

Greeting

Werner M.Dornscheidt

President & CEO

Messe Düsseldorf GmbH

on the occasion of the drupa reception during

PRINT 09

on Sunday, September 13, 2009.

Grand Ballroom, McCormick Place, Chicago, IL., USA

I would like to thank you for attending our drupa reception after a long day at the trade fair.

This drupa evening event during PRINT has become a tradition.

This is where the international drupa community comes together, shares information and discusses current developments in our industry.

Before we get to the subject of networking, I would like to briefly introduce my fellow speakers Martin Weickenmeier and Robert Tapella.

Martin Weickemeier is the new drupa President, member of the Körber AG Executive Board and Chairman of Business Management for Körber Paperlink GmbH.

Mr. Weickenmeier will comment about the current atmosphere in our industry in his speech.

I am very pleased that Robert Tapella, Public Printer of the United States, is able to join us here tonight.

He will talk about his drupa experiences a little later.

Today's reception, 963 days prior to drupa 2012, also serves as the official start of the countdown for this premier meeting for the printing industry.

Until the drupa launch on May 3, 2012, we have quite a lot to do to make sure the 15th drupa will once again be a complete success for all participants.

In light of the difficult market situation, you are perhaps asking yourselves whether trade fairs within the framework of your own marketing activities still make sense.

I can only answer that with the deepest conviction and an unwavering:
“Yes – and right now of all times.”

Especially the leading international trade fairs of the respective industry have a significant impact on the market, and are therefore ranked as top priority activities in the marketing mix of exhibiting companies.

The U.S. magazine “Printing News” brings it to a point:

Only a few weeks ago, the editor Toni McQuilken wrote an article about the year following drupa 2008 with the title “One Year Later: Drupa's Impact on the Industry”, for which she also interviewed representatives from the industry.

She summed up her findings as follows:

„When it's all said and done, Drupa 2008 impacted the industry in many ways. The size and scope of offerings on display from almost every company worldwide that deals with print can't help but have an effect. However, at the end of the day, it was the technologies and companies we'll remember, not the show itself. Which is exactly what a good trade show should do.”

I certainly hope the same will be said about PRINT 09 next year. Especially for Ralph Nappi, the entire NPES and its Chairman, Henry A. Brandtjen, who also happens to be a passionate Düsseldorf fan.

NPES with whom we have been cooperating as mutual friends for many years, has done everything to create a top-quality marketing platform in the interests of our industry.

I wish you and all of us many more successful days at the trade fair.

Now I would like to hand over to Martin Weickenmeier...