



Press Release No. 6 / May 2023

PRINT & DIGITAL CONVENTION stays charted for success

With an accomplished synergy of convention and trade fair, PRINT & DIGITAL CONVENTION again attracted numerous experts from the print and media industry to Düsseldorf. Centrestage were trending themes such as sustainable media production, Programmatic Print, multi-channel publishing and value-added printing.

Registering to the tune of 1,200 participants, the sixth PRINT & DIGITAL CONVENTION drew to a successful close confirming its status as one of the most relevant industry meetings in the field of communication and packaging industries. Its success formula: an exclusive circle of some 70 renowned exhibitors, including Canon, FKS, Horizon, Konica Minolta, KURZ and Xerox, that convinced delegates with their creative solutions and exhibits, as well as 47 high-calibre speakers, who shared their expertise and insights in a total of 38 lectures.

“The PRINT & DIGITAL CONVENTION is an absolute heart and soul project. We are proud to see how this format has developed over the past few years,” explains Rüdiger Maaß, Managing Director of f:mp, and goes on to say: “Our great thanks go to the exhibitors, speakers and partners who consistently drive the concept in constant exchange with us. We are also particularly delighted with the approximately 20% new exhibitors, who not only enhance the ranges for our visitors, but have also provided many new ideas and impulses.”

Knowledge hub and in-depth networking

The unique concept of this congress trade fair once again made for a communicative and busy atmosphere at the Düsseldorf Stadthalle and for in-depth networking and high-calibre knowledge transfer at the exhibition stands and in the



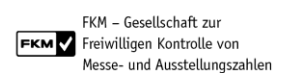
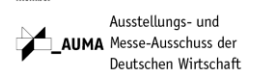
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lectures. In addition, it provided exciting insights into innovative practice-driven solutions for print and packaging applications.

“Here brand owners, agencies and media producers find concrete solutions allowing them to efficiently implement their marketing strategies,” explains Sabine Geldermann, Director drupa, Printing Technologies Messe Düsseldorf. “The PRINT & DIGITAL CONVENTION also convinced attendees this year again with its strong practical slant, concrete applications and the comprehensive know-how conveyed in the talks. This success shows us that we are on the right track and our themes and ranges strike a chord with the sector.” Ranging from digital transformation and print in a modern marketing mix to sustainable finishes, the latest topics, trends and views were discussed.

The Highlight Guide: applications and solutions that “wow” users

They were among the crowd pullers at PRINT & DIGITAL CONVENTION: nine Highlight Projects were in the focus of many visitors and demonstrated with hands-on applications just what is possible in modern marketing with a perfect interplay of digital printing, digital media technology, print applications and multi-channel solutions. Experts along the entire supply chain had joined forces to implement the Highlight Projects, and specifically developed their cases for the PRINT & DIGITAL CONVENTION in exciting cooperations. Best practices here ranged from finishing options and strategies for brand management to cross-media campaigns.

A project of particular relevance: Sustainable Media Guides

The demand for independent and high-quality information on such subjects as sustainability, environmental and climate protection, circular economy, standards, functions as well as current legislation, is as high as ever. Here the “Sustainable Media Guides”, which were officially presented on the two convention days for the first time, will close a gap in the media landscape from now on. This compendium of technical literature specifically edited for this purpose is to become a knowledge base for sustainable publishing. The project sponsors are the Brancheninitiative UmDEX as well as the professional association Fachverband



Medienproduktion e. V.; presenting partners are inapa Deutschland GmbH, Canon Deutschland GmbH and drupa/Messe Düsseldorf.

PRINT & DIGITAL CONVENTION @ drupa 2024

The next PRINT & DIGITAL CONVENTION will be held as part of drupa 2024, the World-leading Trade Fair for Printing Technologies, from 28 May to 7 June. On a special area partners of the convention can introduce themselves to the international drupa audience. In addition, the PRINT & DIGITAL CONVENTION will organise one congress day at the drupa cube, the central stage for pioneering content. Likewise, the official Guided Tours of drupa will be organised by the Fachverband Medienproduktion. The focal themes of these guided trade fair tours are sustainability, finishing and Programmatic Print.

For more information on the PRINT & DIGITAL CONVENTION visit: www.printdigitalconvention.de/en

Exhibitor testimonials for PRINT & DIGITAL CONVENTION 2023:

Timm Edelhoff, Managing Director Horizon GmbH

“Our staff had an incredible number of interesting talks at the PRINT & DIGITAL CONVENTION. We meet our partners here and can exchange ideas with the sector. We feel in good hands – especially in the robotics field. Our strategy towards integration and robotics is becoming ever more important. This is why we are particularly pleased to see more and more exhibitors offering integrative solutions for processes at the convention. To us the PRINT & DIGITAL CONVENTION is a great preparation and kick-off for drupa 2024.”

Oliver Heiss, General Manger Sales Center & Eastern Europe, RISO GmbH

“We have been at the PRINT & DIGITAL CONVENTION for the first time this year and we really like it. The atmosphere is great and we are especially delighted with the interest shown by visitors who have given us an enormously positive feedback.



Customers stop, get advice and we are very excited to see the ongoing after-show exchange.”

Linda Ullrich, Campaign Manager FLYERALARM GmbH

“We participated in the PRINT & DIGITAL CONVENTION as an exhibitor for the first time and were positively surprised. Our stand was perceived well and we had a vivid exchange with visitors as well as the other exhibitors. We were particularly pleased to find so many vocational training classes and students on site. It is nice to see that so many young people take an interest in this industry and that the next generation is ensured.”

Silvia Wiener, Head of Print Media Consulting, inapa Deutschland GmbH

“The PRINT & DIGITAL CONVENTION is a good industry meeting where you get to talk to many people. The conference agenda was impressive and top-notch in terms of content.

We are proud to be a Presenting Partner of the Sustainable Media Guides which were launched at the PRINT & DIGITAL CONVENTION. This project provides the possibility to transfer thoroughly researched expert knowledge related to sustainable media production themes to the creative sector, to relevant training institutes and marketing people within industry, thereby also ensuring cross-industry knowledge transfer.”

Olga Baginski, Product Marketing Manager Zaikio

“The PRINT & DIGITAL CONVENTION proved a valuable opportunity for us to gauge the mood in the industry prior to drupa next year. We enjoyed great conversations and the opportunity to network with many customers and partners. We are already now looking forward to drupa 2024!”



**Thorsten Kinnen, Business Development Manager Commercial Printing at
Konica Minolta Business Solutions Deutschland GmbH**

“The two Print & Digital Convention days again proved a real asset for the highest-reach medium that is print. Inspiring conversations with visitors from a wide variety of backgrounds, but also with other exhibitors show that our GLAMPRINT is precisely the right statement for an innovative and thrilling industry. We at Konica Minolta loved to be part of this event and look forward to the next time.”

Andreas Graf, General Manager dmsDIGITAL

“We are pleasantly surprised by the great response we have received at the PRINT & DIGITAL CONVENTION here. We have taken part several times already and are delighted to see that the event keeps on growing and new, exciting exhibitors are joining the fray every year. Especially valuable are the many positive conversations we had at our stand – not least also owing to our Highlight Project, the HARIBO painting trivia and quiz. We will definitely be back!”

Yvonne Bogosavljevic, Online Marketing for X-NRW GmbH

“This was our first time as exhibitors at the PRINT & DIGITAL CONVENTION after we attended as visitors last year. Together with our partner companies Lead-Print and Selati we are pleased about the large number of visitors at our joint stand. Here we find the ideal setting to make appointments with customers and we leverage the event as a connectivity platform. Our customers also attended the versatile lectures. Overall, we find the format of the PRINT & DIGITAL CONVENTION very appealing.”



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