

# PrintPromotion goes drupa: PrintMedia Management Conferences in conjunction with drupa presentations in 14 countries

The countdown to drupa has started: The PrintMedia Management Conferences are carried out in the run-up to the biggest trade fair of the graphic arts industry in conjunction with the drupa presentations.

Representatives of German technology manufacturers inform about the latest technologies and developments they will show at drupa. In addition, a representative of Messe Düsseldorf gives a summary of what the visitors will see at this globally leading trade fair. The delegation is on the road in 14 countries: Colombia, Peru, Ecuador, Mexico, the Philippines, Malaysia, Indonesia, Thailand, Vietnam, Saudi Arabia, U.A.E., Iran, Turkey and Kazakhstan. In South America, novelties were presented by speakers from 12 companies.

Jörg Pollmann from Heidelberg Web Carton Converting GmbH (formerly Gallus) spoke about "Folding carton packaging" – sustainability, dialog between brands and customers, value-added enhancements and how to differentiate at the Point of Sale, efficient production and applications. Heidelberg Druckmaschinen – represented by Luis Javier Del Pozo, Dieter Franke and André Schneider – gave information under the title "Improving quality and productivity by using Color Control Systems". Monika Satta from Baumann Maschinenbau Solms explained the technological innovations in this company's cutting machines and applications.

In the four South American countries, Mathias Losen, Peralta Noe and Jose Diaz from Mosca gave a presentation about "strapping solutions" and their applications. Ronald Lein, Kama, talked about "Finishing and beyond" – Embossing, cutting, creasing, hot foil stamping, folding and glueing in a flexible, efficient way". KBA sent Mirko Straub and Stefan Deuster as speakers in order to inform the interested attendants about "Trends in process automation and inline finishing in sheetfed offset".

Achim Kurreck from Moog gave a lecture about "Value added printing and finishing to maximize profitability". Will-Pemco (Polo Juangorena, Ada Avcevedo) reported about the range of products offered by the newly formed BW papersystems group of companies. Joaquin Pujol explained tendencies in the graphic arts industry and the solutions offered by Polar Mohr. IST Metz sent Jean-Philippe Fournier in order to inform the audience about the possibilities and trends of UV technology.

Christoph Hongsermeier gave a presentation about book production and packaging technology from Kolbus.

For W&H, Jürgen Wunderlich travelled to Colombia in order give to the interested audience information about "Innovative printing technologies from Windmüller & Hölscher for flexible packaging".

The number of attendants of the conferences in South America can be seen in the following survey:

Conference in	on	No of attendants
Colombia, Bogota	15 October 2015	89
Peru, Lima	16 October 2015	148
Ecuador, Quito	19 October 2015	78
Mexico, Mexico City	21 October 2015	50

The presentations of the participating companies can be downloaded from:

[http://dup.vdma.org/messen\\_und\\_events](http://dup.vdma.org/messen_und_events)

At the conferences in Asia, Heidelberger Druckmaschinen, Mosca, Kama, Koenig & Bauer, HC Moog, Will-Pemco, Polar Mohr, IST Metz, Kolbus and Windmüller & Hölscher were represented. As mentioned above, the subjects of the presentations were new trends and developments with regard to printing and paper, packaging, post-print processing and UV technology.

The number of attendants is given in the following survey:

Conference in	on	No of attendants
Malaysia, Kuala Lumpur	27 October 2015	156
Indonesia, Jakarta	28 October 2015	115
Philippines, Manila	30 October 2015	124

The presentations of the companies participating in these events can also be downloaded using the a/m website.

The tour continued with PrintManagement Conferences in Bangkok/Thailand on 2 December, Hanoi/Vietnam on 3 December, Ho Chi Minh City on 4 December, Riyadh/Saudi Arabia on 7 December, Dubai/U.A.E. on 8 December and Tehran/Iran on 9 December 2015.

**The PrintMedia Management Conference in Istanbul/Turkey will be held on 12 January, the one in Almaty/Kazakhstan on 14 January 2016.**

**Participation is free of charge. Registration is required. For invitations, please contact [uta.leinburg@vdma.org](mailto:uta.leinburg@vdma.org)**



The speakers of the PrintMedia Management Conference in Peru



Nearly every seat was taken in the conference rooms.



The speakers at the PrintPromotion Management Conferences always had the full attention of the audience.