

embrace the future

June 16-26, 2020

Düsseldorf
www.drupa.com



drupa

no. 1 for printing
technologies

Statement

Werner Matthias Dornscheidt

President & CEO, Messe Düsseldorf GmbH

at the drupa 2020 press conference on 8 May, 2017 in Düsseldorf

In exactly 37 months, drupa 2020 will open its doors. That is still a long time away and a lot may happen along the way. We know from experience that three years can pass very quickly. This is why we have already defined, planned and started to implement activities and measures for the upcoming drupa. This is the perfect moment to take a first look at the next edition of the most important and significant international trade fair for print technologies – particularly as its “sibling”, the interpack, has just experienced such positive feedback.

There are several parallels between the interpack and the drupa: with their common focus on packaging, these two events, where the industry's demand meets suppliers from more than one hundred countries, have become the most important trade shows in their respective segments and offer premiere platforms for innovation and advanced technology. There are significant synergies in packaging production – the similarities do not cancel each other out, but complement each other. While the interpack provides products and solutions for the entire packaging process chain with a strong focus on processing, the drupa focuses on package printing for corrugated, flexible, folding cartons, labels and tags as well as on post-production finishing.

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In 2020, this particular segment will attract even more attention. As long-standing drupa partners and visitors, you will have noticed that both the industry and its flagship fair have been undergoing radical structural changes. Some areas have already lost their importance, while the industry has moved into new business areas and has already been particularly successful in digital printing as well as in industrial and functional printing. In the wake of this development, we have further expanded and advanced the drupa, adapting the nomenclature and adding numerous applications that cater to areas well beyond the classic graphics industry.

Our success proves us right: systematically implemented since drupa 2016, the re-alignment and focus on future topics with major growth potential, i.e. interdisciplinary technologies such as 3D printing, printed electronics and developments in smart electronics, resulted in an outstandingly successful trade show last year, with exhibitors unanimously reporting excellent deals, extremely promising contacts and a positive impetus for the global printing industry. A total of 260,000 visitors from 183 countries were impressed with the sheer abundance of innovative products for their business. Allow me to quote the concluding assessment of Claus Bolza-Schünemann, Chairman of the drupa committee and Chairman of the Board of Koenig & Bauer AG at the end of the previous drupa: "The printing industry is always reinventing itself and presents an abundance of areas with major potential, a fact that was impressively demonstrated by drupa 2016: in nineteen halls, this highly innovative industry demonstrated its ability to master the future".

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These words are our obligation. Hand in hand with the industry, we want to add a new chapter to this success story and continue to identify as well as explore the latest trends to develop the perfect trade fair concept that helps companies tackle the challenges of the market. This is why we are already making every effort to ensure that drupa 2020 will offer innovative solutions for all areas of application and open up new business areas and ideas.

During the interim years, we have been active in a wide range of international markets, because we believe that an innovative, globally operating printing industry needs not only a flagship fair but also regional platforms in promising markets in order to present itself and its performance range in an adequate way and in line with market requirements. Because all cross-sectional trends are based on different regional structures and cater to different market requirements, we can tap into our experience and expertise as long-standing organisers of the drupa trade fair to accompany our customers in their ventures into the world's growth markets.

This year will see the successful implementation of international trade fairs such as PACK PRINT INTERNATIONAL (20 - 23 September in Bangkok) and pacpro Asia (7 - 10 November in Shanghai) and a new member in our portfolio of trade fairs with a focus on print technologies: IPAP Tehran powered by drupa, which will take place from 12 until 15 October. Hosted in cooperation with Iranian organiser BRP, this trade fair presents the complete value added chain of print technologies and is co-hosted with pacprocess Tehran and iFood Expo. We are delighted

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to be able to step up our activities in the promising Iranian market and tap into the interesting potential of about 32,000 offset printers, 50,000 service providers in the digital print segment and 65,000 suppliers to the printing industry. The IPAP – Iran's Printing and Packaging Industry Exhibition – is an established trade fair, which was formerly hosted in Mashhad, about 850 kilometres to the east of Tehran. Relocating this major event to Tehran and starting a new cooperation with drupa will open up new opportunities for further growth and increasing international attraction.

Another premiere will follow in March 2018: printpack alger. Co-hosted with plast alger, this bi-annual trade show has been organised by the Heidelberg-based trade fair company *fairtrade* in Algiers since 2008. Last year, Messe Düsseldorf was taken on board as an equal partner. With its expertise, Messe Düsseldorf is expected to help this event to grow further. Together with South Africa, Nigeria and Egypt, Algeria is among the four largest economies in Africa. With 41 million inhabitants, Algeria is the third biggest technology importer for the plastics, print and packaging segments. Over the past few years, the plast & printpack alger has enjoyed continuous growth, recent figures report 4,360 visitors (+41%) and 166 exhibitors from 22 countries, which makes this event one of the most important meeting places for this industry in Africa.

Established in Djakarta, Indonesia, the largest economy in Southeast Asia, the trade fair trio indopack-indoplas-indoprint will again open its doors in September 2018. Only a few weeks later, starting on 24

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October and closing on 28 October, the All In Print in Shanghai will take account of the dynamic development of the Chinese industry. With 724 exhibitors, almost 77,000 visitors and about 82,000 square meters of net exhibition ground, this bi-annual trade fair is the most important event of our global Print Technologies portfolio.

In 2019, we will host the PACK PRINT INTERNATIONAL in Bangkok and the pacpro Asia under the same roof as the swop – Shanghai World of Packaging.

As you can see, those three years until the next drupa are packed full of exciting trade events, which will offer our customers a platform for exchanging information and help them explore the market's potential. In a few minutes, Sabine Geldermann, Director of drupa and Global Head Print Technologies, will inform you about new ideas in store for June 2020. But first, I would like to turn the floor over to Dr. Markus Heering, who will share some impressive insights into the future of the print and packaging technologies market.