

**Ottawa, Ontario July 11, 2007** - Success for the printing industry in a global marketplace depends on having a highly skilled workforce. This was the clear message of the first Annual Forum, hosted on June 18, 2007 by the Canadian Printing Industries Sector Council (CPISC).

Held at the Sheraton Gateway Hotel/Pearson International Airport, the event brought together participants representing employers, employees and unions in the industry as well as suppliers, government officials and educators. "Attendance surpassed our estimates and the Forum's goals were realized," said CPISC Executive Director, Marie Eveline.

The keynote presentations featured noted educators from Germany, Bernd Schopp, Head of Heidelberg Print Media Academy (PMA) and Martina Brand, Marketing Director at the PMA. Both speakers provided a global perspective on lifelong learning and training as a necessary means to sustain a competitive advantage in the global market. They stressed that investing in employee skill development will create loyal and more efficient workers who will not leave at the first opportunity. Bernd emphasized that "a company's productivity, and therefore its economic success, depends to a large extent on the skills of its staff. Highly skilled staff help ensure that the customers are happy; they provide the basis for the company's success".

A panel discussion, made up of industry representatives, addressed the challenges related to making the printing industry a career of choice, recruiting, retention and training. Most importantly and fundamental to the industry is the development of national skill standards for the various printing process areas including pre-press, press and finishing/bindery.

Through small group discussions, participants had the opportunity to define what they feel should be CPISC's priority areas of activity and presented various ideas for change.

The Canadian Printing Industries Sector Council, funded by the Government of Canada's Sector Council Program, is a not-for-profit organization responsible for the human resources strategy for the printing industries in Canada.

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