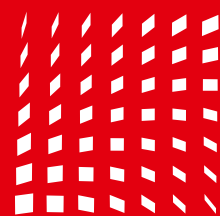


# post show report

## drupa 2024



**drupa**

no. 1 for printing technologies



May 28 - June 7, 2024

Düsseldorf  
[www.drupa.com](http://www.drupa.com)



Messe  
Düsseldorf

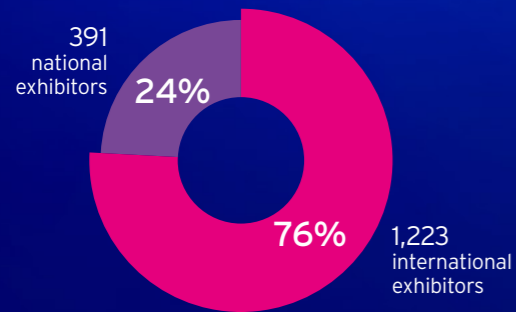
# we created the future

drupa 2024 was a great success and we would like to thank our exhibitors, visitors and partners for helping to create another outstanding event and a unique customer experience in an exceptional atmosphere. It is a fact that the many innovations on show will have made a lasting impact on the future of the printing and packaging industry. Once again, drupa delivered on its brand promise and set new standards. This post show report presents impressive highlights and very complimentary exhibitor statements from drupa 2024. Our goal remains to meet the needs of our global customers and ensure that drupa continues to demonstrate its international importance, relevance and appeal as the world's leading trade fair for our industry.

## Global reach

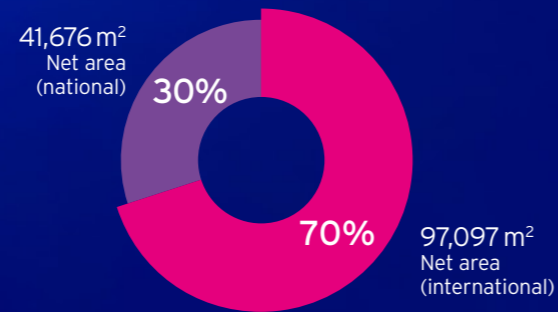
### Exhibitors

**1,614**  
exhibitors  
from **49** countries



### Area

**138,773 m<sup>2</sup>**  
Net area (total)



»drupa stands for new approaches and new technologies like no other trade fair. It is not only the largest, but also the most important global platform for our industry, because the entire printing and post-press industry meets at the world-leading trade fair. It has been invaluable for generating leads. Nowhere else offers the opportunity to make so many new international contacts from all over the world in such a short space of time and in one place.«

**Dr. Andreas Pleßke, Chairman of the drupa Committee, CEO Koenig & Bauer**



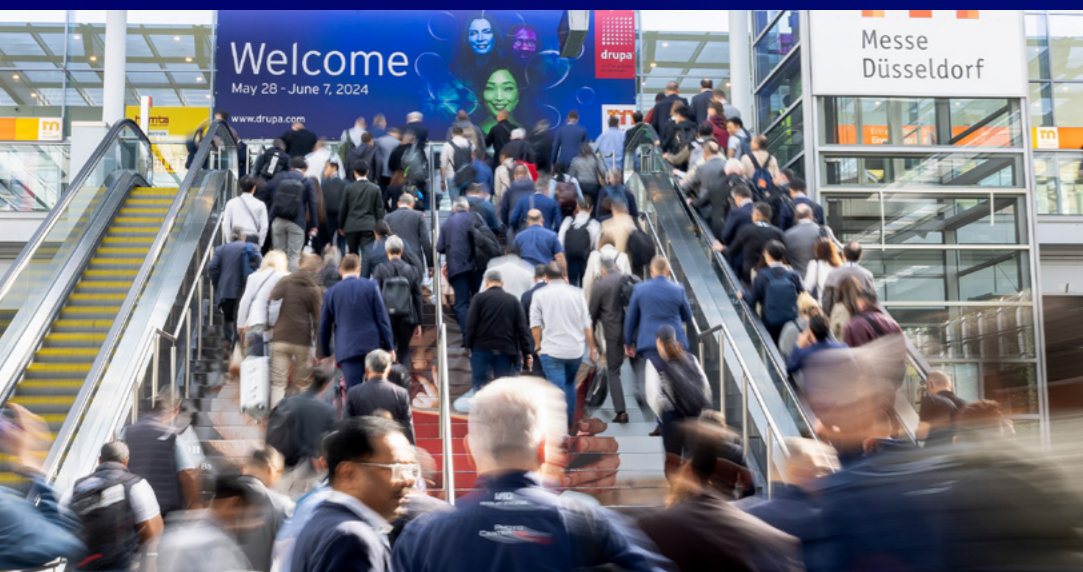
»Once again in 2024, drupa has demonstrated its unique appeal as the world's leading trade fair for printing technologies. Particularly impressive were the increased internationality and the high level of decision-making authority among the professional powers. The numerous sales deals reported by our exhibitors underline the importance of drupa as a significant investment platform for the international industry.«

**Wolfram N. Diener, President & CEO of Messe Düsseldorf GmbH**



»At drupa 2024, we experienced at first hand just how relevant and resilient this industry is. The community is determined to set the course for the future together. The dialogue with people from all continents and from all areas of the industry was extremely enriching and inspiring. We welcomed around 50 large delegations from various nations, and numerous globally active associations and organisations have chosen drupa as the ideal setting for their conferences and board meetings.«

**Sabine Geldermann, Director drupa, Portfolio Print Technologies Messe Düsseldorf GmbH**



# we achieved great success

Exhibitors share their impressions and successes from drupa 2024 - a look back at a ground-breaking show.



»drupa is an important industry event for Canon, and it's been great to return to the show after an eight-year break. The 2024 event was particularly impactful and impressive, with vendors able to show innovations that have been developed over almost a decade. (...) For me, drupa is an important meeting point and a wonderful showcase of the versatility of print. It allows visitors from all over the globe to harness our expertise in technology and business innovation, enabling people and businesses to grow and prosper. With the influx of visitors on Canon's stand, first results show that new contacts created and contracts signed exceeded expectations.«

**Canon EMEA**  
Jennifer Kolloczek, Senior Director, Marketing & Innovation, Production Printing



»Eight years is a long time so we didn't exactly know what to expect. drupa turned out to (re)claim the pole position in bringing the printing industry together on a global level. For Xeikon this global function is vital to attract new customers. Running a drupa presence is like running a marathon, it takes strict preparation, clear goal setting, smart execution and the result will be a lifetime memory.«

**Flint Group Digital**  
Danny Mertens, Marketing Manager



»Digitalisation has fully arrived in the printing industry - not to replace traditional methods, but to offer automated production processes through hybrid systems 'on demand' and to complement existing technologies. We are thrilled with the response from the high-quality professional audience and say thank you, drupa. We will see you again in Düsseldorf in four years.«

**Durst Group AG**  
Christoph Gamper, CEO and Co-Owner



»Participation in this year's drupa was extremely valuable for our company. Not only were we able to generate good leads, but we also successfully closed deals. We were particularly pleased that topics such as sustainability and connectivity were strongly emphasised.«

**Heiber + Schröder Maschinenbau GmbH**  
Andre Garmer, CEO



»Heidelberger Druckmaschinen AG (HEIDELBERG) is very pleased with its showing at the drupa trade fair in Düsseldorf. Our stand attracted a great deal of interest from customers around the world, who also invested in the innovations on display. Our drupa team won over customers with a fabulous stand and future-proof innovations. The positive spirit among customers and staff alike was simply mind-blowing. (...)«

**Heidelberger Druckmaschinen AG**  
Dr David Schmedding, Head of Sales and Marketing, Board Member for Sales and Service



»For Ricoh, drupa has been an unprecedented success. We appreciated the opportunity to welcome tens of thousands of visitors to our beautiful stand, where we have been privileged to explore with them how our technical solutions and specialist insights could support their diverse businesses and help them prepare for the challenges of the future. We are also delighted with how many visitors chose drupa 24 as the time and the place to invest with Ricoh, which provides further evidence that drupa is where the print industry comes to do business.«

**Ricoh Europe PLC**  
Eef de Ridder, Vice President, Graphic Communications Group



# we generated new business

Exhibitors share their highlights and successes from this year's drupa, which set new standards.



»After an eight-year break, it was a pleasure for us to exhibit at drupa again and gain valuable experience. We received confirmation that our focus on sustainability and collaboration along the entire value chain is the right approach. We were particularly pleased with the positive atmosphere and the opportunity to discuss industry issues face to face.«

**Henkel AG & Co. KGaA**  
Malgorzata Kolton, European Vice President Henkel Packaging Adhesives



»drupa was an excellent opportunity for Kodak to demonstrate its commitment to innovation across its complete portfolio of both offset and digital solutions. (...) Kodak is able to serve its customers comprehensively in both innovative digital technology and modern, highly automated solutions for traditional offset. As a result, we achieved strong sales for our digital and traditional portfolio during the show.«

**Kodak Limited**  
Denisse Goldberg, CMO and Head of EAMER Sales



»drupa 2024 has surpassed all of our expectations across the board here at HP Industrial Print. The atmosphere and energy we experienced every single day at HP's booth really exemplifies the importance of these in-person events in building new and existing relationships within our customer and partner ecosystem. This year, we came into the show with focused, clear and effective objectives which we exceeded by far. The HP Transformation we announced 20 years ago has fully materialised at drupa 2024 with digital now becoming fully ingrained within the print industry. (...) drupa 2024 really did come back with a bang and we're already looking ahead to our preparations for drupa 2028 as an opportunity to further amplify our innovation and leadership in the market. See you all at drupa 2028!«

**HP Inc.**  
Haim Levit, Senior Vice President and General Manager HP Industrial Print



»For W&H, the focus at drupa 2024 was on personal exchange. We are delighted with the high quality of the discussions with experts from all over the world. It was great that the industry met again in Düsseldorf after eight years.«

**Windmüller & Hölscher Gruppe**  
Dr Falco Paepenmüller, CEO



»Leonhard Kurz had an outstanding presence at drupa, highlighted by amazing contacts and significant machine sales. The event was both productive and enjoyable, showcasing our team's strong camaraderie. Exciting discussions about future business opportunities have laid a solid foundation for our continued innovation and growth.«

**Leonhard Kurz Stiftung & Co. KG**  
Markus Hoffmann, Member of the Managing Board, Executive Senior Vice President  
Business Area Packaging and Print and Business Area Application



»After eight long years, drupa was a perfect platform to meet customers, partners, journalists and analysts, as well as friends, and help customers to see the potential in print, packaging and the unstoppable digital transformation of our industry. drupa has certainly met and exceeded our expectations. Our must-see stand was extremely busy every day - and the feedback from our customers and partners has been fantastic. Visitors told us that our stand - covering world firsts in software and machine demonstrations, complete print factory set-ups, as well as advanced Industry 5.0 and AI advances - was inspiring and holistic. The icing on the cake was that we had an unprecedented number of show sales, plus new business leads that we know will lead to more customer announcement stories soon. We look forward to drupa 2028.«

**Konica Minolta Business Solutions Europe**  
Olaf Lorenz, General Manager International Marketing



we discovered  
new potential



# we reached our target groups

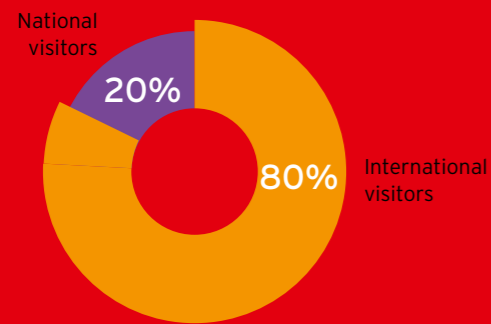
Visitors from 173 nations and a high-quality programme of presentations contributed to a valuable exchange of knowledge and excellent networking opportunities. Ideal conditions to give the industry confidence and optimism for the future, in addition to a very good investment climate.

## Global reach of visitors

# 165,551

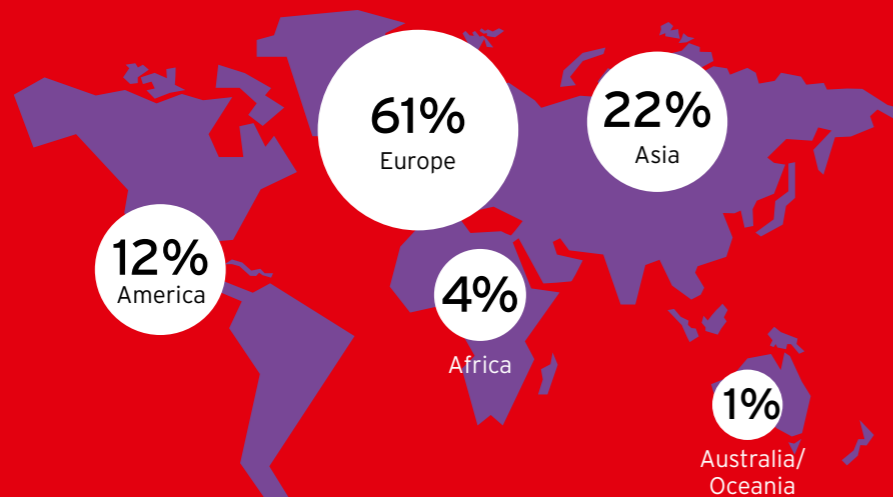
Total number of visitors

from **173** countries



## Top 10 visitor countries

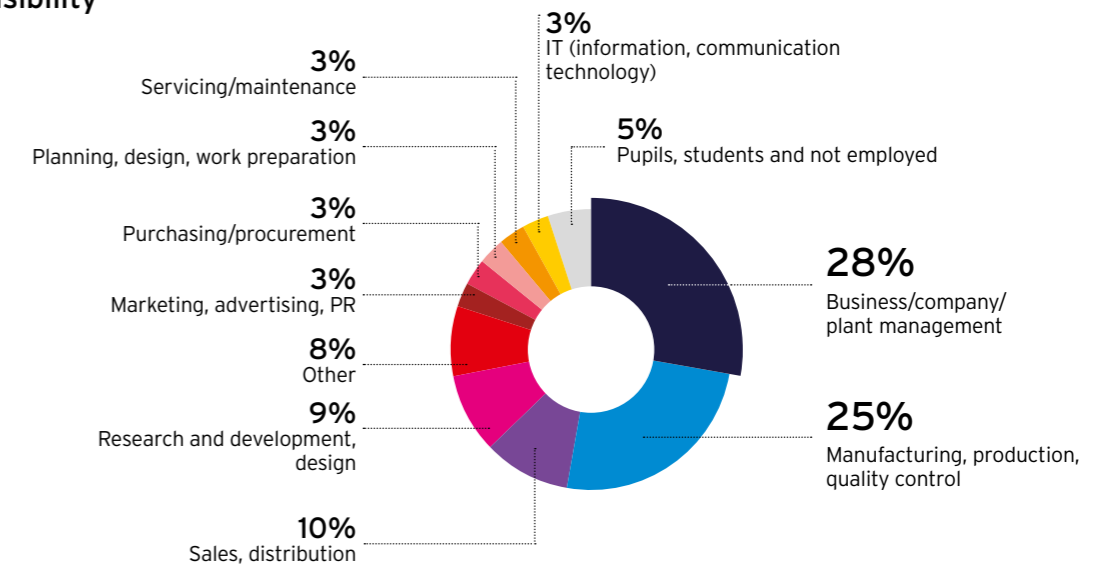
- |                                       |     |
|---------------------------------------|-----|
| 1. Germany                            | 20% |
| 2. India                              | 7%  |
| 3. Italy                              | 6%  |
| 4. Netherlands                        | 5%  |
| 5. France                             | 4%  |
| 6. China                              | 4%  |
| 7. Brazil                             | 4%  |
| 8. USA                                | 4%  |
| 9. Great Britain and Northern Ireland | 3%  |
| 10. Turkey                            | 3%  |



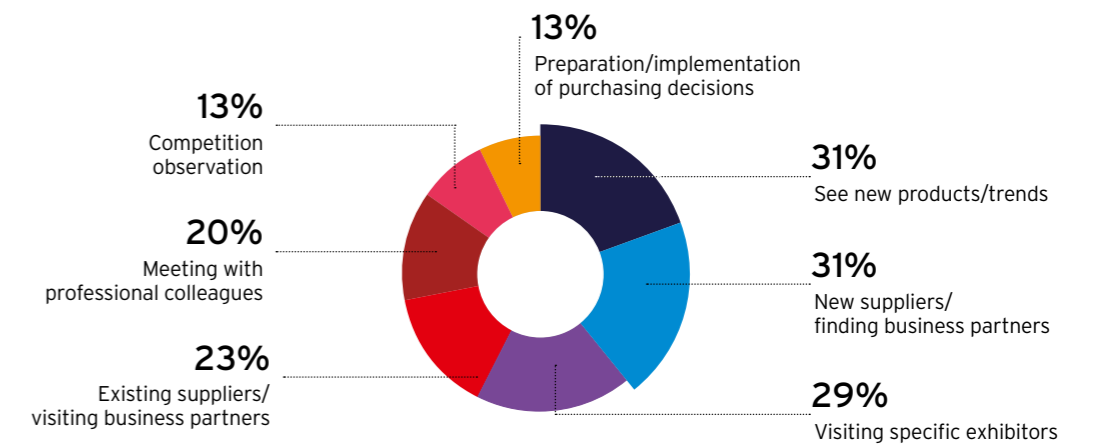
## Quality of visitors and decision-making power



## Area of responsibility



## Reasons for visiting



A total of 3,051 interviews conducted, of which 2,981 interviews with trade visitors (98%) during drupa 2024

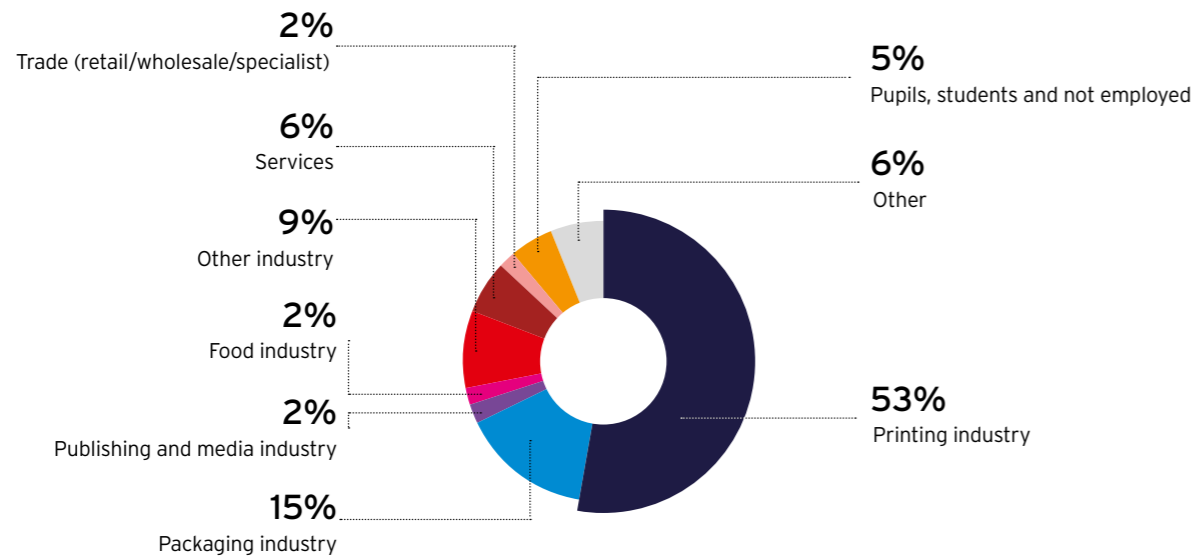


**79%**  
of exhibitors have received or expect to receive orders

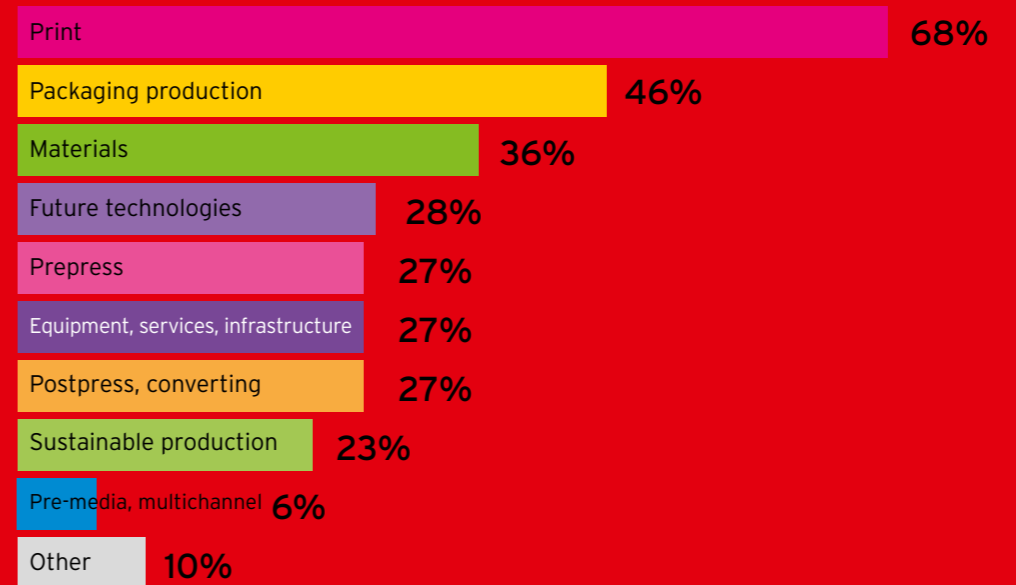
### Business potential and investment intentions of visitors



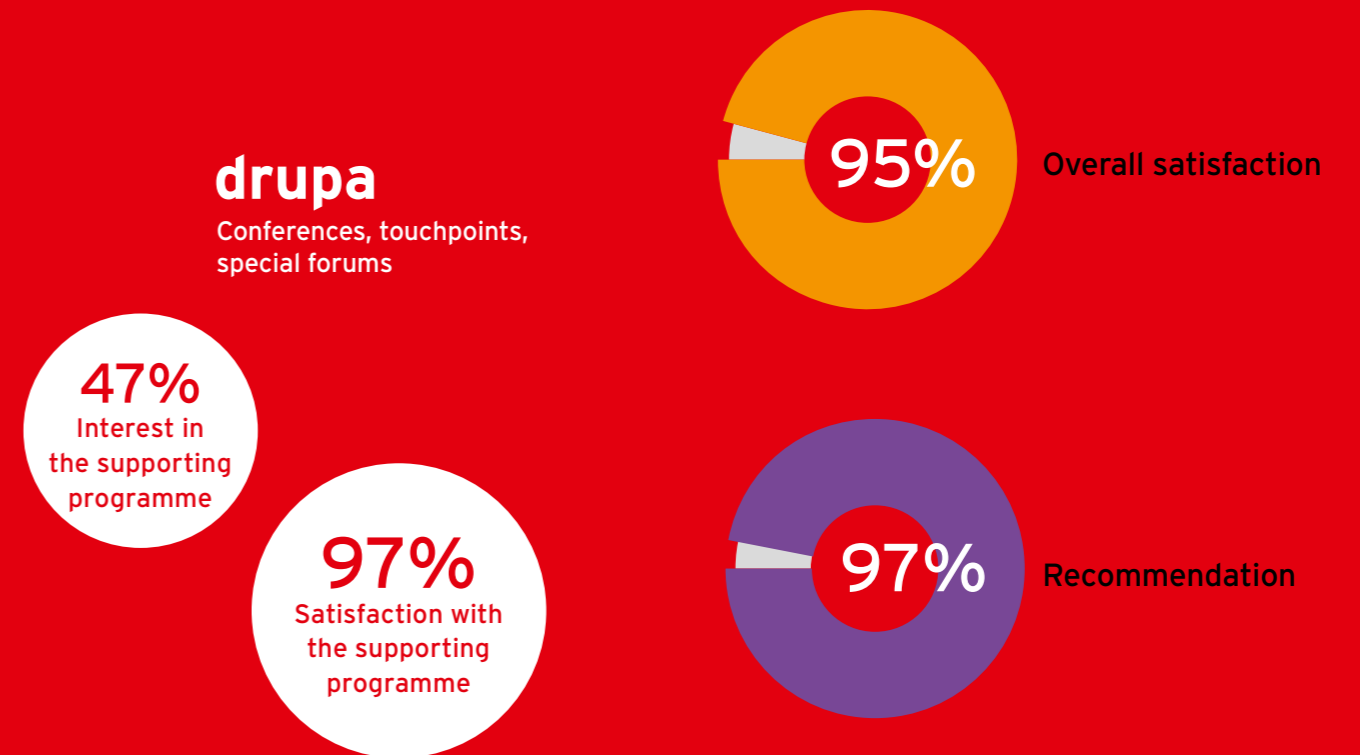
### Economic areas



### Visitors' interests



### Overall and offer assessment of the visitors



# we explored business opportunities



»It's great to attend drupa, the leading trade show for printing and packaging solutions. We've seen innovative and groundbreaking technologies, with a strong focus on more sustainable solutions. At tesa, we value partnerships and innovation, constantly improving our adhesive solutions. We enjoyed engaging with industry leaders at drupa to strengthen partnerships and work towards mutual success.«

**tesa SE**  
Andreas Tanzer, Head of Sales & Marketing PPS Europe



»After an eight-year break, drupa remains an invaluable part of Mimaki's business strategy. Pleased to see that both sustainability and social responsibility were also at the forefront of conversations, as seen on exhibitor's booths and across the stages, like drupa cube and drupa dna. Being an international show, this is an incredibly important platform to further these conversations about the future of our industry.«

**Mimaki Europe**  
Danna Drion, General Manager Marketing & PM EMEA



»drupa is the heartbeat of the industry. For Landa, the show came at a perfect time to demonstrate the value of our systems, their amazing print quality, colour fidelity and productivity - as well as the ability to share the growth and success of our customer base around the world. This was an amazing show for us. I have to say that witnessing the enthusiasm and excitement of visitors - representing businesses of all sizes - while watching a B1 digital press running live, was a great reminder of the immense transformation we are delivering to the market. drupa has always been a landmark event for the industry, and drupa 2024 was certainly one to remember.«

**Landa Corporation Ltd.**  
Sharon Cohen, Chief Business Officer



»We are very pleased with how the show went. Our booth was very well attended and we not only generated many leads, but also closed good sales deals on-site. At drupa we have closely followed the growing interest in digital sheet-fed printing, as we now offer a convincing finishing application with the combined Muller Martini/Hunkeler solution Sheetfolder/Vareo PRO.«

**Müller Martini**  
Bruno Müller, CEO



»(...) drupa (...) is back and remains the leading trade fair for the printing and paper industry. This year confirmed the very high quality of visitors, especially decision makers. This is underpinned by the impressive sales success of the exhibitors. drupa is and remains the industry's global showcase for performance and innovation. The growth of the packaging and sustainability sector was excellently reflected.«

**VDMA**  
Thomas Schiemann, Managing Director of the VDMA Printing and Paper Technology Association

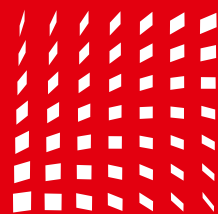
It was fantastic, we  
are looking forward  
to 2028.

drupa 2024  
memories

<https://youtu.be/wAUtiHi-Fj0>







**drupa**

no. 1 for printing  
technologies

time to get ready

2024

2028

may 09 - 17

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