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Publidisa Outlines Book Opportunity for Xerox Premier Partners

Patricia Pasadas of Publidisa (see photos below) came to the Xerox Graphic Arts Premier Partners meeting in Dortmund, Germany, as part of drupa, to tell the story of her company's success in meeting the needs of publishers and authors.



She left with more than a dozen potential business partners. That's what happens when you ask a room full of 75 leading digital print providers to be partners in an innovative, international business.

Publidisa, based in Seville, Spain, and with additional presence in Mexico and Argentina, provides a unique collection of publishing offerings: digital book manufacturing, e-book file generation and e-commerce outsourcing. "No one was offering solutions in these areas, so we went for it," Pasadas said. The result: rapid growth the last few years.

Pasadas described three paths of future growth for the company: expanding its regional reach for publishing in Spanish, building a capability for publishing in English, and then taking on the rest of the world'. The firm's preferred approach: growth through local partnerships. In the face of rapidly escalating energy costs, she said, "We want an international network to produce books close to the point of need, and avoid high shipping costs and delays."

That's when she gave an open invitation to attendees — Xerox Premier Partners from developing markets, such as Africa, Eastern Europe, Latin America and the Middle East — to explore becoming a partner of Publidisa. By evening, she had business cards from 14 companies.

The Xerox Premier Partners — a global network of 727 leading, Xerox-equipped print providers — is dedicated to developing new business opportunities through knowledge sharing, networking and business sharing.

At the meeting in Dortmund, Publidisa had the trifecta.

Randy Swope
Developing Markets Organization Premier Partner Coordinator
Xerox Corporation

Patricia Pasadas of Publidisa during and after her speech at the Premier Partner Event in Dortmund on May 28, 2008.



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