

Ottawa, Ontario June 17, 2008 - Success for the printing industry in a global marketplace depends on having a highly skilled workforce able to adapt to changing technologies. This was the clear message of the second Annual Forum, hosted on June 13, 2008 by the Canadian Printing Industries Sector Council (CPISC).

Held at the Delta Centre-Ville in Montreal, 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 presentation featured Warren Werbitt, Founder and CEO of Pazazz Printing. He provided his unique perspective on the future of printing emphasizing that we work in an old industry with old ways and that there is an urgent need to bring printing into the new age. "We need to attract young and creative people into our industry and show our passion for printing", stated Werbitt.

A sneak peek into the CPISC national press skill standards and the skills and technology roadmap initiatives were also highlights of the program. A panel discussion, made up of industry representatives addressed the challenges related to technological changes and skills upgrading and the CPISC approach to these issues.

Through small group discussions, participants had the opportunity to define what they feel are the most urgent needs of the industry and what should be CPISC's priority areas of activity. The feedback from these group discussions will be incorporated into CPISC's current strategic planning discussions.

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. For more information, please visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

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