

## GLOBAL PROSPECTS OF EXPORT ORIENTED PRINTING UNITS

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### ABSTRACT

Global demand as well as domestic consumption of printing products, has increased in recent year due to increased in literacy rate. The future of the Indian printing industry looks bright. The country has the potential to increase production, productivity, and quality. The scope for exports is increasing especially due to industrial demand in the global economy. In the meantime, attention needs to be paid towards improving their standard. The segments of graphic design, print quality, and capability have achieved the global standard. Newspapers, books, catalogues, packaging products and other publications such as coffee table books have come up to the international standards. The growth of the market for printing products is expected to continue to be dependent on the growth of publication printing to a large extent. Exporters often suffer because of the inadequacy of government export promotion policies. This includes lack of gathering and provision of information on available export opportunities and ineffective promotion of the country's exports overseas. Deficient advertising and promotion programs are other factors that constrain export activities. This paper highlights the growth and development of export-oriented printing industry in global.

**KEYWORDS:** Global, Printing, Printing Units & Export