

Greeting

Martin Weickenmeier
President of drupa 2012
Member of the Körber AG Executive Board
Chairman of Business Management for
Körber Paperlink GmbH

on the occasion of the drupa reception
during PRINT 09
on Sunday, September 13, 2009.
Grand Ballroom, McCormick Place, Chicago, IL., USA

Many thanks, Mr. Dornscheidt.

On behalf of the drupa Committee, I would like to extend a warm welcome to you at our reception today.

I am extremely pleased you were able to accept our invitation.

All of us – suppliers as well as service providers in the printing industry, print buyers, journalists and trade fair organizers – are sitting in the same boat in these turbulent times, and are awaiting the signs of economic improvement.

In fact, prospects do not seem to be as negative as predicted at the beginning of the year.

Just a short time ago, the International Monetary Fund adjusted its international growth prognosis upwards for this year.

International business will increase by 4.1% this year due to great demand on the part of industry and consumers, as was stated by the organization in its updated version of “World Economic Outlook”.

As a result, the IMF has adjusted its own prognosis from April of this year to identify a positive trend.

For the United States, as well, the IMF has increased the positive trend of its prognosis for this year with surprising vehemence.

Instead of 0.5% more growth, the IMF now anticipates a plus of 1.3% for the world's largest national economy.

Can this really be the end of the downward trend?

Bad news still dominates the headlines and overshadows positive developments.

And it does in fact exist – *good news*, news that can give us confidence and motivation.

There are service providers in the printing industry who are flourishing, machine builders who can report about good sales or good investments in man and machine.

In the current drupa report, we asked five executive editors from five different countries how their domestic printing industries were reacting to the current challenges, and whether this phase also had opportunities to offer.

As variable as the responses were in respect to detail, the conclusions of executive editors from the USA, the UK, Japan, Brazil and the Netherlands were absolutely clear about one point:

The present situation must be understood as a period of reorientation requiring skillful reorganization, the efficient utilization of collaborator potential, the development of new business models, and the increased readiness to directly approach customers and take their interests into consideration more than ever before.

This sounds quite simple at first, but I am thoroughly convinced that this strategy is a formula for success, and because of this, a good plan for the future.

After all, we also have an important trump up our sleeve: Our industry is innovative, it will continue to command public attention with pioneering developments and the highest productivity rates.

The drupa team is confident that the downward trend will be overcome by May 2012, and that companies will once again be in a position to show their full strength on the market and compete with each other.

But let's get back to our evening program: I wish you a pleasant time with interesting conversations, and most importantly, a successful participation at PRINT 09.

And I hope to see all of you again at drupa 2012 in Düsseldorf at the very latest.

Now I'll hand over to Bob Tapella...