garantir aos compradores de impressos três percepções fundamentais:

- 1ª A comunicação impressa é uma forma de comunicação de alta durabilidade, estável, e de alta qualidade técnica;
- 2ª A comunicação impressa é feita com impactos iguais ou menores aos da comunicação eletrônica, dependendo do produto e de sua distribuição;
- 3ª Todos os impressos são feitos com papel fabricado com árvores de florestas plantadas, sendo que certificações como PEFC e FSC são cada vez mais utilizadas no Brasil.

■ Brazil is seeing a period of mild optimism resulting from the effort put into improving the relationship between the public deficit and the federal government's primary surplus, which is affected by world factors such as high commodity prices (which form a significant proportion of the country's exports) and investments in infrastructure for the oil, gas, petroche-

micals, road, telephony and airport sectors. Apart from this, the Brazilian government did an excellent job by announcing some forthcoming world-class sporting events within the country, namely the football World Cup in 2014, and the Olympic Games in Rio de Janeiro in 2016.

All this, together with income-transfer programmes for the most deprived classes, has had the effect of unexpected economic revitalisation, with a positive impact on consumption and production, triggering the greatest sustained growth in the domestic market since the 1960s. At that time, economic growth came about through public-sector investment and the policy of import-substitution. Nonetheless, the government gave priority to the mineral-production and agriculture segments, also to modernisation, leaving the industrial sector without a long-term policy and lacking the right conditions to compete with imported products owing to the so-called "Brazil cost" which, together with the rickety state of infrastructure, increasingly taxed production while the value of the Brazilian currency (the real) left Brazilian industrial products uncompetitive.

The graphics market

As for the graphics market, its energies are directed towards being competitive among the printing and electronic media, and the preferences of readers and viewers in respect of the means by which they wish to receive their communications. On top of this, in markets with an expectati-



O valor da moeda brasileira tornou os produtos industriais brasileiros pouco competitivos.

The value of the Brazilian currency left Brazilian products unable to compete with imported goods

on of expansionspeeded up by the arrival of a major new media category, what we got were poor or even negative figures, the result of

imports of pre-packed products and imports of packaging from abroad. While we exported \$270 million of printed products in

2011, we imported \$560 million worth, resulting in a deficit of almost \$300 million. However, international trade is fairly insigni-



Enquanto o Brasil exportou 270 milhões dólares de produtos impressos em 2011, importou material valendo 560 milhões.

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▶ ficant in our sector, since it represents less than 5% of the Brazilian market which, according to the AN Consulting agency, is in the order of \$16 billion annually.

Packaging

The larger part of the graphics sector, with approximately 40% of production by value, is packaging which, as we have seen, was affected by imports, causing growth to fall from 6% in 2010 to 2% in 2011, with growth close to GDP in 2012 something in the region of 3%. As economists see it, the 2008 crisis did not affect the graphics sector until 2010, when the sector felt the repercussions of the world crisis, while 2011 turned into a year for planning and restructuring to meet the altered demands of the market.

Among those sectors showing growth are publishing, with growth rates over 6% a year, and cardboard packaging, growing at 3.35% last year. It is pertinent to recall that the federal government has a programme for purchases of educational books, which are subsequently distributed to pupils over the public network, and this forms a substantial portion of the productive publishing segment.

The newspaper segment showed a fall of nearly 10% compared with the previous year, even though the circulation bureau reported growth in newspaper circulation of 3.5% in 2011, but this possibly shows a loss when compared with electronic media.

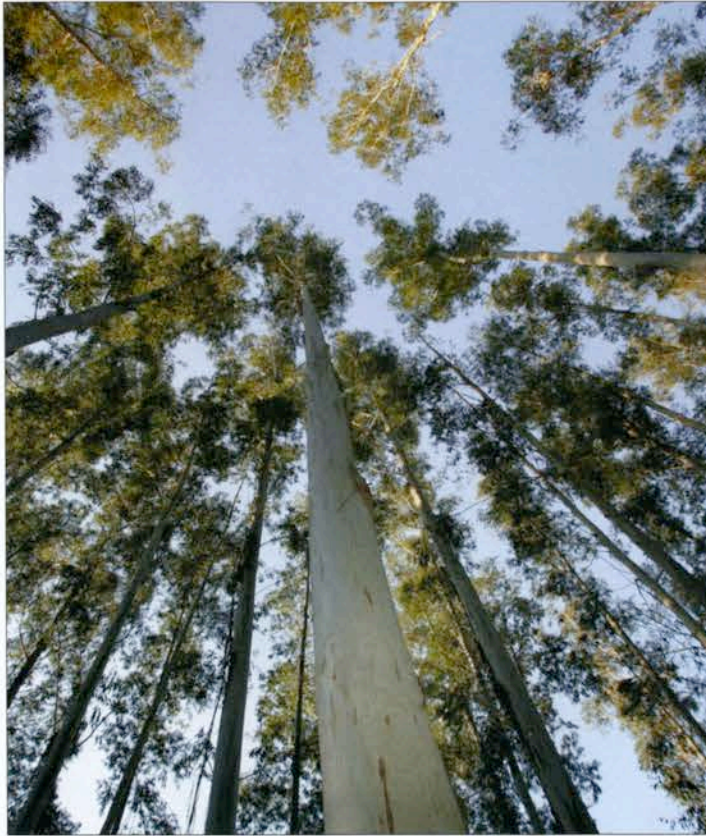
The graphics sector has benefited from investment of nearly \$7 billion over the past five years, facilitating the replacement of obsolete equipment and expansion of production capacity.

In the technical domain, the Brazilian Association for Graphics Technology (ABTG), which extends nationwide, has responsibility for adopting technical standards and represents Brazil at TC130 of the ISO. With a set of over 60 standards now adopted, the market is awaiting specifications and, more recently, accreditation certificates issued by the ABTG.

Innovation and professionals

The challenges highlighted by the numbers for the graphics sector must be confronted by adopting quality initiatives and new business solutions. Innovation is driven by investment in technology and by training human resources; in this area the ABTG has played a vital role in the national scenario: almost 10,000 trained professionals in 2011 throughout the country, in highly diverse fields of knowledge, such as sales, technology, sustainability, social awareness and responsibility.

Moreover, the unit has won what has to be the world's top prize in graphics: the Fernando Pini Prize. Now in its 21st year, it has almost 1,000 recorded works, companies in 14 states, and a prize-giving party with over two thousand entrants.



As inovações são impulsionadas pelos investimentos em tecnologia.

Innovation is driven by investment in technology and training

The prospect of being faced with greenwashing activities and market pressures in switching over from printed to electronic communications, are offset through the dissemination of knowledge, training initiatives, courses and investment in technology, which are essential in order to safeguard three basic principles for purchasers of printed material:

■ The printed communication is a durable and stable means of

communication, of high technical quality

■ The printed communication is produced with an impact similar to or than an electronic communication, depending on the particular product and its distribution

■ All printed publications are produced using paper from trees grown on plantations, since certifications such as PEFC and FSC are most commonly used in Brazil.



O esporte mais popular do planeta: a Copa do Mundo de futebol em 2014.

Brazil will be home to the World Cup in 2014 and the Olympic Games in 2016



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